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Research Report

Maine Department of Environmental Protection Private Roads Focus Groups

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Prepared for:

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Key Findings and Discussion

1. Landowners around lakes were concerned about a number of issues. Water quality was a top concern, but they were also concerned about invasive species, speed of watercrafts, high property taxes (and limited services provided) and growth in the size of houses and number of houses around their lake.
2. Almost all participants belonged to a lake association. In many cases, these were formal with by-laws and scheduled meetings. In other cases, associations were informal with one person scheduling contractors and then asking for payments from neighbors. Formal associations appeared to have more solidified leadership and informal associations had fewer leaders.
3. Nearly all road associations in the groups charged an equal amount to each member, but this amount varied widely, from less than a hundred dollars a year to more than a thousand dollars a year.
4. Road associations, whether they were formal or informal, generally ran smoothly; the primary objective was met – the road was maintained and plowed to meet the needs of landowners.
5. The top problem of road associations was getting everyone to pay. Formal road associations used the legal remedies that were available to them - small claims court or as a last resort, a property lien. This legal mechanism was of interest to some informal associations as they had simply learned to live with those who did not pay.
6. Participants were very concerned about the water quality in their lakes, in particular, fertilizer and other chemical runoff. They were less concerned about soil erosion as a pollutant. In some cases, they thought that soil was natural and the danger in soil erosion was just the phosphorus and chemicals it carried.
7. Participants understood the need to divert runoff to prevent it from directly going into the lake. They also understood the importance of preserving or creating natural barriers to runoff. This understanding was most pronounced in Raymond, where the Portland Water District was aggressive in both monitoring lakefront landowner practices and in assisting landowners in doing the right thing.
8. Many participants were frustrated that some landowners “get away with” cutting down too much natural vegetation such as trees or dumping sand to create beaches.
9. Some road associations were actively improving roads to reduce erosion, though the objective of reducing maintenance costs seemed to be as important as reducing runoff into the lakes. Roads that washed away after a storm created inconveniences and were costly to rebuild.

10. Some participants noted physical constraints of terrain that limited them from completely addressing erosion problems on roads. Rocks or ledges might limit the ability to put a ditch on the side of a road. There might not be space for a collection turnout. The road may run straight down the hill and directly towards the lake. Some noted that roads were not often well sited – but they had to live with the location.
11. Information on willingness to spend more to reduce erosion was contradictory. Verbally, many were unwilling to increase their annual road spending – but when asked to note the amount they would be willing to pay for roads that polluted less, most increased their yearly amount and in most cases this increase was substantial.
12. Most participants were not in favor of town ownership of their roads. They did not want to improve their roads and then turn them over to the town for ongoing maintenance. Many thought that they would lose control over access to their property; they liked keeping their roads private. Others thought that the town would widen roads and take property in order to do so. However, some others did want the town to take over to reduce their expenses and to obtain access to other services, such as trash collection and school bus stops.
13. Most participants were not supportive of a state agency such as DEP creating standards for road construction and maintenance. They noted that enforcement would be a problem, and thought that the DEP cannot enforce current bans on additions to beaches or cutting of trees near the waterfront.
14. Many respondents were appreciative of state grants that supported road association spending to improve road drainage and reduce runoff. Grants seemed to serve as a catalyst for action. Those that did not receive grants were interested in them. The issue of a state bond to fund these grants received more mixed reviews. There was concern that award of the grants might be dictated by politics rather than need.
15. Most participants liked the idea of the DEP “Camp Road Maintenance Manual” and wanted a copy to read and thought that they would use the “best practices” recommended.
16. Participants’ recommendations for DEP support and action included:
 - Education and technical assistance for landowners
 - Training for contractors and road builders
 - Grants and rebates for road upgrades
 - Assistance and information on setting up road associations

Background and Methodology

Background

Building on past focus group data related to water quality and the environment, the Maine Department of Environmental Protection wished to conduct four focus groups to determine the target audience's views, beliefs and motivations regarding private unpaved roads adjacent to lakes. The Maine Department of Environmental Protection wanted to determine key social factors that would allow the Department to develop a strategy for addressing storm water pollution from unpaved private roads.

Methodology

Four focus groups were conducted with participants that live or have a camp near a lake, river or stream. All the focus groups occurred in the southern part of the state and close to where much work and money has been spent protecting and/or restoring water quality. These participants are likely more informed and better off than camp road owners in other parts of the state.

- One group was conducted on Monday, August 18th, 2008 at the Market Decisions facility in Portland, Maine. There were 9 participants in attendance.
- Two groups were conducted on Tuesday, August 19th, 2008 at the Raymond Public Safety Building in Raymond, Maine. There were 11 participants in the first group and 11 in the second.
- One group was conducted on Wednesday, August 20th, 2008 at the Winthrop Town Office in Winthrop, Maine. There were 12 participants in attendance.

A total of 43 individuals participated in the 4 groups.

The Maine Department of Environmental Protection provided Market Decisions with names and addresses of people in the Portland, Raymond and Winthrop areas that belong to a Lake Association. The sample files were cross checked for duplicate names and addresses, and those records with missing information and non-local numbers were removed. Market Decisions then sent the list of names and addresses to Marketing Systems Group for phone number look ups. The sample files were then randomized for recruitment.

Findings of a focus group are representative of those who participate in the groups, not necessarily of all potential respondents. Group participants can be characterized as:

- Living or having a camp near a lake, river or stream.
- Having a dirt, gravel or otherwise unpaved and privately owned road that leads to their home or camp (Privately owned means the road is NOT maintained by the town or state).

- Having three or more families' homes (including their own family's home) on the unpaved road to their house or camp.

Other Characteristics of Group Participants Included the Following:

- A mix of men and women, ages (18-75), education and income levels were sought for each group.
- A mix of those that belong to a road association that maintains the road to their home was sought for each group, with a goal of recruiting at least 3 that did not belong to an association.
- A mix of those belonging to a local organization that works to improve water quality of lakes, rivers and streams was sought for each group.
- Those who stated that they or a member of their family currently worked for state government, local government, an environmental services company or for an environmental organization were excluded from participating.
- Respondents that had participated in a focus group discussion within the past 6 months were excluded from participating.
- Those who indicated that they were not very or not at all comfortable expressing their opinions freely in an informal group setting were excluded from participating.

The discussion guide and screener were developed by Market Decisions in consultation with the client.

Groups were moderated by Curtis Mildner, a Riva Institute trained moderator.

Limits of Qualitative Research

Focus groups are considered qualitative research. They identify issues and types of responses, but they do not result in statistically meaningful allocations of responses by percentages, as would quantitative research. Focus groups can tell us how consumers may act, think or feel but they cannot tell us how many consumers think or feel a certain way.

Since focus groups allow for probing, in depth discussion and the use of special tools and techniques, they are much better than quantitative research in getting beyond the easy to get at surface or top of mind responses. This beneath the surface information is much more likely to reveal the underlying attitudes, preferences, and beliefs that ultimately drive thinking and behavior.

Care should always be taken in interpreting or acting on individual participant comments. A single comment may not represent anything more than one individual instance – unless it can be shown to be indicative of a general theme or a pattern of beliefs, perceptions or behaviors.

Quantitative research should always be considered as a next step to qualitative research. Such research adds power to the findings of focus groups by more fully describing who the respondents are that think or act in a certain way, how many there are as well as where they can be found.

Detailed Discussion & Comments

Detailed Discussion

Notes:

The following descriptive words are used consistently in the report to describe the size of groups that expressed ideas.

- “Most” is more than a majority
- “Many” is up to a majority
- “Some” is less than a majority but still a significant group

Since every respondent did not express a view on every issue, these are only rough guides to the strength of positions.

These findings reflect the comments of participants in the groups – those that live or have a camp near a lake, river or stream.

Notes style comments from participants and every topic are presented here. While these are not verbatim transcriptions complete with pauses, incomplete sentences and redundancies, nothing was left out. Some comments were simplified to avoid repetitiveness, others were clarified to include what the participants were referring to and incomplete comments were made into sentences. By providing comments, readers can see the breadth of discussion and verify or dispute the overall summary of the discussions.

Notes style comments from participants are presented in italics, by group.

P = Portland

R1 = Raymond, Group 1

R2 = Raymond, Group 2

W = Winthrop

Issues that are of concern to those who have property near a lake, river or stream.

- Property taxes
- Large home construction

“They don’t build homes, they build hotels. They’re enormous what they’re building up there.” P

- Speeds of power boats on lakes

“They get bigger and bigger every year, and faster and faster every year. It’s a problem when they decide they’re going to race each other.” P

“The speed of the boats and the speed of the personal watercrafts. They go zooming by like 100 miles per hour.” W

- Water quality

“I think the greatest issue is water quality which has gotten better over the years, recently. However, there is a great concern because there is so much runoff into the lake from so many roads and so many neighborhoods. A lot of it runs into the lake and that’s the biggest concern.” P

- Multiple houses on one camp road

“When we bought our property it was a camp road and there was probably half a dozen houses on the road and now there’s 30. And that’s within 8 years, and that’s just one camp road that leads down to Highland Lake. That’s an issue.” P

- Increased number of year-round houses

“There were very few year round houses and gradually they’re becoming year round houses. The entire road in is year round housing now. It’s a tremendous load on the lake.” P

- Tree cutting without permits

“We cannot believe how many people who are building new or are rebuilding old, how may trees they are able to cut. It’s not enforced. DEP does not take responsibility for it. I can’t tell you how many people cut trees without permits.” P

“We have problems with the out-of-staters not caring. It’s not just the lack of code enforcement, it’s that they don’t care and they’ll pay the fines as long as they get what they want.” P

- People creating beaches

“We have people who create beaches where there weren’t any, which is clearly against the law. If you want a beach and you have enough money to dump that much sand in there, a \$10,000 fine is not going to stop you. You pay the DEP the \$10,000 fine and you now have a beach.” P

“Having sand brought in to make beaches.” R2

- Non native plants – Milfoil spreading

“I think we’re all concerned about milfoil.” R1

“But there have been some tremendous efforts being made, on Panther Pond is a very good example.” R1

“It’s pretty hard to be optimistic about it winning the long battle though. It’s one of these things when you start pulling at it, it breaks off segments and they regenerate. It’s a tremendous curse.” R1

- Non native fish – Northern Pike squeezing out trout and salmon

“I think there’s a big problem with the Northern Pike. I’m a pretty avid fisherman and the Northern Pike have taken over all the lakes. They’re getting everywhere and that’s a big problem. There used to be perch, there used to be lake trout, there used to be brown trout... so that’s a serious problem.” W

- Phosphorus runoff – from washing and fertilizers, lawns, etc

“Fertilizer, lawn care.” R2

“I think the biggest problem is probably the phosphorous issues. Sabattus pond is like a bowl, there’s a lot of phosphorus issues coming out of there, but that drains into the Androscoggin.” W

- Soil erosion into lakes

“Erosion from construction sites, logging sites.” R1

“At the north end, there’s several very small streams and there’s a lot of runoff from the higher region and it has changed the water level considerably, enough for the people to complain that live there.” R1

- Use of golf carts, ATVs and motor bikes – chewing up roads

“ATVs and dirt bikes will tear your road to pieces. Anything that will spin a wheel will tear up the road. Kids on a dirt bike live to spin their wheels and it’s usually in the softest gravel they can find and it’s usually where the water crosses the road.” R1

- Lakefront erosion from power boats on lakes

“The problem is when people don’t look behind them when operating a boat and they have these enormous wakes because the boat is pushing a mountain of water out behind the boat and this amount of water behind the boat is what’s causing us problems on the lake.” W

- Cost of road repair during wet periods – like this summer
- Speeds on private roads
- Sewage

Road Associations

Types

Almost all participants belonged to a road association, either formal or informal. In some cases the participant was the road association as others completely delegated responsibility.

More formal associations have bylaws, liability insurance, elected officials and annual meetings.

“We have a road commissioner and a council, or board of directors. We know it’s every third year that someone goes on and officers are elected from that group. We have an annual meeting, the last Sunday in June at noon.” P

“We have a board of directors of the association and then there’s a right of way committee and as a group we are making more efforts than in the past to try to alleviate issues.” R1

“We have our own association with officers and a board of directors and we work with the water district too.” R1

“We have bylaws; it’s registered with the state, so we do pay taxes. But there’s no teeth behind it is what we’re told.” R2

“We’re looking into getting liability insurance for our road association, but nobody wants to insure us if we maintain the road.” W

One participant was part of a statutory association – where every year owners vote to have an association, in effect, allowing the association to exist just for one year. Owners would continue to vote each year to reinstate the association.

“We did form a statutory association, which means that every year we redo the association. So we’re working our way towards becoming a legal association. So people are being forced to pay their dues, otherwise we have the ability to put liens on the properties.” P

Even informal road associations would “elect” someone to serve as road commissioner or treasurer.

Some informal road associations simply have one person who schedules the work of contractors and seeks payments. In some cases, this role occurs by default – someone has to do it and no one else steps in.

“She just does what’s necessary and she sends out the bills.” W

Doing the Road Work

In many cases the road work is contracted out.

In many cases a contractor who lives on the road does the work.

“We have a paved part that is public and maintained by the town of Casco. Where it becomes dirt it’s a private road and the association has never chosen to allow public access so we have to do our own plowing and maintenance on the road. Luckily somebody who lives on the road is a contractor who has heavy equipment that does the maintenance of the road for a reasonable fee.” R1

“A contractor who lives on the road is the road commissioner and he gives us a pretty good deal on taking care of things.” R2

“It’s my mother’s property on one side and then on the other side is Leslie’s and a fellow who runs a gravel business. So he does a lot of grading and puts gravel in and he tries to stay on top of it.” W

In other cases the association owns equipment, sometimes very old equipment, and volunteers to do the work.

“We have a road association but they maintain the potholes, the grading sometimes, the plowing.” P

“We own all the equipment. We like having this equipment because the individual home owners can then use the equipment, but that’s an additional expense that we have besides just keeping the road maintained and plowed. We have to maintain the equipment.” R1

“We maintain the road. We own the grader and everybody on the road does the work.” W

In some cases members do the work themselves with personally owned equipment.

“We’re very fortunate. We have a wonderful gentleman right there on the road that takes care of everybody. He’s got the gear right there so he does it all.” P

“We pay and we divide what needs to be done. That includes plowing and sanding. We all maintain it.” W

Funding

In most cases all members pay an equal share, sometimes once a year and in other cases twice a year. In some situations, year round residents would pay more than seasonal residents, but other participants mentioned that the dues were the same for everyone, regardless of how often members lived at their camp or house.

“This year, for the first time, the dues are the same for the summer residents and the year round people. When it was differentiated, there were arguments. ‘I saw so and so up here at the cottage in December and they don’t pay to have this road plowed’. It became crazy.” P

“It depends if you’re year round or if you’re not year round. But we pay \$150 a year.” W

In some cases the work and costs vary from year to year and shares of the costs are solicited when they occur among owners on a road.

“We had tremendous rain and had a culvert wash out; you couldn’t get the car over. We dropped 22 yards of gravel, which cost us \$3000. And there are 12 of us so we each had to put in \$250. We don’t have an association so its, ‘Since you live here, kindly contribute.’ Some people don’t have the money, some people are widowed, single seniors... what a big expense.” W

Amounts seemed to vary from a low of \$60 per year for a camp road that is not used much to amounts as high \$1000 per year for very well maintained roads. Most amounts appear to be in the \$100 - \$400 per year range. On average, Portland area residents pay \$250 per year, Raymond area participants pay \$335 per year and Winthrop participants pay \$415 per year.

Issues with Road Associations

Many participants were quite proud of their road association, particularly those who have had their camps for a long time – many participants had their camps for decades or even generations. It appears that stability of the membership assures that they operate more smoothly. Roles and expectations have been set and there is little disagreement.

“The people in our area, there are some that are relatively new, and by that I mean 20 years. But most people, they have a connection somehow.” P

Assuring that everyone pays their share was an almost universal problem. Some members simply wouldn’t pay. These might be newer property owners, owners who had a disagreement with the association, owners who disputed the amount of their use of the road or those who were just disagreeable. But most of these issues were seen as “facts of life” for road associations.

“There’s always those contentions. This one guy use to be in charge of taking care of the road but now they don’t want him and they got someone else so he didn’t want to pay for the culvert. I think that’s pretty common for private roads.” P

“We have people that have never paid. Ever. Going back until the time they first came there. We have a little better than 50%, which is why we’re looking into registering with the state.” R2

Many participants recognized that some members were long-time residents that were now retired and on a fixed income and couldn’t pay. Association members seemed quite willing to absorb this cost.

“The woman that lives there year round is approaching 80 and on a very fixed income and because of the recent horrendous rise in taxes, I don’t ask her for anything.” R2

The more formal legally organized road associations could collect overdue amounts via small claims court or via liens. These methods were time consuming and were of little help assuring speedy payments. However, most thought that they would get the funds eventually.

“They do collect dues from the people who are delinquent and make them do that by law by going through small claims court. Obviously small claims court takes time, and they’re going to do that for \$160.” P

“You can take them to small claims court and put a lien on the house. If you’re registered with the state, and they don’t pay, you can put a lien on the house.” R2

“There are a few people that are tough to collect from, it’s like pulling teeth, and they each have their own story. We have a lawyer that we can consult with. We’re in the process of putting liens on some of those properties.” R2

In some cases, year round residents had to pay for plowing but in other cases all paid for plowing to assure fire and police access.

“We only have one year round camp on the pond and that person has his own plow and he plows it so he can get down. There’s been a little contention. He’d like people to chip in and pay for his plowing, but the reality is is that people don’t have winterized camps.” P

Some associations had problems with participation – particularly with turnouts on community work days.

“We used to have road work days, and the same three people would show up.” R2

“There are eight that are elderly, handicapped, that I would not even press to get out there and do any work.” R2

Enforcing speed limits (usually 10 or 15 mph) and keeping dirt bikes and ATVs from using the private road, speeding and ripping up the road were also concerns. Speed and vehicle laws were not seen as enforceable on private roads.

Some road associations had problems with members without access to the lake. These owners were less concerned about soil erosion affecting water quality since it did not affect them directly. Improving the road was thought to benefit lakefront property owners more. They might also be less willing to pay their share of any additional maintenance costs.

Most participants appreciated hearing from others about how their road association functions, particularly those with more formal associations. This type of information was seen to be hard to come by – though very important. Participants were eager to learn from others, and also to share sources of information regarding soil erosion, road maintenance, best practices and matching grants.

“The state has a booklet that I had a copy of. It talks about camp roads and it shows you the different types of soils.” R2

“The Portland Water District is where I’ve gotten some information. And they used to make a fertilizer, maybe LEA Lakes Environmental Association out of Bridgton? They had a fertilizer that didn’t have any phosphorous in it at all.” R2

“There’s also LakeSmart. LakeSmart is a group and one of the residents on our road has been to meetings and they are for all bodies of water in Cumberland County.” R2

“Try COLA, which is the Coalition of Lake Associations. Someone there might be able to direct you.” W

“Another good resource is Kennebec Soil and Water.” W

Lake, Pond or Stream Water Quality

All participants were very concerned about water quality. They noted that the enjoyment of their property and the value of their homes depended on it. Most also valued simply being good stewards. Those that lived on lakes that had improved water quality were quite proud of that.

Participants identified five things that affected water quality in their lakes and ponds:

- a. Milfoil and algae
- b. Fertilizer from lawns and the phosphates that come from it
- c. Human and animal waste
- d. Gasoline and oil from cars and boats
- e. Soil erosion

Some participants thought of the first four items as pollution while soil erosion was simply the carrier of pollution. Some of these even thought that soil erosion was natural and not at all dangerous. Others thought soil erosion was a form of pollution and a serious issue. Most Raymond and Winthrop participants felt soil erosion and fertilizer or lawn issues were equally devastating.

“It’s all one in the same. The water runs across the lawns and the roads and its picking up whatever.” R2

“If you’ve got erosion, then you’ve got more phosphorous going into the lake. They’re absolutely connected.” W

“They’re connected. The one needs the other to get into the lake.” W

Most participants were well aware of the importance of maintaining natural buffers to protect lakes and ponds. Many could recite how many trees were allowed to be cut, understood the reasons for this and were frustrated when others violated the law and were not penalized for it or required to make restitution. Some noted that people from away (often wealthy) wanted nice lawns running down to the water and improved water views. This uninformed and selfish behavior was seen as a serious problem. In some cases they noted that these folks violated the law and just paid the fine.

“People don’t need to have lawns at a summer place right by the lake. Clear cut, right by the lake.” P

“A lot of people will build a nice lawn running right down to the lake, which is the worst thing you can do.” R1

“A couple summers ago they hired a landscaping company and a big barge to come in to move rocks and trees and I called the DEP and stopped them dead in their tracks because they just can’t do that. People do cut down trees and lord only knows what goes overboard from the boats in my cove.” R2

“People like to build their lawns right down to the waterfront. And they want them green. But you can go to these beautiful resort houses and they’re green all year round. The DEP could mandate how to fertilize those so they stay green so they’re not an issue on the lake, but they don’t.” W

“They don’t understand that it’s a buffer zone. They just thinking its blocking their view of this beautiful lake they just paid all this money for. They don’t realize that they’re telling you not to cut it down for a reason.” W

In the Portland and Raymond groups, participants were much more focused on soil erosion as pollution than in Winthrop. This may be because in the Raymond area the Portland Water District is aggressive in educating, providing technical advice, providing matching funding and even enforcing laws to reduce erosion. In addition, the Winthrop lakes area has historically been known as having algae issues and high chemical levels.

“We work with the Water District and they tell you what needs to be done. And they give you a plan, and if you follow it, they give you the grant money. We’ve done all that.” R1

“They (PWD) have a preferred contractors list too, that they’ve worked with before.” R1

“They’ll support associations as well as individual land owners. They’re in resource protection.” R1

“They take pictures every year along our shoreline to make sure you don’t cut down trees or disturb the planting.” R1

“The Portland Water District is a resource of sorts. They gave us a grant and did a lot of work on our right away, which even they will admit was poorly planned and poorly executed and it washed out. They are very supportive in trying to correct some of that.” R2

“Historically there’s been chemical pollution issues with Annabessacook over the years.”
W

In Winthrop, algae blooms and water levels seemed to be of more concern. In all areas, participants were aware of the work of lake associations and the DEP in improving water quality.

“I think the algae and the phosphorous are very serious, at least in my life.” W

The degree to which soil erosion was an issue depended on each participant’s situation. In some cases private roads were some distance from the lake and pond and were separated from the lake by large forest buffers. In other cases roads had already been improved. However, in some cases, participants thought of their road as just a simple camp road, almost a natural land feature, and seemed to deny that it could be a problem.

When it was pointed out that the gravel and sand added to roads replaced gravel and sand that had gone somewhere, probably to their lake or pond, this was a revelation for some. Some believed that the sand and gravel collected in the ditches, with the *possibility* of traveling down to the lake. Most thought of the cost of new sand or gravel – not where the old sand and gravel went.

“But I don’t think it (sand and gravel) goes to the lake. I think it runs off to the side of the road and I don’t think it gets to the lake.” R1

“Into the ditches. It all goes to the ditches.” W

Local Action to Address Water Quality

Many participants stated that their lake or road association had taken actions to address water quality, such as upgrading dirt roads, conducting water testing, forming conservations groups and educating residents.

“The Highland Lake Association has and they have done a lot and have made an excellent effort. They do testing, they got people to wash their boats before they put them in to keep out the milfoil.” P

“They have a youth conservation group that is partially subsidized to help with erosion, plantings, etc.” P

“They’ve developed pamphlets, brochures, education.” P

“We’ve had it rolled. We’ve had less and less gravel brought in, but every year we’ve had the road rolled, like steam rolled, so that we don’t have the erosion like we did before. It really has made a difference.” W

Some participants in the groups had received “319” matching grants to improve their roads and could describe the changes made, installing culverts, crowning, side swales, turnouts, etc.

“If you have road problems that are causing erosion and water is going into the pond, we had a number of culverts that were washed out, and our road commissioner through the association was able to get a grant from the state and our road is in great shape now. It’s matching funds. I think we got about \$3000 from the state.” R2

“We’ve been the recipients... this is our second or third year in a row, for the water quality. They’re helping with erosion, non-point source pollution, camp roads, trying to improve the water quality of Pleasant Pond.” W

In the Raymond groups, some participants had received technical advice and even money from the Portland Water District.

“There are also programs with the Portland Water District. I’ve gotten money from them a couple times to do things on my property to prevent runoff from the road and they routinely have grant money available to help people do those things.” R1

Two participants in the Winthrop group lived on a road that was a demonstration project of the DEP. This was a “model” road that received support from numerous organizations and even had signage explaining the correct ways to maintain and build a proper camp road. These participants viewed their road as a source of information as well as a guide for others to follow when maintaining their camp roads. Other road associations were brought in to see the “Best Practices.”

“It was a project done for the community and it became a model road. We got support from a lot of groups that did this road. There’s some signage out on the road, indicating how to do ditching, culverts, how to do rubber blades, how to do a lot of things. We open it to the public to teach them how to build and maintain a proper camp road. We got help from a lot of government agencies, the Boy Scouts....” W

“We did all kinds of new culverts, we did proper drainage ditches. We crowned the road. The crown runs into ditches on either side of the road and we have runoffs into the woods and not into the lake, that’s the main objective. They were all done with rip rap.” W

“They were our model. We all went over there and looked at the road and this was the way we were going to do our road, and we did.” W

In other cases, well informed contractors provided advice on how roads could be well built.

Paying for Less Polluting Roads

Interestingly, during the group discussions, only a few participants stated that they would be willing to personally pay more to build and maintain roads that pollute less and would improve the water quality in their lake or pond. However, when asked to write down the amount they would pay in addition to their current dues to help reduce soil erosion and improve water quality, only a few in each group indicated that they would not be willing to pay an additional amount.

Among those that would be willing to pay an additional amount, some would pay double or even triple their current payment. One participant from the Raymond groups currently pays \$100 per year and would be willing to pay \$2,000 per year to improve the road. Surprisingly, the participants that currently pay the most in road maintenance fees were the ones that would be willing to pay more to reduce runoff from the road while the people who currently pay the least were not as willing to increase their share.

Many that were willing to pay more felt that their road associations could do more to improve and upgrade the condition of their roads, which, in turn, would help reduce soil erosion and runoff. Some felt that their neighbors would not be willing to increase what they pay while others implied that their wealthy neighbors aren't concerned about money and that it would not be an issue for them to pay extra. A few noted that the owners who currently don't pay their dues would certainly not pay anything extra.

"They don't care what they spend. They've got the money to do. They pay, they do whatever they want to do. Those of us that are holding on to land that we want to hand down and try to keep in our families, I don't know. I don't think a lot of them can afford it."
P

"Well, the neighbors that don't pay their dues now probably won't do it. And even some of the year-rounders might not want to." P

"We're getting a lot done with our \$200 but we'd be able to do what we're doing twice as fast if we doubled it so that it could get done sooner. But I'd never get everyone to pay, as I said before, I have 10 members that have liens." R1

"I'm thinking that we can do better. We have a pretty good road, but I know where we can improve." W

"I pay \$350 now for plowing and road maintenance and I'd be willing to pay \$500 more. I've done road surveys all through the whole lake and I see what goes into the lake, I see what runs down those roads. If we got the roads fixed correctly, then it would be just maintenance for many years." W

Those that did not want to pay more may have not been convinced that soil erosion is a problem or didn't think that soil erosion was a problem on their road. Some felt that it was an individual's responsibility to control soil erosion and runoff, not the association's. Others just simply could not afford to pay more.

"We don't have an erosion problem, but we figure about \$1,000 a year is what it costs us right now." R1

"I'm reluctant to increase the amount I'd be willing to pay to the association by a large amount. I'd be willing to pay somewhat more, but I'm in the belief that people should take individual responsibility and that it should not necessarily be the associations role or even the town's role. The individual should do what they need to do to make sure their property is properly maintained and if they all do that, then the road is going to be good."
R1

“Not a penny more. I’m strapped as it is. Most of the road maintenance I do is repairing what other people do to my road. Would I be willing to if I had it? Maybe, but I don’t have it.” R1

“My road’s pretty far back, so I don’t think anything from the road washes into the lake.” W

Many participants complained about the high taxes of waterfront property and the limited services they received including the lack of town-paid road maintenance and snow plowing. However, when asked if they would bring their road up to a “standard” so that the town would then maintain it, only a few in each group were willing to do this. Participants in Winthrop were more open to the idea than Portland and Raymond participants, with nearly half of Winthrop participants expressing an interest in standardizing their road while only 2-4 from each of the Portland and Raymond groups doing so.

There were a variety of reasons expressed for not wanting the town to take over their private road. Some thought that the cost would be too dear. Some were concerned about losing part of their lawn or property because they thought that standard roads must be at least 25 feet wide – and many of their private dirt roads are currently quite narrow. Most, however, simply wanted their road to remain private. Many wanted to limit access and were concerned that town maintenance would mean that the road would be public and anyone could use it. Speed, safety and traffic were also expressed concerns. Many simply liked the aesthetics of having a dirt road. Some liked having control of road maintenance and saw little reason to change that.

“If the next step is to bring your road into compliance with state standards, if that happened on our pond, I would say 80% of the people on the pond would sell their camps because the money it would take to get our road up to town road standards... it would be the value that everybody paid for their camps.” P

“To change the road we’re on, it would have to be rebuilt. And it would cost an enormous amount of money. The road is nowhere near any standards of anything.” P

“At my age, I don’t want anything to change. I have a dirt road and I like the fact that I’ve had a dirt road for years. No one speeds down that road and I like that, it’s safe for my grandchildren. And I wouldn’t worry about them getting run over. On the other hand, I think it would be much better situation having a paved road coming in. But we’d never be able to afford that as an association.” P

“There’s some advantages to having pot holes and dirt roads, and that is speed. People don’t speed down the road, and if they do, they’re going to wreck their car.” P

“Making it a town road would put the owners on the town, which is going to come back on them and their taxes. It’s a vicious circle.” P

“I think no because if the town owns the road, then the public has access and I think that would cause a really big problem.” P

“The cost of bringing our road up (to standard) would just be too much for people so we would not do that. If the town wanted to do that, then maybe.” P

“It would be great if the towns could become a part of it. Its hard for the residents to take on that burden themselves.” P

“There’s resistance to making it a town road, some people don’t want to bring it up to town standard because if it’s paved, more people will get down there.” R1

“We like the privacy. If the town takes it over, anybody can drive down the road and the people don’t want that.” R1

“People would lose a lot of their lawn too. Our road is very narrow and we would have to build out at least 25 feet. People would lose a lot of their property by paving the road. And then would it become public, or would it still stay private even if it was paved?” R2

However, some participants could see the benefits of having a town-maintained road, which they assumed would then be paved and would ultimately provide easy access to their camps as well as public school bus service, police and fire service and trash pick up. They also felt that by having the town maintain the road, then that would be one less burden on the owners and the association. A few participants were more open to the idea of gradually bringing their road up to town standard, working on it little by little, over a period of time.

“I have to drive and take my car up every morning and every afternoon to bring my kids up to the bus stop because it’s more than half a mile, I can’t walk with a 4, 6 and 7 year old. If it was paved, I’d have the bus come down. On the other hand, I like the dirt road. The dirt road slows people down. I know a paved road is a lot of money and am I willing to dish that money out over time? I would be willing to. But would a lot my neighbors? Probably not.” P

“That could be an option. But then there are some people who like the fact that they do have ownership in their private road. That’s part of what makes them have their little road down to the lake.” P

“I would like that, as far as bringing it up to standard and having the town take over. Whether we pay for it out of road dues or taxes, I think it’s going to come down to the same thing. It’s one less burden that we have to worry about as an association.” P

“I think probably over time they’d be willing to do that if you came up with a reasonable plan that said we’re going to do so many miles or half miles or quarter miles per year, then yeah, I think most people would agree to do that. And I think most people probably, if you get the cost through grants or from the state or from the town of Raymond, would agree to a paved road if they could get some help to do it.” P

“I think the investment part would be a big problem, but I like the idea of over time. I think it’s an interesting idea but I think there are so many kinds of people on the road and there would be people who wouldn’t want it.” P

“If the town owned our road then we would be able to govern the golf carts, the ATVs and right now we can’t call the sheriff, we can’t enforce the speed limit, we can’t say you can’t do that because they all stand behind the shield of ‘this is a private road.’” R1

“The other thing is, you’d have trash pick up on your road and some of the other municipal services.” R1

Overall, the majority of participants would prefer to keep their private roads private. Among the few that could envision the town maintaining their road, most felt it would have to be a gradual process to standardize their road, not something that could be done immediately.

One participant suggested a tax rebate for the amount of their private road maintenance.

“I think a better approach might be to allow the members of a given association who contribute to spend money to bring their roads up to appropriate standards get a rebate on their property taxes or their state income taxes. That way it encourages people to do it and you don’t get the politics involved. You either did it or you didn’t.” R1

Many wanted to see towns donate money towards road maintenance, however, one participant investigated this idea further and was rebuffed by the town.

“They said, ‘It’s private, it’s all privately owned. No, it’s a private road.’ We’ve asked them to drive the buses down the road but they won’t because it’s private.” P

Most participants were not surprised that the DOT would suggest a budget of \$2,000 - \$2,500 a mile for private road maintenance. This seemed consistent with what some already paid and it was thought that the DOT standard was for a wider road and to higher standards.

“Yup, that’s what I figured.” P

“That sounds like just about what we’re paying. But our road is not at the Maine Department of Transportation standards.” R1

Participants had negative perceptions of additional state regulation of the quality and maintenance of private roads to be sure that pollution from runoff is minimized. Many participants thought that enforcement would be the issue. Some property owners already get away with dumping to create a beach or clear cutting lots to create a lawn. Adding road responsibilities would stretch the DEP’s enforcement. Others noted that local enforcement was inconsistent and code officials were also stretched thin. Many participants were simply leery of the state dictating the rules.

“It doesn’t make sense. We’ve been sitting here saying people are cutting down trees and the state could enforce the laws, but they don’t. They can dump sand on the pond and the state could enforce the rules, but they don’t. I don’t need the state of Maine passing more laws that they frankly can’t enforce.” P

“Enforcement is huge. We can make the laws and then expect the towns to enforce them but the towns don’t have any money. The Water District is one of the best groups, but there aren’t that many of them.” R2

Some felt that a state mandate on road maintenance would make it easier to sell their property, if that situation were ever to arise.

“If you had to sell your property and you had a state mandate to go by, you could sell it to the prospective buyer saying, ‘These are the regulations that you have to follow. And if you don’t want to follow them, don’t buy it.’” P

Support for a state bond to provide cost sharing funds to help fix roads received a mixed response. Some welcomed any source of matching funds. Others were concerned that politics would dictate who won the grants. Others thought that the state already had too many bonds. Still, others suggested that lake property owners should be able to afford their own road improvements.

“That would help us tremendously because we have so much work to do and so many roads.” R1

“It depends on who writes it and how it’s written and how it’s presented. If they put it in plain English and had it done correctly by the proper authorities and they distributed the monies correctly, then I think it would be wonderful.” R1

“I think bringing it up to the state level is a mistake because you immediately get politics involved and who gets what and which association knows their local representative better...” R1

“No, no, no. There are too many bonds already.” W

“One of the problems of 319 is there’s no money at the end to study if it was useful. If you went to Augusta and went down Bond Brook, you’d see at least five 319s that have been done in the last 10 or 15 years. And every single one of them has not had what I call, ‘Five years after the fact – did it do any good?’ There’s no money to come back after the fact and see if it actually worked.” W

“It sounds like a good thing, I could definitely use some assistance. My culvert needs to be completely re-done but I don’t know what you have to do. What do you have to do? Do you have to have environmental issues, like polluting and erosion? Do you have to be in an erosion type of environment?” W

Rating of Specific “Best Road Practices”

Participants were asked to read six statements that outlined actions people can do to improve their road. They were then asked to rank how likely their road association would be to actually take on the action outlined in the statement, on a scale from 1 to 7, where 1 was not very likely to take action and 7 was very likely to take action. Average ratings for each statement are presented at the end of this section.

A few participants in each group had heard of the DEP “Camp Road Maintenance Manual” and some had actually read it and thought that the manual was very useful. Among those that were unaware of the manual, almost all thought that they would like to see it.

“I want a copy of that. I want to know.” P

“I didn’t know it existed. I would like one of those.” R1

“I suspect that the guy that is actually doing the work to our work is very familiar with it.” R1

“Do you have the book? Where can you get one?” R2

“I’ve read it, it’s a good book. It’s got nice photos, little drawings.” W

“It’s written in a way that the average person can understand it.” W

Most participants felt that the owners that don’t pay their dues and those that are around for just the summer would be very unlikely to read the manual. Otherwise, participants felt that due-paying association members and year round residents would be interested in reading the manual.

“The ones who just come in the summer. There’s only five of us year round.” R1

“The people who don’t pay their dues certainly wouldn’t be interested in reading about how to maintain the road because they don’t appear to give a darn anyway about how the road gets maintained or not.” R1

A couple participants felt that only the people who hold positions in their association would want to read the manual. These participants felt that the non-position holding association members would not be as interested in the manual.

“I think the people that hold the positions in the association would be more likely to read it.” R2

Almost all thought that the remaining five practices mentioned in the ranking sheets made sense and were doable. Many mentioned that they or their road association had already taken these steps. Some participants thought that these steps were not necessary or even possible in all cases. If the road was flat or buffered by natural forest land, these practices might not be necessary. In some cases, it was not possible to create ditches. The road may go through ledges, one side of the road may be the lake, or the right of way might not be wide enough to permit the additional space for ditches.

“The water side of the road, I don’t believe you can ditch. I wouldn’t even begin to guess how anyone could ditch the water side of the road.” P

“It’s pretty obvious if you’re interested in the road. Makes commons sense. You see the maintenance people doing this all the time, ditching and stuff.” R1

“Our road is kind of weird and it goes down through the woods and then through the wetlands and there are ditches in places, but there aren’t ditches everywhere. The vast majority of the road doesn’t have ditches.” R2

“I couldn’t put a ditch on one side of the road because that’s the lake.” R2

“Where my section is, #3 and #4 are not plausible. There’s such a buffer that it just isn’t reality.” W

Scale: From 1 to 7, where 1 is not very likely to take action and 7 is very likely to take action

	Portland	Raymond (Group 1)	Raymond (Group 2)	Winthrop
1. Read the "Camp Road Maintenance Manual" from the Maine DEP to understand how to build durable and low polluting camp roads.	6.3	6.3	6.1	6.3
2. Grade roads so that there is a crown on the center of the road about 3" above the road edges to shed water to ditches.	4.9	5.8	6.3	6.8
3. Build stable ditches on the sides of roads. These should be wider than they are deep and lined with rip-rap stone or vegetation such as grass.	4.9	6.3	4.5	5.9
4. Create a turnout to capture runoff from ditches and move it away from the road and buffer it with vegetation, preventing the runoff from reaching the river, lake or stream.	5.3	5.5	5.7[^]	5.6[']
5. Maintain roads every year so that the road is graded with a proper crown and the drainage ditches on the side are stable.	5.2	6.2	6.3	6.6
6. Form a road association to work cooperatively on road maintenance and jointly fund road expenses.	6.0	3.3[*]	6.6	5.3[']

**Only 3 out of the 10 participants that completed this exercise actually ranked this statement. The average rating presented is for the 3 participants.*

[^]10 out of the 11 participants actually ranked this statement. The average rating presented is for the 10 participants.

[']11 out of the 12 participants actually ranked this statement. The average rating presented is for the 11 participants

Participant Recommendations

Participants generally wanted the tools so that they could address soil erosion themselves. These tools might include:

- Education or workshops on best practices

"I'm thinking if you had a road commissioner in your neighborhood and then there was some sort of training for them, if it was one Saturday or something like that, so they were completely brought up to speed." R1

"I'd appreciate their input. Advice, information, the booklet sounds like a great idea. Knowledge is a wonderful thing." R1

“To provide education to people. To people and to the workers that are going to do the job. That’s pretty much what the DEP should be for.” R1

“I think camp road education.” W

“I think the education needs to be an outreach not just to property owners on lakes, streams and rivers, but non-property owners as well. I think the people that don’t live on lakes and streams and rivers look to us and say, ‘It’s your problem’ and it’s not, it’s everybody’s problem because if we lose our beautiful lakes, streams and rivers, everybody loses.” W

- Technical assistance, such as a person to go to for advice
- Information on trained (or even certified) road builders and contractors

“To have better access to more trained people without having more laws and rules.” R1

- Train road builders and contractors

“I would say train the contractor, the guy who’s actually doing the work.” R1

- Information on sources of materials
- Information on setting up a road association, including having some of the legal questions raised in the current resource answered for them.

Some participants liked matching grants to support their efforts.

Almost no participants wanted more regulation or greater government involvement (aside from education and technical assistance).

“Rather than have the state come down with regulations on roads, I think if they want to improve compliance and improve environmental protection, I think offering rebates is a good idea, incentives are good, matching funds, training for road associations, voluntary training for road associations.... all of those things would be helpful and appreciated by almost everybody. I do not think that imposing regulation from above is the best strategy” R1.

Appendix 1. Summary of Road Dues Payments

Average	\$249	\$421	\$258
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\$533	\$700	\$650
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Winthrop

Amount paid	Would pay	Difference	% Increase
\$400	\$400	\$0	0%
\$300	\$300	\$0	0%
\$100	\$500	\$400	400%
\$1,600	\$1,600	\$0	0%
\$900	\$1,100	\$200	22%
\$300	\$500	\$200	67%
\$350	\$500	\$150	43%
\$100	\$200	\$100	100%
\$50	\$100	\$50	100%
\$50	\$50	\$0	0%

Raymond (Gr. 2)

Amount paid	Would pay	Difference	% Increase
\$150	\$300	\$150	100%
\$175	\$175	\$0	0%
\$100	\$150	\$50	50%
\$200	\$500	\$300	150%
\$200	\$250	\$50	25%
\$0	\$0	\$0	
\$100	\$2,000	\$1,900	1900%
\$200	\$200	\$0	0%
\$75	\$100	\$25	33%
\$200	\$200	\$0	0%
\$300	\$500	\$200	67%

Total Of Increases	\$1,800	\$2,900	\$1,100	61%
Average	\$415	\$525	\$110	

\$1,125	\$3,800	\$2,675	70%
\$155	\$398	\$243	

What they SAID in the group:

Portland=2/9
 Raymond1 = 3/11
 Raymond2=?
 Winthrop=6/12

“Amount Paid” is the current road association fee.

“Total of increases” only includes those who said that they would be willing to pay more.

Appendix 2. Moderator's Guide

Introduction

Hello everyone! Welcome, to Market Decisions, it's a pleasure to have you all here. My name is Curt Mildner and I will be the moderator for tonight's focus group discussion and we're going to be talking about issues of concern to those who live or vacation near lakes and streams.

Let's talk a little bit about focus groups. Focus groups are simply group discussions about a product, a service, or a program. You probably have participated in other types of research, such as mail surveys and phone surveys, but clients like focus groups because they allow us to hear directly from people like you about their opinions, attitudes, and beliefs.

Focus groups work best when you do the talking. Our client really doesn't want to hear what I have to say. I'm here to pose questions, to keep us on track, and to make sure that we hear from everyone.

I find that in group discussions, when one person speaks others are reminded of things they want to say – to add to the train of thought or to express another point of view. That's great; your job is to speak your mind. And we do want to hear from you especially if your ideas are different.

We don't expect that you'll all agree with one another and we do not need to come to a consensus on any topic. There are no right or wrong answers, we want to hear all your thoughts and opinions.

This room has been set up especially for market research groups like this one.

I'd like you to notice the microphones. We'll be audio taping and videotaping this group.

We do this so that I can review your remarks before I write my report and so that I don't have to try to write everything down while we're speaking together. I need to be engaged in the conversation and it is hard to follow what people say if I'm writing down everything you say, so the videos are basically for note-taking purposes.

But please, do not worry; none of you will be on the 11 o'clock news or on candid camera as a result of participating in this group. These tapes will be used for research purposes only. Also, behind me is a mirror through which people can observe groups like this one. We do have some observers tonight, and they are here because they're interested in your ideas and opinions.

To allow conversation to flow more smoothly, I'm going to offer the following ground rules so that we can all be moving in the same direction.

- 1.) Please speak one at a time and in a voice as loud as mine.
- 2.) This session is being taped so that I can write an accurate report, not of who said what, but of what got said. None of your names will be used in this report.

- 3.) I need to hear from everyone during the course of tonight's discussion, especially if you have a different point of view, but you do not have to answer every question that I ask.
- 4.) I may need to cut you off at some point to move onto a new topic because we do have a lot to cover tonight. I want to apologize in advance for this.
- 5.) You do not need to address all your comments to me to get them on the table. You can respond directly to what someone says, and I encourage you to respond to each other's comments, but please avoid having side conversations with your neighbors.
- 6.) There are no wrong answers in market research, just different opinions. We are looking for different points of view. Say what is true for you, even if you are the only one who feels that way. Don't let the group sway you and don't sell out to a strong talker or to group opinion.
- 7.) We will be observing the no smoking rule tonight.

Opening Question

Let's begin by talking about the issues that come up among those who have property near a lake, river or stream near your home. What are the issues that are especially important to owners of property near a lake, river or stream near your home?

Road Associations

All of you have unpaved private roads to your home or camp. Do you belong to a road association? Please raise your hands if you do. COUNT HANDS

Tell me about your road association.

PROBE: What does it do? How is it funded? How do you determine who pays what for road maintenance?

PROBE: Pay equal amounts, based on road frontage, use, etc.? How well does it work? What obstacles are there to it working well?

If you could do one thing to improve the workings of your road association, what would it be?

PROBE: How would you overcome obstacles?

Has anyone once belonged to a road association but is no longer a member of it? What is the reason for the end of your membership?

PROBE: What did it do? How was it funded? How did you determine who pays what for road maintenance? How well did it work? What obstacles were there to it working well?

Some of you don't belong to a road association. Please raise your hands.

PROBE: How do you handle road Maintenance? How do you fund this? How do you determine who pays what for road maintenance? How well does it work? What obstacles were there to it working well?

Water Quality

Let's talk about the quality of the lake, river or stream near your home. How serious a concern is the water quality in the lake, river or stream near your home?

What affects the water quality in the lake, river or stream near your home?

PUT ON FLIP CHART

OK, think about the items on the list. Put a 1, 2 or 3 on the piece of paper in front of you and list the item that you think most affects the water quality of your lake, in order of importance: 1, 2 and 3 where 1 is most important and 3 is less important.

What did you put down?

Local Action

What have property owners on the lake, river or stream near your home done to address water quality?

PROBE: What has worked and not worked?

I'd like to talk specifically about roads and water quality. What is the connection between roads and water quality?

What have property owners done around on the lake, river or stream near your home to address the effect of roads on water quality?

PROBE: What has worked, and what has not worked?

What do you now pay to maintain the road to your home or camp? Write the number on the pad of paper in front of you.

How much more would you be willing to pay to assure that the road maintenance would not pollute the lake, river or stream? Write down the amount on the next line on your notepad.

What did you say you would pay now? How much more is that?

DOT Estimate for Road Maintenance

The Maine DOT uses an estimate for maintenance of an unpaved road. What would you guess is their amount per mile per year for maintenance of an unpaved road?

The amount they estimate is about \$2000 - \$2500 a mile. What do you think of this?

PROBE: Who should pay to bring bad roads up to standard? Should the state regulate the quality and maintenance of private to be sure that pollution from runoff is minimized? Would they be interested in having their town take over their road? Would this encourage you/the town to chip in more money to meet standards? Would you support a State bond to provide cost sharing funds to help fix roads with documented problems in lake watersheds?

Ranking Exercise

Now I'm going to pass out a piece of paper with a list of things that lake owners can do to reduce the runoff and pollution that affects the water quality of lake. I'd like you to rate each one on a 1-7 scale where 1 means you would be NOT VERY likely to take this action and 7 means you would be VERY likely to take this action.

- a) Read the "Camp Road Maintenance Manual" from the Maine DEP to understand how to build durable and low polluting camp roads.
- b) Grade roads so that there is a crown on the center of the road about 3" above the road edges to shed water to ditches.
- c) Build stable ditches on the sides of roads. These should be wider than they are deep and lined with rip-rap stone or vegetation such as grass.
- d) Create a turnout to capture runoff from ditches and move it away from the road and buffer it with vegetation, preventing the runoff from reaching the river, lake or stream.
- e) Maintain roads every year so that the road is graded with a proper crown and the drainage ditches on the side are stable.
- f) Form a road association to work cooperatively on road maintenance and jointly fund road expenses.

Close

If you could do anything, what could you do to speed decisions and action to protect the water quality of your lake? What would you do?

Appendix 3. Screener

DEP Focus Group Screener

Name:	_____
Address:	_____ _____
Phone #:	_____
Email:	_____
Date/Recruiter:	_____

Time of Groups:

- 6:00 - 7:30PM, Monday, August 18th, Portland - Market Decisions
- 4:00 - 5:30PM, Tuesday, August 19th, Raymond/Sebago Lake
- 6:00 - 7:30PM, Tuesday, August 19th, Raymond/Sebago Lake
- 6:00 - 7:30PM, Wednesday, August 20th, Winthrop Town Office

Hello, this is _____ from Market Decisions, a professional research firm in Portland and I'm calling you for research purposes. Please be assured that I am not trying to sell you anything. We are conducting a paid focus group in the _____ area on issues of concern to those who live or vacation near lakes and streams.

If you agree to participate in this group, you will receive \$50 in cash for attending an informal, 1 ½ - 2 hour discussion with approximately 10 other people. This is strictly research and you will not be asked to purchase anything. Is this something you would like to hear more about?

IF YES: Before I can confirm your place, I need to ask you a few questions to be sure we are inviting a balanced group of people.

RECORD GENDER – BY OBSERVATION ONLY

MALE	<input type="checkbox"/>	5-7 per group
FEMALE	<input type="checkbox"/>	5-7 per group

1. Are you or is anyone in your household currently employed by any of the following?
(READ LIST, PAUSE AFTER EACH ONE)

State government	YES	NO	DK	REF
Local government	YES	NO	DK	REF
An environmental services company	YES	NO	DK	REF
An environmental organization	YES	NO	DK	REF

IF NO TO ALL, CONTINUE

2. Do you live or have a camp near a lake, river or stream?

YES	<input type="checkbox"/>	
NO	<input type="checkbox"/>	THANK & TERMINATE
DK/REF	<input type="checkbox"/>	

3. Is the road that leads to your home or camp dirt, gravel or otherwise unpaved and privately owned? By privately owned I mean the road is NOT maintained by the town or state.

YES	<input type="checkbox"/>	
NO	<input type="checkbox"/>	THANK & TERMINATE
DK/REF	<input type="checkbox"/>	

4. Do three or more families, including your own family, have homes on the unpaved road to your house or camp?

YES	<input type="checkbox"/>	
NO	<input type="checkbox"/>	THANK & TERMINATE
DK/REF	<input type="checkbox"/>	

5. About how many years have you lived or vacationed at this home?

WRITE IN ACTUAL NUMBER: _____

6. Do you belong to the road association that maintains the road to your home?

YES	<input type="checkbox"/>	<i>No more than 9 per group</i>
NO	<input type="checkbox"/>	<i>At least 3 per group</i>
DK/REF	<input type="checkbox"/>	THANK & TERMINATE

7. How concerned are you with the water quality of the lake, river or stream that is near your home?

Very concerned	<input type="checkbox"/>	
Somewhat concerned	<input type="checkbox"/>	
Somewhat <u>un</u> concerned	<input type="checkbox"/>	
Very <u>un</u> concerned	<input type="checkbox"/>	
Don't know	<input type="checkbox"/>	THANK & TERMINATE

8. Do you belong to a local organization that works to improve water quality of lakes, rivers and streams?

YES	<input type="checkbox"/>	
NO	<input type="checkbox"/>	
DK/REF	<input type="checkbox"/>	

9. Which of the following categories includes your age? (READ LIST)

18 - 30	<input type="checkbox"/>	RECRUIT A MIX
31 - 40	<input type="checkbox"/>	
41 - 50	<input type="checkbox"/>	
51 - 60	<input type="checkbox"/>	
61 - 75	<input type="checkbox"/>	
76+	<input type="checkbox"/>	THANK & TERMINATE

10. What is the highest level of education you have completed?

Elementary school	<input type="checkbox"/>	RECRUIT A MIX
Some high school	<input type="checkbox"/>	
Graduated High school/GED	<input type="checkbox"/>	
Some college, community college, tech graduate, Associates degree	<input type="checkbox"/>	
4 year college/Bachelor's degree	<input type="checkbox"/>	
Post graduate degree	<input type="checkbox"/>	
DK/REF	<input type="checkbox"/>	2 MAX

11. Which of the following categories includes your family’s annual income? (READ LIST)

Under 15,000	<input type="checkbox"/>	RECRUIT A MIX
\$15,000 - \$25,000	<input type="checkbox"/>	
\$25,000 - \$50,000	<input type="checkbox"/>	
\$50,000 - \$75,000	<input type="checkbox"/>	
\$75,000 - \$100,000	<input type="checkbox"/>	
\$100,000+	<input type="checkbox"/>	
DK/REF	<input type="checkbox"/>	2 MAX

12. Have you participated in a focus group discussion within the past 6 months?

NO	<input type="checkbox"/>	THANK & TERMINATE
YES	<input type="checkbox"/>	
DK/REF	<input type="checkbox"/>	

13. And finally, since participants in focus groups are asked to express their thoughts and opinions freely in an informal group setting, we’d like to know how comfortable you are with such an exercise. Would you say you are...?

Very comfortable	<input type="checkbox"/>	CONTINUE TO INVITATION
Fairly comfortable	<input type="checkbox"/>	
Comfortable	<input type="checkbox"/>	
Not very comfortable	<input type="checkbox"/>	THANK & TERMINATE
Not at all comfortable	<input type="checkbox"/>	

INVITATION

[IF MEET QUALIFICATIONS, CONTINUE]

We would like to invite you to participate in a paid focus group discussion with about ten other people from your area about issues of concern to those who live or vacation near lakes, rivers and streams. A professional moderator will lead the discussion and there is no sales effort involved. No preparation is required – we just want to hear your opinions. There are no “right” or “wrong” answers.

**** IF THEY WANT TO KNOW WHO IS SPONSORING THE FOCUS GROUPS:**

The Maine Department of Environmental Protection is sponsoring this research

The group will last for 1-1/2 to 2 hours and you will receive **\$50 in cash** at the end of the session. Your name will not be used in any way. The discussion will be audio and videotaped – but this is just for research purposes and will only be used by the research team. The information you provide will be held in confidence. Only members of the research team, directly associated with this study, will have access to the information and your identity will never be revealed. Light refreshments will also be served.

The times that we have available are:

	<p>Portland – Market Decisions facility 6:00 - 7:30PM: Monday, August 18th, 2008</p>
	<p>Raymond/Sebago Lake – Raymond Public Safety Bldg on Route 302 4:00 - 5:30PM: Tuesday, August 19th, 2008</p>
	<p>Raymond/Sebago Lake – Raymond Public Safety Bldg on Route 302 6:00 - 7:30PM: Tuesday, August 19th, 2008</p>
	<p>Winthrop – Winthrop Town Office Conference Room 6:00 - 7:30PM: Wednesday, August 20th, 2008</p>

Will you be able to take part in this research discussion?

- NO – Not available
- NO – Not interested
- YES – **READ BELOW**

I would like to stress the importance of your participation in this study and your commitment and willingness to take part in this research. As these are small groups and with even one person missing, the overall success of the group may be affected, I would ask that once you have decided to attend that you make every effort. If for any reason you are unable to attend, please give us a call. This will enable us to find a replacement. You can contact Brian Brinegar at 1-800-293-1538 extension 111.

Please arrive 10 minutes early so that we can sign you in and so you can enjoy some food. And if you wear glasses, please bring them if you need them for reading or for viewing distances. So we can send you a confirmation letter and a map to the focus group location, may I please get your name and address? **RECORD ON FRONT PAGE.**

We look forward to you participation. Again my name is _____. Thank you for your time, Good night.

INTERVIEWERS: MARK BOX ON FRONT PAGE INDICATING LOCATION AND TIME OF GROUP