Survey & Photo Elicitation Research Material

Introduction

Thank you for participating in our survey! Thirty participants have a chance to win a $5 voucher for swag or native plants!

We're gathering insights to understand better what motivates people to start rain gardening, their challenges, and how the Washtenaw County Rain Gardening Program website can improve to support the community. Your feedback will help us create a more engaging and inspiring platform for rain gardening. The survey will take about 5 minutes, and we greatly appreciate your valuable feedback and insights.

Demographics Questions

We would like your demographic information to help us understand our rain gardening population and identify ways to increase our reach. Feel free to skip any question you don't want to answer.

Age

- Under 18
- 18 to 29
- 30 to 49
- 50 to 69
- Above 70

Gender

- Female
- Male

Socioeconomic Status

- Low
- Low to medium
- Medium
- Medium to high
- High

Race/Ethnicity

- White
- Black or African American
- Asian
- Native American/Hawaiian
- Middle Eastern/North African
- Hispanic/Latino
- I prefer not to answer
- Other

Screening Questions

What type of property do you live in?

- Single-family home
- Townhouse
- Apartment or condo
- Other

Do you have access to an outdoor space that could be used for gardening?

- Yes, a front yard
- Yes, a backyard
- Yes, a shared garden
- No

How much time are you willing to dedicate weekly to garden maintenance?

- Less than 1 hour
- 1 to 2 hours
- 3 to 4 hours
- 5 or more hours

Are you interested in eco-friendly gardening practices or sustainability initiatives?

- Yes
- No

General Questions

How familiar are you with the concept of rain gardening?

- I practice it
- I know what it is
- I have heard of it
- No idea

Where did you first hear about rain gardening? (Select all that apply)

- Social media
- Workshops or events
- Friends, family, or neighbors
- Online articles or websites
- Rain garden sign in someone's yard
- Other

Are you currently practicing rain gardening?

- Yes
- I plan to
- No

Rain Garden Questions

How long have you had a rain garden?

- Do not have one
- Around three months
- Around six months
- More than a year

What type of rain gardening do you participate in?

- Personal rain garden
- Community rain garden

What was your goal with rain gardening? (Select all that apply)

- Reducing water runoff and pollution
- Improving the look of my yard
- Supporting local wildlife and pollinators
- Complete a meaningful personal project
- Fix the basement flooding issue
- Fun new gardening idea
- Become an expert in my neighborhood
- Other

What was the most challenging obstacle in your rain gardening journey? (Select all that apply)

- Cost
- Time
- Lack of knowledge
- Lack of resources
- Manual labor
- Public judgment
- Fear of failure
- Other

Please explain why those obstacles were challenging.

What motivated you to overcome these challenges?

General Questions 2.0

Which of the following would have made starting a rain garden easier?

- Access to detailed tutorials or guides
- Financial assistance
- Free or discounted materials
- Mentorship from experienced gardeners
- Individual consultation with an expert
- Other

How likely are you to join a rain gardening community or group?

- Strongly likely
- Likely
- Unlikely

- Strongly unlikely

What format of content do you find most engaging on a site?

- Videos
- Infographics
- Written articles
- Photo galleries
- Question and answers
- Other

How likely would you find having a Q&A section on the Washtenaw Rain Gardening website helpful?

- Strongly likely
- Likely
- Unlikely
- Strongly unlikely

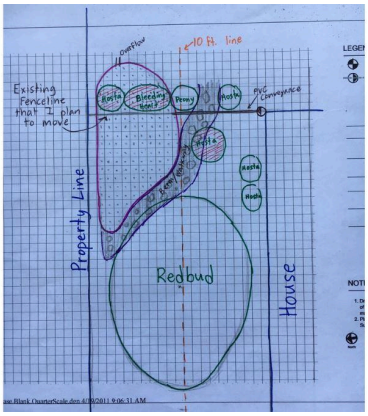
Photo Elicitation

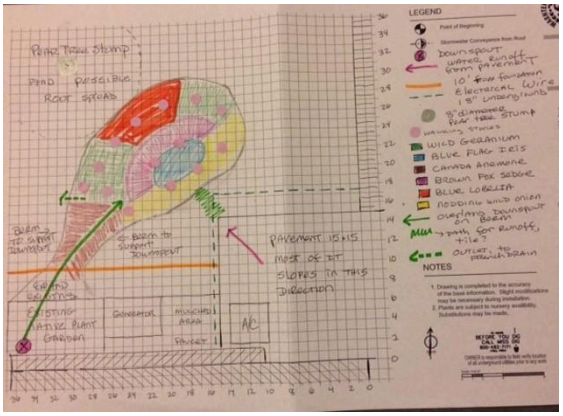
For this next section, we will show you a collection of photos. Under each collection, write your feelings and opinions about the images and why you feel that way.

Rain Garden Process – Before and After




Rain Garden Map Plans





Community Gardening Photos







Rain Gardens Collecting Rain





Garden Photos







From the photos above, which were the most appealing to you or would help motivate someone to begin rain gardening?

- Rain Gardening Process – Before and After
- Rain Garden Map Plans
- Community Gardening Photos
- Rain Gardens Collecting Rain
- Garden Photos

Can you explain why those photos were most appealing/motivational?

Thank you so much for answering these questions! Is there anything else you want to tell us?