

Focus Groups

Report on analysis of evaluation form responses

Attendance at the three focus groups was 18, 17, and 10 for the events on 11/6/06, 11/7/06, and 4/4/07 respectively. But because the topics overlapped, some of the invitees attended multiple meetings (see meeting notes). So the total number of individuals participating in one or more of the three events was: 35. Attendees at the events on November 6 and November 7, 2006 received the attached evaluation form of which 6 provided responses. The list of attendees is attached. The following is an analysis of those responses:

First section – numerical evaluation:

Respondents were asked to indicate their level of agreement for the following statements on a scale of 1-5, with 1 being “strongly disagree, and 5 being “strongly agree.”

Disagree <-----> Agree

| | Mean | N |
|--|------|---|
| 1. This event contributed to my knowledge of concerns about incentives. | 4.0 | 6 |
| 2. This event contributed to my understanding of ways in which incentives programs can be made more effective. | 3.5 | 6 |
| 3. I am more likely to help work to strengthen incentives programs because of my participation in this event. | 3.8 | 6 |
| 4. I believe incentives program funding and delivery agencies will be more likely to coordinate their work because of the efforts of this project. | 3.5 | 6 |
| 5. The written materials provided with this event look useful. | 3.7 | 6 |
| 6. The facilitation of the event was helpful. | 4.0 | 6 |
| 7. The meeting room, refreshments, and location for this event were satisfactory. | 4.3 | 6 |

Second section – evaluative comments:

Participants were asked to respond to the following questions:

Please comment on strengths of this workshop:

There were three responses to this question. Two indicated good group diversity or mix. One said the group was too large and would have worked better if it had been broken into two smaller groups.

Please comment on areas of improvement for this workshop:

There were three responses to this question. One (in the 11/6/07 landowners meeting) believed there should be more actual landowners attending. Another said that more educational partners would be useful. And a third thought this would have worked better with several smaller breakout groups or regional groups of smaller size.

My connection with incentives is:

All three of the above respondents indicated that they were with an agency or organization that works with landowners and funding agencies.