



IOWA DEPARTMENT OF NATURAL RESOURCES

LEADING IOWANS IN CARING FOR OUR NATURAL RESOURCES

Air Quality Bureau

Summary of Communication Survey Results

February 20, 2014

Background

- Goal: To learn more about how our stakeholders would like information about our plans and programs to be communicated to them.
- Team Effort:
 - Survey questions drafted with input from Communications Bureau and Director's Office staff
 - Printing & mailing performed by MSD staff
 - Participant list developed by AQ Management
- Front/back 1 page paper survey and Survey Monkey
- Survey conducted in December 2013

Participant Selection

- Participants included:
 - Minor sources with construction permits issued in the last 12 months
 - Facilities that completed MSEIQ in the last 3 years
 - Each Title V facility contact
 - Consultants
 - AQ List serve contacts
- Contacts on both paper and AQ List serve were retained on paper mailing list only
 - Duplicate contacts removed from both lists
- Portable plant contacts excluded

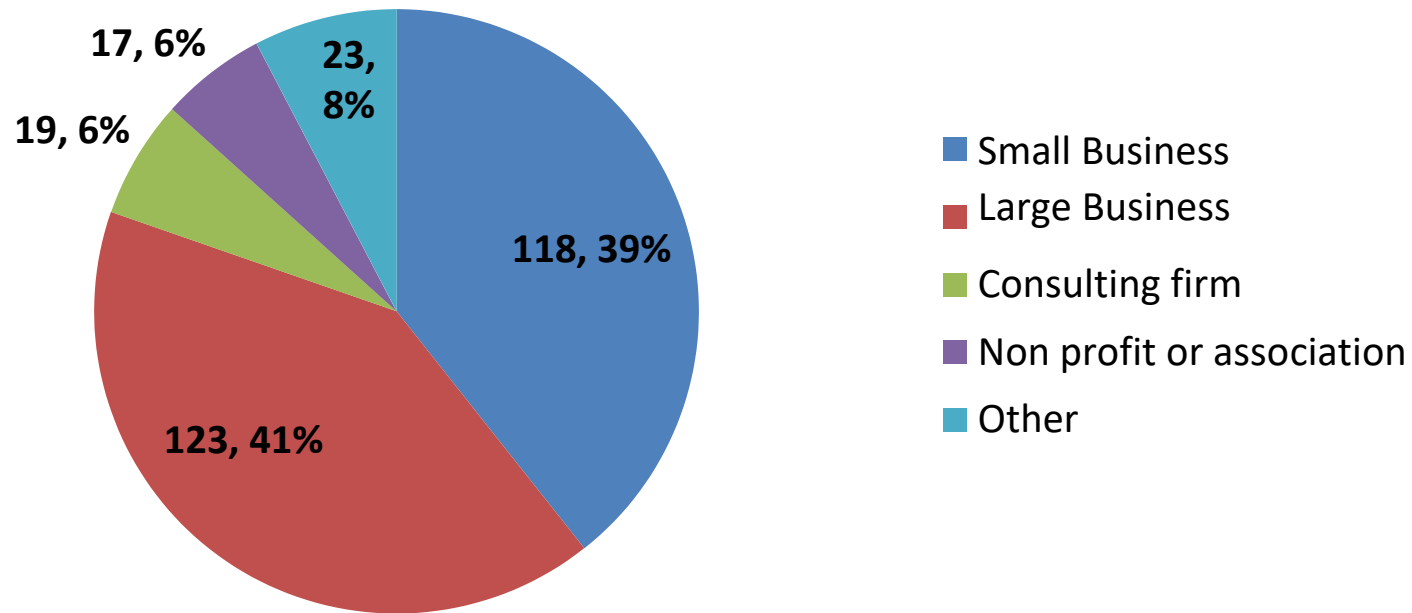
Participant Selection (Cont.)

- Each contact on the lists were assigned a “1”, “2”, or a “3”
 - Contacts with a “1” were selected to receive the survey
- Surveys were mailed to resulting 510 “paper” contacts
- 376 AQ List serve contacts were emailed instructions to use Survey Monkey to complete survey

Response Rate

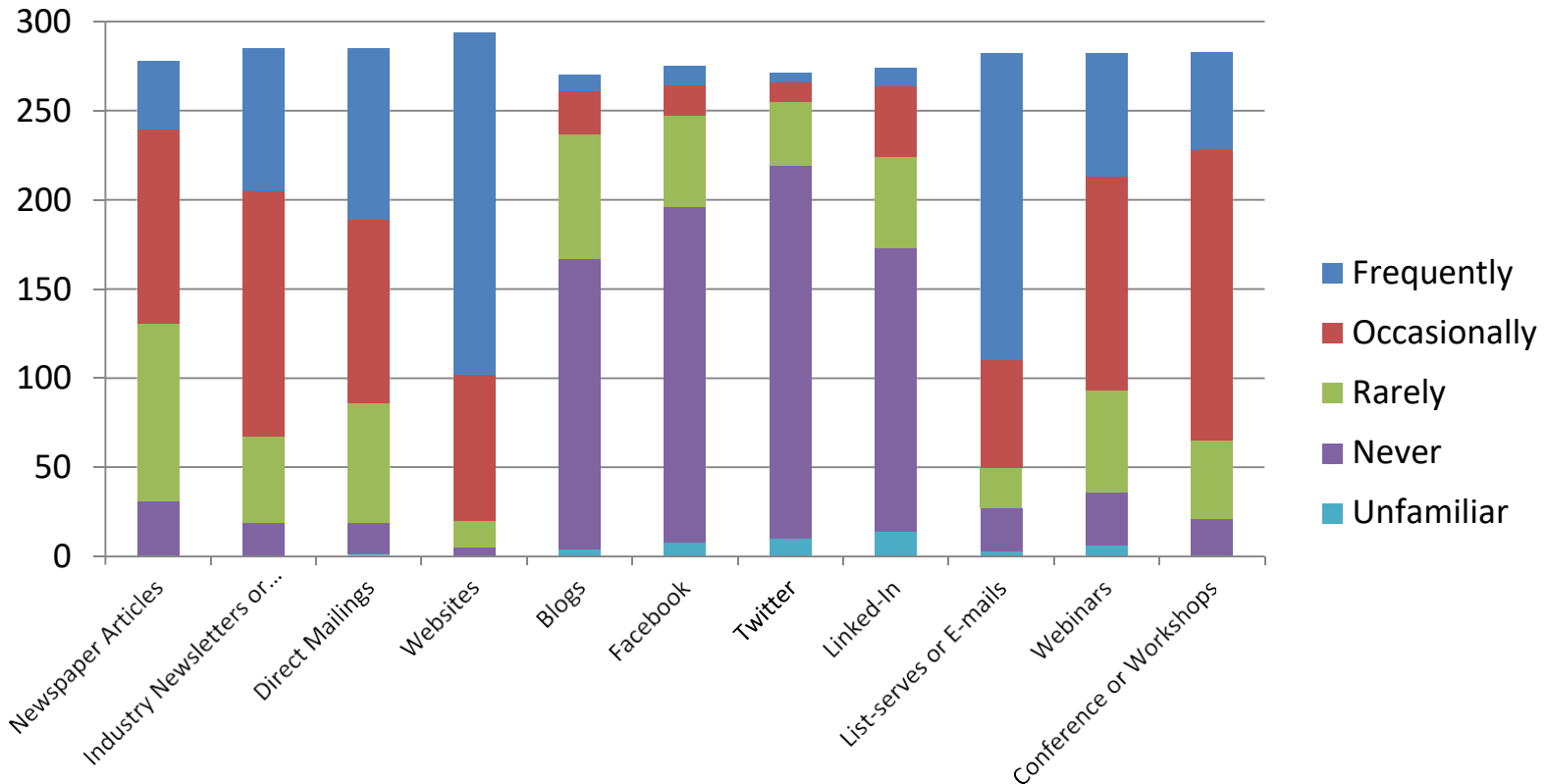
- Paper:
 - 206 responses
 - 40% completion rate
- Survey Monkey:
 - 94 responses
 - 25% completion rate
- Desired survey completion rate: >20% considered good
- Paper and Survey Monkey results combined for evaluation

Q1: Describe Your Organization



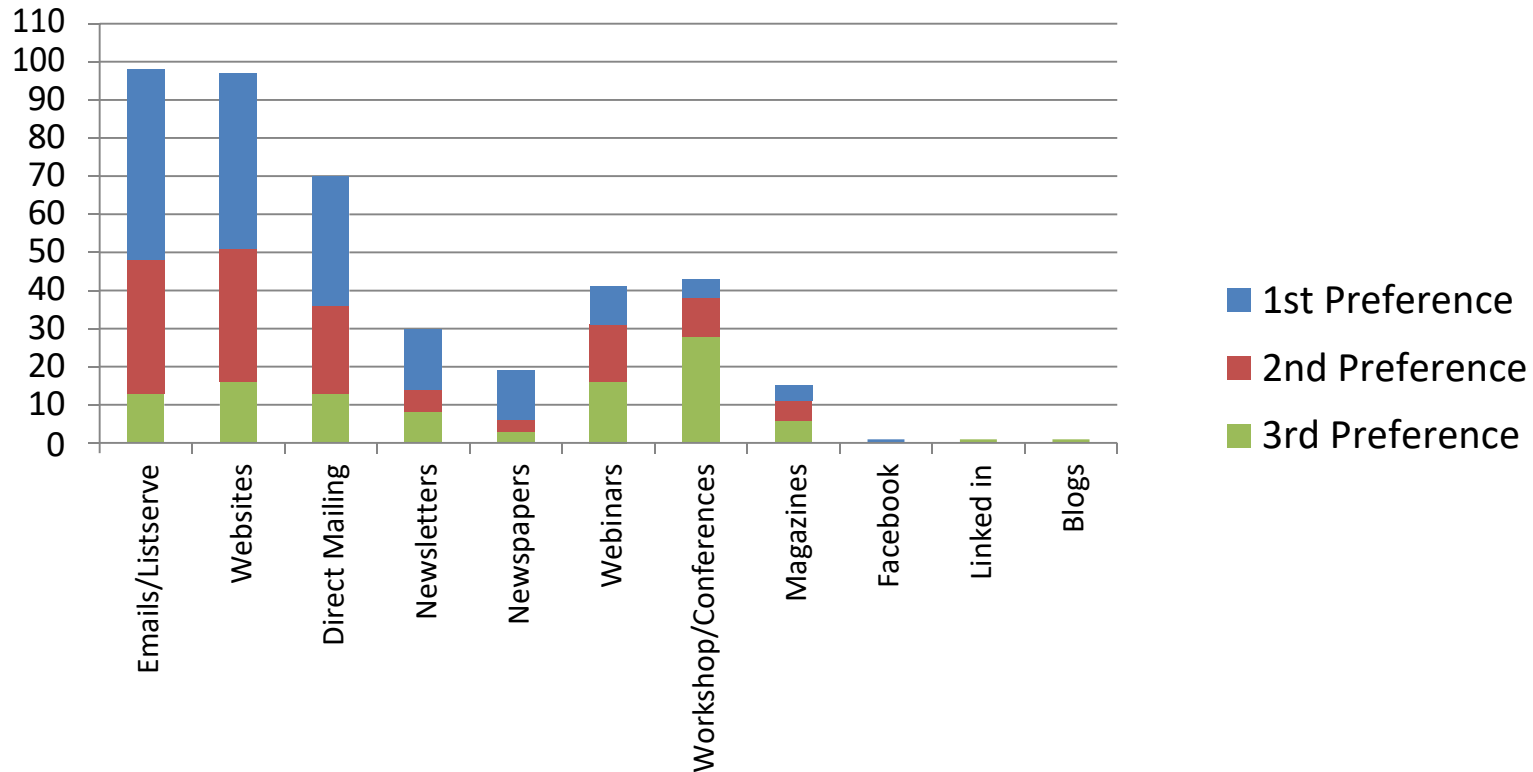
- Nearly equal participation by small and large businesses

Q2: What Communication Tools Do You Use to Help You With Your Job or Business Whether from the DNR, EPA, Association, etc.?



- List serve and Website preferred
- Little use of Facebook, Twitter or Linked-in

Q3: Of The Previous Choices, Which are your Favorite Tools To Stay In Touch? (Paper Survey Results)

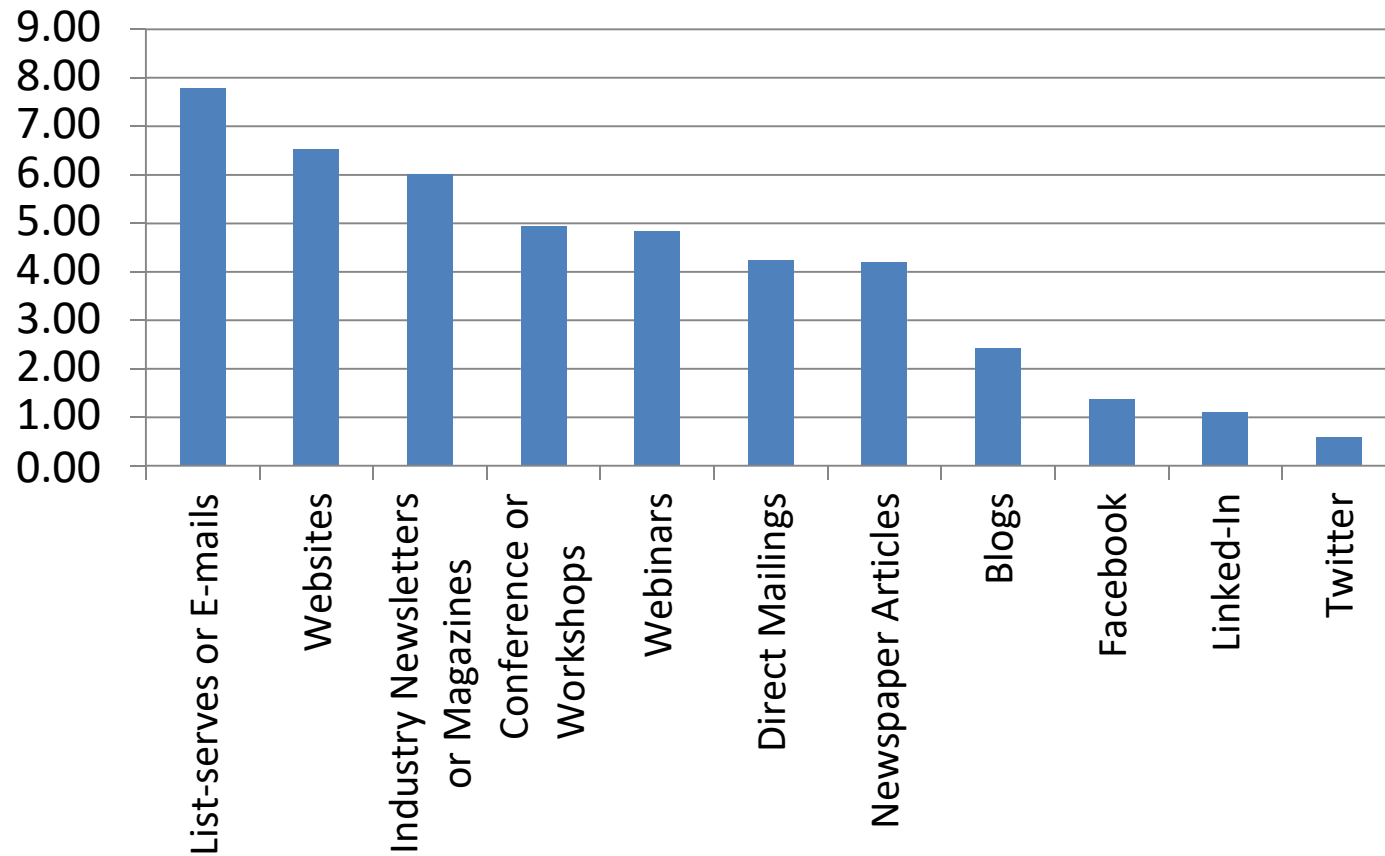


- List serve is the highest recommended tool with the website as second.
- Direct mailing rated higher among paper respondents than on electronic

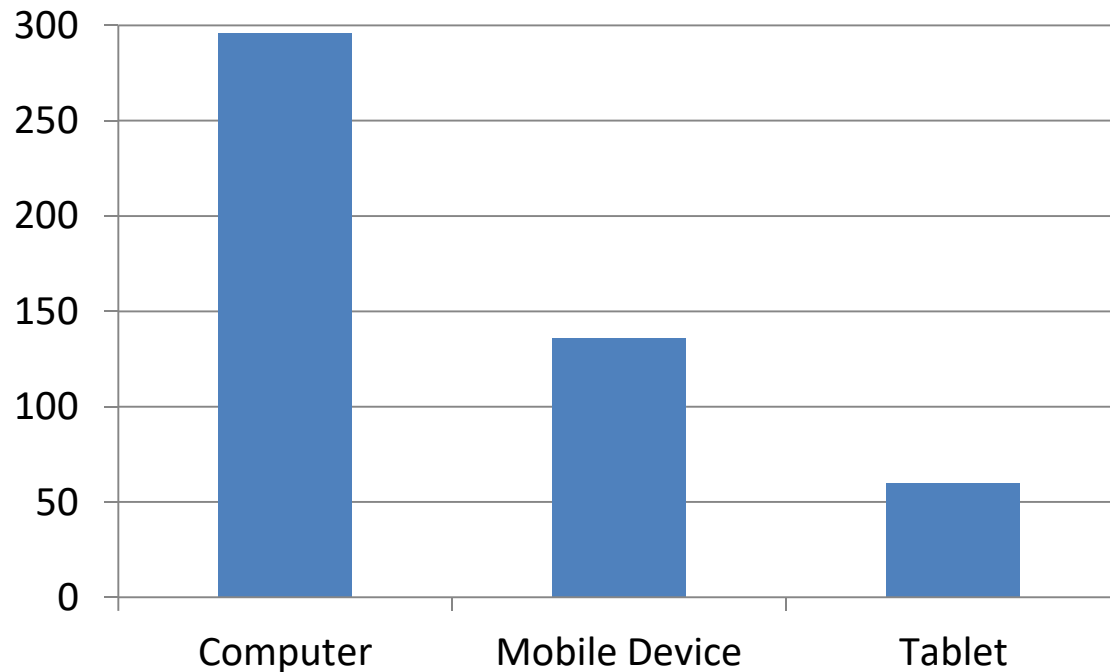
survey



Q3: Of The Previous Choices, Which are your Favorite Tools To Stay In Touch? (E Survey Results)

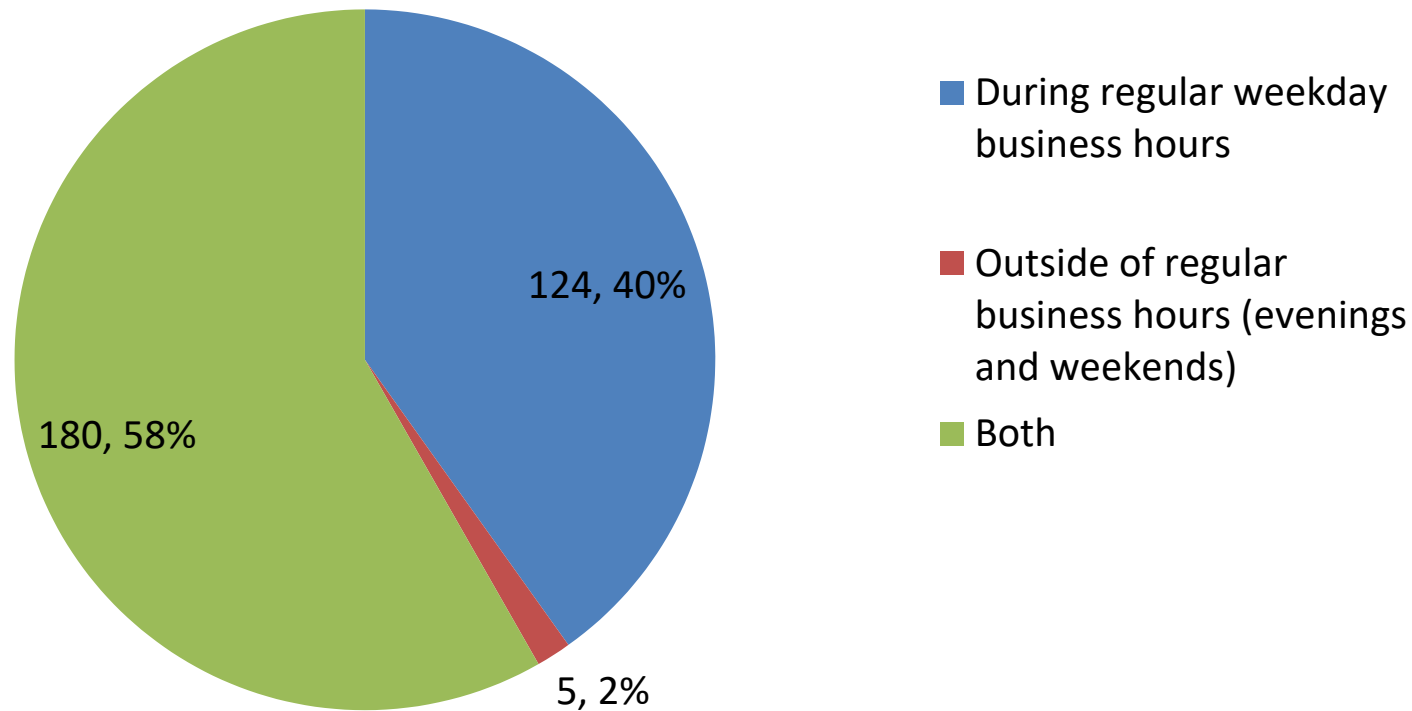


Q4: What Device Is Used When Accessing Electronic Information?



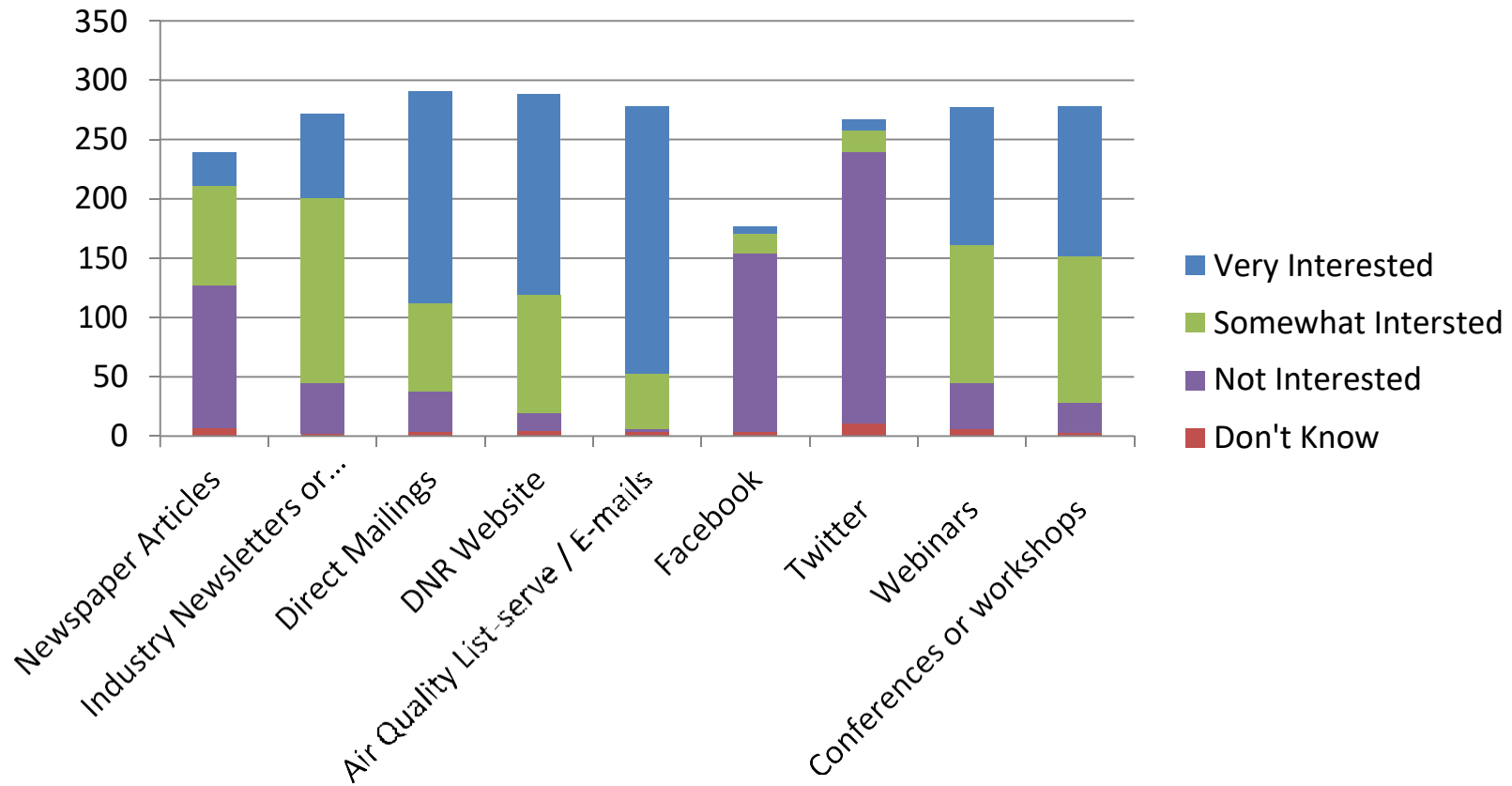
- A computer remains the primary device people use to access our website.

Q5: When Do You Access Electronic Information For Professional Use?



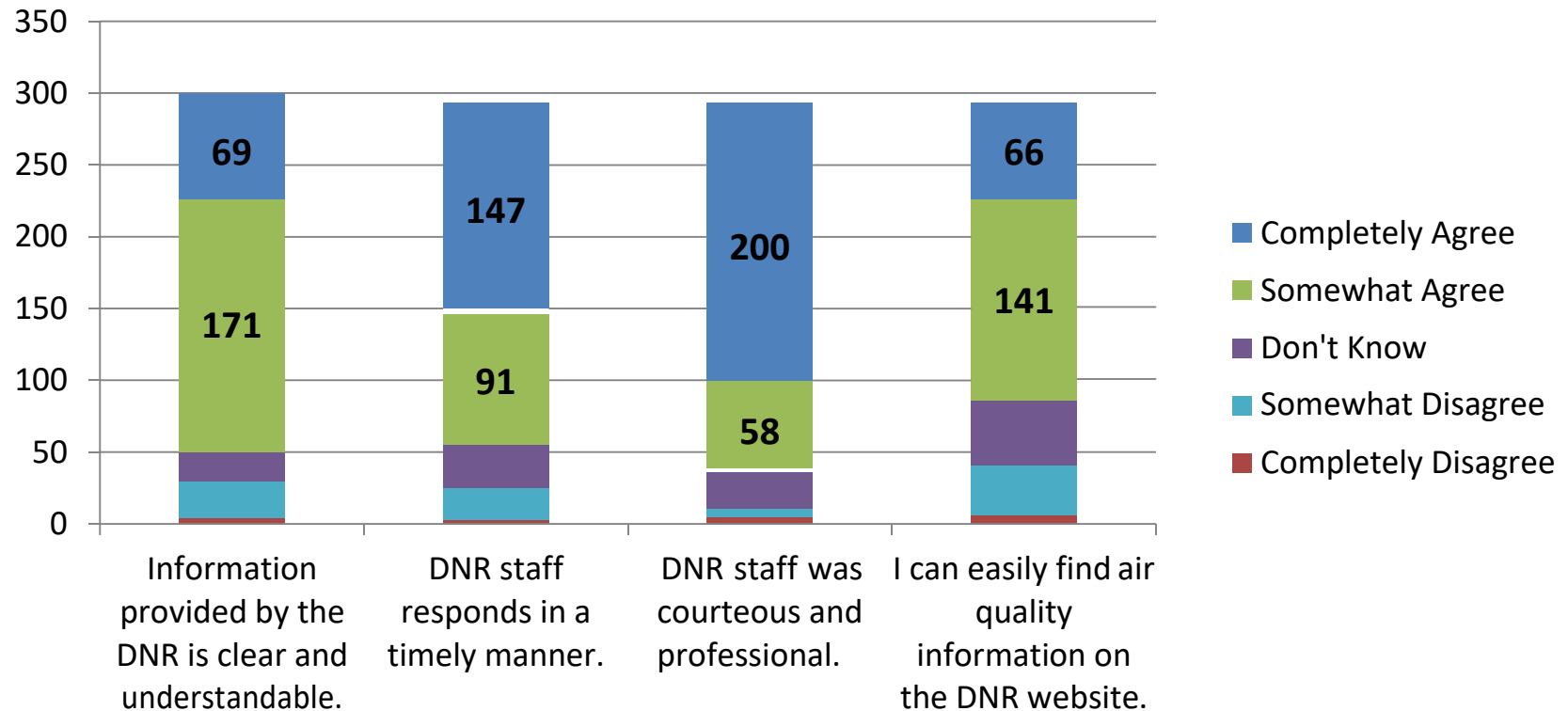
- People use our website 24 hours a day.

Q6: What Are The Best Ways For the DNR To Communicate Industry Updates & Other News?



- List serves and the website are the best ways to communicate with stakeholders.
- Directed mailing, webinars, conferences, and workshops are also a preference.
- Facebook was not listed on the electronic survey

Q7: When Considering Your Interactions with the Air Quality Bureau, How Would You Rate the Following:



- AQB staff was rated as timely, courteous and professional
- Based on this question and comments, the website is challenging to

clients.



Conclusion

- Clients like communication through the list serves & websites
- Clients also liked webinars, workshops, and conferences
- Social media is not a preferred communication tool
- Direct mailing communication had a mixed response
- Clients predominately use computers and not mobile devices
- Our website is accessed 24 hours/day
- Staff considered courteous and professional
- Timely responses are provided by staff.