S1. Time 1 and Time 2 Surveys for Environmental Dashboard Field Study

Dashboard Survey Community 2014 (T1)

Start of Block: Consent

text Welcome!Thank you for your interest in participating in our survey! This survey is part of a larger research project conducted by faculty at Oberlin College, and funded by the Great Lakes Protection Fund. We are interested in how people think about their water and electricity use, as well as the Oberlin community. This survey will take approximately 10 minutes. To thank you for your time, we will either enter your name in a drawing for a $50 gift certificate (to be awarded by June 30, 2014) OR you can choose to have $3 donated to Oberlin Community Services on your behalf.
This survey includes questions about your attitudes water and electricity use, your attitudes about the natural environment, and also about your impression of Oberlin as a community. There are no known risks or benefits involved with the procedures in this study. But if any question makes you uncomfortable, feel free to leave it blank. SEP SEP At the end of the survey, you will be invited to provide contact information to be eligible to participate in a second survey 6 – 12 months from now (at which time you will be eligible for another drawing or donation). You are still eligible for the drawing or donation in this round regardless of whether you choose to be contacted again.
There are no known risks associated with your participation in this research study. The answers and information you provide in this study will remain confidential. Should you participate in the second survey, your data will be matched by using a randomly generated ID number, but your name will never appear in the data set. No one will be able to identify you or your answers. Should the data be published, no individual information will be disclosed. Your participation in this study is completely voluntary. You are free to decline to answer any particular question you do not wish to answer for any reason, and you are free to discontinue participation completely at any point for any reason. We are happy to provide you a copy of this consent form upon request. If you have any additional questions about the study, please contact Dr. Cindy Frantz, at Cindy.Frantz@oberlin.edu or 440-775-8499. For questions concerning the rights of human subjects, please contact Meredith Raimondo, Chair of the Oberlin Institutional Review Board, at Meredith.Raimondo@oberlin.edu or 440-775-8410.

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consent If you are willing to participate, click below!

- ○ Yes, I am 18 years or older and willing to participate. (1)
- ○ No thanks (2)

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location Where are you completing this survey?

- ○ Slow Train (1)
- ○ Oberlin Community Services (2)
- ○ Kendal at Oberlin (3)
- ○ Ben Franklin (4)
- ○ OECC (5)
- ○ Oberlin Cable Coop (6)
- ○ Online and not in above locations (7)

End of Block: Consent

Start of Block: Perceptions of others

Page Break

CVPerceptions Rate the degree to which you agree with the following statements:

	Strongly Disagree (1)	Disagree (2)	Somewhat Disagree (3)	Somewhat Agree (4)	Agree (5)	Strongly Agree (6)
Other people in Oberlin are doing things to make the environment and community in Oberlin better. (1)	○	○	○	○	○	○
I think the community and environment in Oberlin will be better in the future. (2)	○	○	○	○	○	○
I can do things to make the environment and community in Oberlin better. (3)	○	○	○	○	○	○
We can build on Oberlin's past history to improve the community and environment. (4)	○	○	○	○	○	○
Oberlin has lots of natural beauty. (5)	○	○	○	○	○	○

I know what youth are doing to improve environment and community. (6)	○	○	○	○	○	○
I choose to purchase things from local businesses rather than from other sources (7)	○	○	○	○	○	○

per_commit How much do you think each of the following parts of our community are committed to the environment?

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)
Oberlin businesses (1)	○	○	○	○	○	○
Youth (2)	○	○	○	○	○	○
Adults (3)	○	○	○	○	○	○
The public schools (9)	○	○	○	○	○	○
Your friends (10)	○	○	○	○	○	○
Your neighbors (11)	○	○	○	○	○	○
City workers (12)	○	○	○	○	○	○
People working for community organizations (13)	○	○	○	○	○	○
Oberlin College (14)	○	○	○	○	○	○
The City of Oberlin (16)	○	○	○	○	○	○

End of Block: Perceptions of others

Start of Block: Sutainability open ended

CVAwareness How often do you spend time thinking about the following?

	Never (1)	Less than Once a Month (2)	Once a Month (3)	2-3 Times a Month (4)	Once a Week (5)	2-3 Times a Week (6)	Daily (7)
Oberlin's history (1)	○	○	○	○	○	○	○
Oberlin's youth (2)	○	○	○	○	○	○	○
Oberlin's businesses (3)	○	○	○	○	○	○	○
Oberlin's natural spaces (4)	○	○	○	○	○	○	○
Your neighborhood (5)	○	○	○	○	○	○	○

Page Break

End of Block: Sutainability open ended

Start of Block: Organizations

OrganizationAware There are many organizations in Oberlin that are working to improve the community. Please rate the following organizations on the 6-point scale according to how familiar you are with the work they are doing.

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)
Oberlin Community Services (1)	○	○	○	○	○	○
POWER (Providing Oberlin With Energy Responsibly) (2)	○	○	○	○	○	○
Oberlin Business Partnership (3)	○	○	○	○	○	○
Zion CDC (Community Development Corporation) (4)	○	○	○	○	○	○
Oberlin Heritage Center (5)	○	○	○	○	○	○
The Bridge (6)	○	○	○	○	○	○
WAGE (Women Addressing Gender Equality) (7)	○	○	○	○	○	○
CATSS (Community Action to Save Strays) (8)	○	○	○	○	○	○

End of Block: Organizations

Start of Block: Systems

Q19 Everyone has different opinions and experiences. We'd like to know how *you* see things. For each question below, click on the number that best represents your opinion.

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)
How much do you think about the water and living things in Plum Creek (the stream in Oberlin)? (1)	○	○	○	○	○	○
When you spend money in Oberlin, how much does it affect other people in Oberlin? (2)	○	○	○	○	○	○
When other people spend money in Oberlin, how much does it affect you? (3)	○	○	○	○	○	○
How much do you feel like you are a valued person in this community? (4)	○	○	○	○	○	○
When you are a good citizen, how much does it affect other people? (5)	○	○	○	○	○	○
When other people are good citizens, how much does it affect you? (6)	○	○	○	○	○	○

When other people take care of nature in Oberlin, how much does it affect you? (7)	○	○	○	○	○	○
When you take care of nature in Oberlin, how much does it affect other people? (8)	○	○	○	○	○	○
How aware are you about what youth think about environmental issues? (9)	○	○	○	○	○	○
How influenced are you by what youth think about environmental issues? (10)	○	○	○	○	○	○

End of Block: Systems

Start of Block: Water questions

WaterElectAware Everyone has different opinions and experiences. We would like to know how *you* see things. For each question below, click on the number that best represents your opinion.

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)
How much do you try to use less water? (2)	○	○	○	○	○	○
When you use water, does it affect the environment? (6)	○	○	○	○	○	○
Do you think about the amount of water the town of Oberlin uses? (8)	○	○	○	○	○	○
Do you think about where the water you use comes from? (9)	○	○	○	○	○	○
How much do you try to use less electricity? (7)	○	○	○	○	○	○
When you use electricity, does it affect the environment? (3)	○	○	○	○	○	○
Do you think about the amount of electricity the town of Oberlin uses? (5)	○	○	○	○	○	○

Do you think about where the electricity you use comes from? (4)	○	○	○	○	○	○

End of Block: Water questions

Start of Block: SignageExposure

Start of Block: Demographics

freq_visit How often do you normally visit [location]?

- ○ Less than once per month (1)
- ○ Once per month (2)
- ○ 2-3 times per month (3)
- ○ Once per week (4)
- ○ 2-3 times per week (5)
- ○ Daily (6)

gender What is gender do you identify yourself as?

- ○ Male (1)
- ○ Female (2)
- ○ Other (3)

ethnicity With what ethnicity do you primarily identify?

- African / African-American (1)
- Asian / Asian-American (2)
- European / European-American ("white") (3)
- Latina/o (4)
- Native American (5)
- Mixed Race (6)
- Other (7)

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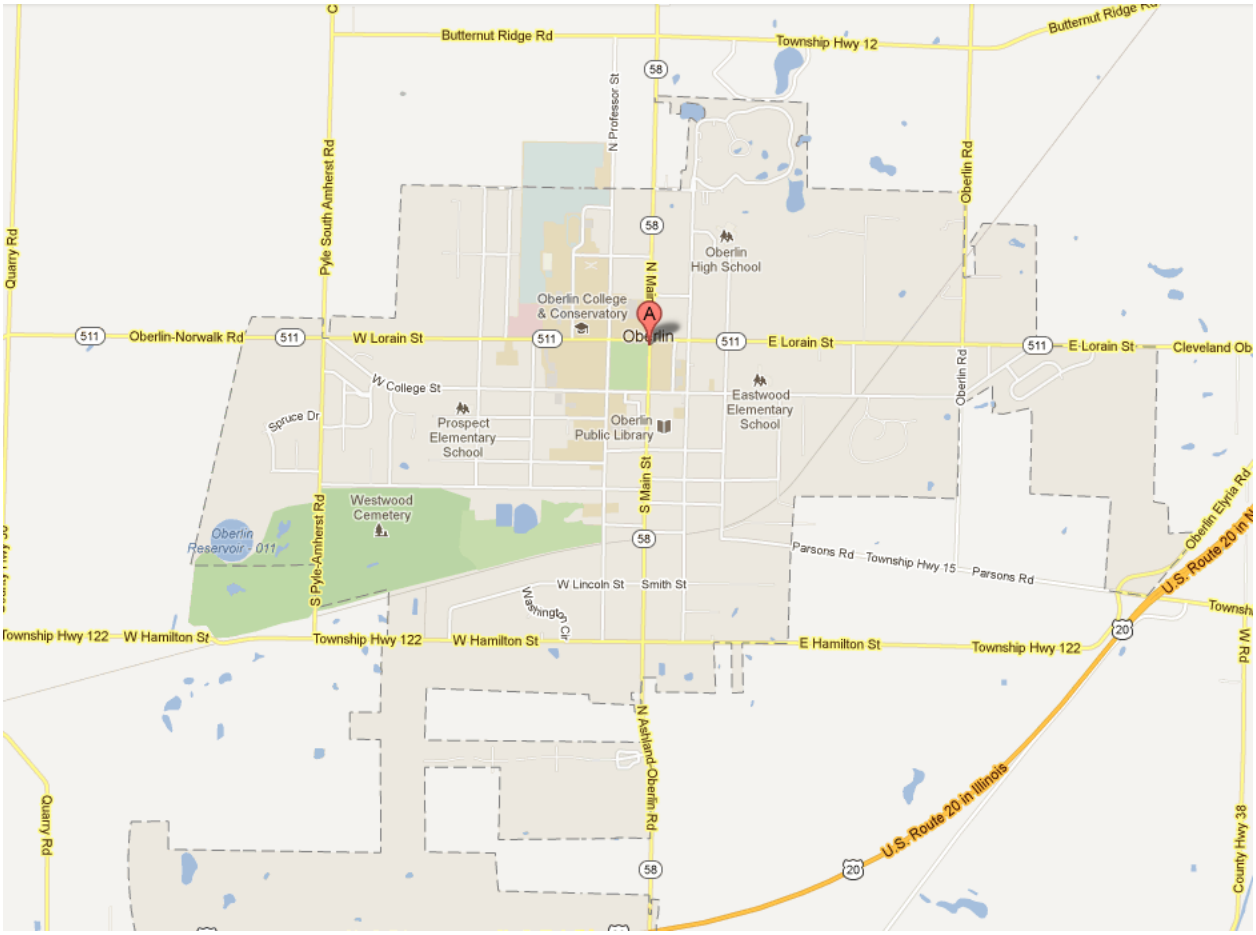
tenure How long have you lived in Oberlin?

- less than 1 year (1)
- 1-5 years (2)
- 6-10 years (3)
- 10-15 years (4)
- 15-20 years (5)
- more than 20 years (6)
- I do not live in Oberlin (7)

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map We are interested in knowing the degree to which people living in different parts of Oberlin are represented in this survey. Shown below is a Google map of City. The pin "A" marks the geographic center of town. Please click to indicate on the map below the region in which you live. If you prefer not to indicate approximately where you live or cannot find your

location on the map, simply select a location or landmark on the map which is in the general area or leave this question unanswered.



End of Block: Demographics

Start of Block: units

improve List things that you could do to improve the Oberlin environment and community.

_____

_____

_____

_____

_____

sustain List things that people can do to make Oberlin a more sustainable community.

_____

_____

_____

_____

_____

Q45 Would you like us to donate $3 to Oberlin Community Services on your behalf or have your name entered into a raffle for a $50 gift certificate to downtown Oberlin businesses?

- ○ Donation to Oberlin Community Services (1)
- ○ Raffle entry (2)

Email What is your email address?

_____

Name What is your name?

_____

Future As part of this study we are trying to measure how views towards environment and community change over time in Oberlin. Would you be willing to participate in follow-up surveys? Signing up does not obligate you to participate. Your information will not be shared with any other groups or used for any other purpose. If you are willing to participate in future surveys please click the box below.

- ○ Yes, I am willing to be contacted in the future for additional studies (1)
- ○ No, I would prefer to be left off of the list of potential participants (2)

End of Block: units

Dashboard Survey Community 2016 (T2)

Start of Block: Consent

text Welcome!
Thank you for your willingness to participate in this survey! Your responses contribute to research designed to investigate how Oberlin residents think about and gain information about community and the environment. The survey should take approximately 10 minutes. To thank you for your time, we will either enter your name in a drawing for a $50 gift certificate to Oberlin businesses (to be awarded fall, 2016) OR you can choose to have $3 donated to Oberlin Community Services on your behalf (up to a $150 maximum).

There are no known risks associated with your participation in this study. The answers and information you provide in this study will remain confidential. Your name will not appear in the data that is analyzed or presented. Your participation in this study is voluntary; you are free to decline to answer any particular question you do not wish to answer for any reason, and you are free to discontinue participation at any point for any reason. (You are still eligible for the drawing or donation if you choose to discontinue participation). If you would like, we can provide you with a printed copy of this consent form for your records. If you have any additional questions about the study, please contact Dr. Cindy Frantz, at Cindy.Frantz@oberlin.edu or 440-775-8499. For questions concerning the rights of human subjects, please contact Pablo Mitchell, Chair of Oberlin College's Institutional Review Board, at Pablo.Mitchell@oberlin.edu or 440-775-8410.

consent If you are willing to participate, click below!

- ○ Yes, I am 18 years or older and willing to participate. (1)
- ○ No thanks (2)

Skip To: End of Survey If If you are willing to participate, click below! = No thanks

End of Block: Consent

Start of Block: Perceptions of others

Page Break

Suvey_location Where are you completing this survey?

- ○ Slow Train (1)
- ○ Oberlin Community Services (2)
- ○ Kendal at Oberlin (3)
- ○ Ben Franklin (4)
- ○ OECC (5)
- ○ Oberlin Cable Coop (6)
- ○ Oberlin Inn/Gateway Building (7)
- ○ Online and not in above locations (8)
- ○ Oberlin Public Library (9)

CVPerceptions Rate the degree to which you agree with the following statements:

	Strongly Disagree (1)	Disagree (2)	Somewhat Disagree (3)	Somewhat Agree (4)	Agree (5)	Strongly Agree (6)
Other people in Oberlin are doing things to make the environment and community in Oberlin better. (1)	○	○	○	○	○	○
I think the community and environment in Oberlin will be better in the future. (2)	○	○	○	○	○	○
I can do things to make the environment and community in Oberlin better. (3)	○	○	○	○	○	○
We can build on Oberlin's past history to improve the community and environment. (4)	○	○	○	○	○	○
Oberlin has lots of natural beauty. (5)	○	○	○	○	○	○

I know what youth are doing to improve environment and community. (6)	○	○	○	○	○	○
I choose to purchase things from local businesses rather than from other sources (7)	○	○	○	○	○	○

per_commit How much do you think each of the following parts of our community are committed to the environment?

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)
Oberlin businesses (1)	○	○	○	○	○	○
Youth (2)	○	○	○	○	○	○
Adults (3)	○	○	○	○	○	○
The public schools (9)	○	○	○	○	○	○
Your friends (10)	○	○	○	○	○	○
Your neighbors (11)	○	○	○	○	○	○
City workers (12)	○	○	○	○	○	○
People working for community organizations (13)	○	○	○	○	○	○
Oberlin College (14)	○	○	○	○	○	○
The City of Oberlin (16)	○	○	○	○	○	○

CVAwareness How often do you spend time thinking about the following?

	Never (1)	Less than Once a Month (2)	Once a Month (3)	2-3 Times a Month (4)	Once a Week (5)	2-3 Times a Week (6)	Daily (7)
Oberlin's history (1)	○	○	○	○	○	○	○
Oberlin's youth (2)	○	○	○	○	○	○	○
Oberlin's businesses (3)	○	○	○	○	○	○	○
Oberlin's natural spaces (4)	○	○	○	○	○	○	○
Your neighborhood (5)	○	○	○	○	○	○	○

End of Block: Perceptions of others

Start of Block: Systems

Systems Everyone has different opinions and experiences. We'd like to know how *you* see things. For each question below, click on the number that best represents your opinion.

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)
How much do you think about the water and living things in Plum Creek (the stream in Oberlin)? (1)	○	○	○	○	○	○
When you spend money in Oberlin, how much does it affect other people in Oberlin? (2)	○	○	○	○	○	○
When other people spend money in Oberlin, how much does it affect you? (3)	○	○	○	○	○	○
How much do you feel like you are a valued person in this community? (4)	○	○	○	○	○	○
When you are a good citizen, how much does it affect other people? (5)	○	○	○	○	○	○
When other people are good citizens, how much does it affect you? (6)	○	○	○	○	○	○

When other people take care of nature in Oberlin, how much does it affect you? (7)	○	○	○	○	○	○
When you take care of nature in Oberlin, how much does it affect other people? (8)	○	○	○	○	○	○
How aware are you about what youth think about environmental issues? (9)	○	○	○	○	○	○
How influenced are you by what youth think about environmental issues? (10)	○	○	○	○	○	○

End of Block: Systems

Start of Block: Water questions

WaterElectAware Everyone has different opinions and experiences. We would like to know how *you* see things. For each question below, click on the number that best represents your opinion.

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)
How much do you try to use less water? (2)	○	○	○	○	○	○
When you use water, does it affect the environment? (6)	○	○	○	○	○	○
Do you think about the amount of water the town of Oberlin uses? (8)	○	○	○	○	○	○
Do you think about where the water you use comes from? (9)	○	○	○	○	○	○
How much do you try to use less electricity? (7)	○	○	○	○	○	○
When you use electricity, does it affect the environment? (3)	○	○	○	○	○	○
Do you think about the amount of electricity the town of Oberlin uses? (5)	○	○	○	○	○	○

Do you think about where the electricity you use comes from? (4)	○	○	○	○	○	○

End of Block: Water questions

Start of Block: SignageExposure

freq_look How often do you see public display screens (digital display signs) in the following locations?

	Less than once per month (1)	Once per month (2)	2-3 times per month (3)	Once per week (6)	2-3 times per week (7)	Daily or more (4)
Slow Train (1)	○	○	○	○	○	○
Oberlin Community Services (2)	○	○	○	○	○	○
Kendal at Oberlin (3)	○	○	○	○	○	○
Ben Franklin (4)	○	○	○	○	○	○
OECC (6)	○	○	○	○	○	○
Oberlin Cable Coop/Oberlin Business Partnership (5)	○	○	○	○	○	○
Oberlin Inn/Gateway Building (7)	○	○	○	○	○	○
Oberlin Public Library (8)	○	○	○	○	○	○

sec_look Approximately how many seconds do you typically spend looking at a public display screens you encounter in Oberlin before you look away?

- ○ Less than 1 second (8)
- ○ 1-2 seconds (3)
- ○ 3-5 seconds (9)
- ○ 5-15 seconds (10)
- ○ 15-30 seconds (11)
- ○ 30-60 seconds (2)
- ○ more than a minute (7)

Q34 The images below are examples of three of the types of content you may have seen on the public screens in town. The question that follows asks you about your experience with these.

Q33

Interesting_Feature How interested are you in the different content featured on the public display screens?

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)
"Citywide Dashboard" (Animated cartoon landscape with gauges showing current electricity and water use) (3)	○	○	○	○	○	○
"Building Dashboard" (graphs showing energy and water use in individual buildings -- currently only featured in Library, Slow Train and schools) (5)	○	○	○	○	○	○
"Community Voices" (slides that combine photographs and quotes) (2)	○	○	○	○	○	○
Public Events Calendar (not shown above) (6)	○	○	○	○	○	○

Interesting_text Feel free to share comments on content you have found interesting or content that could be added that would make the display more valuable or interesting to you.

_____

Organization How does the presence of the screen make you feel about the organization or business in which it is installed? For example, does it change your perception of or desire to support the organization?

_____

End of Block: SignageExposure

Start of Block: Demographics

gender With what gender do you identify?

- Male (1)
- Female (2)
- Other (3)

ethnicity With what ethnicity do you primarily identify?

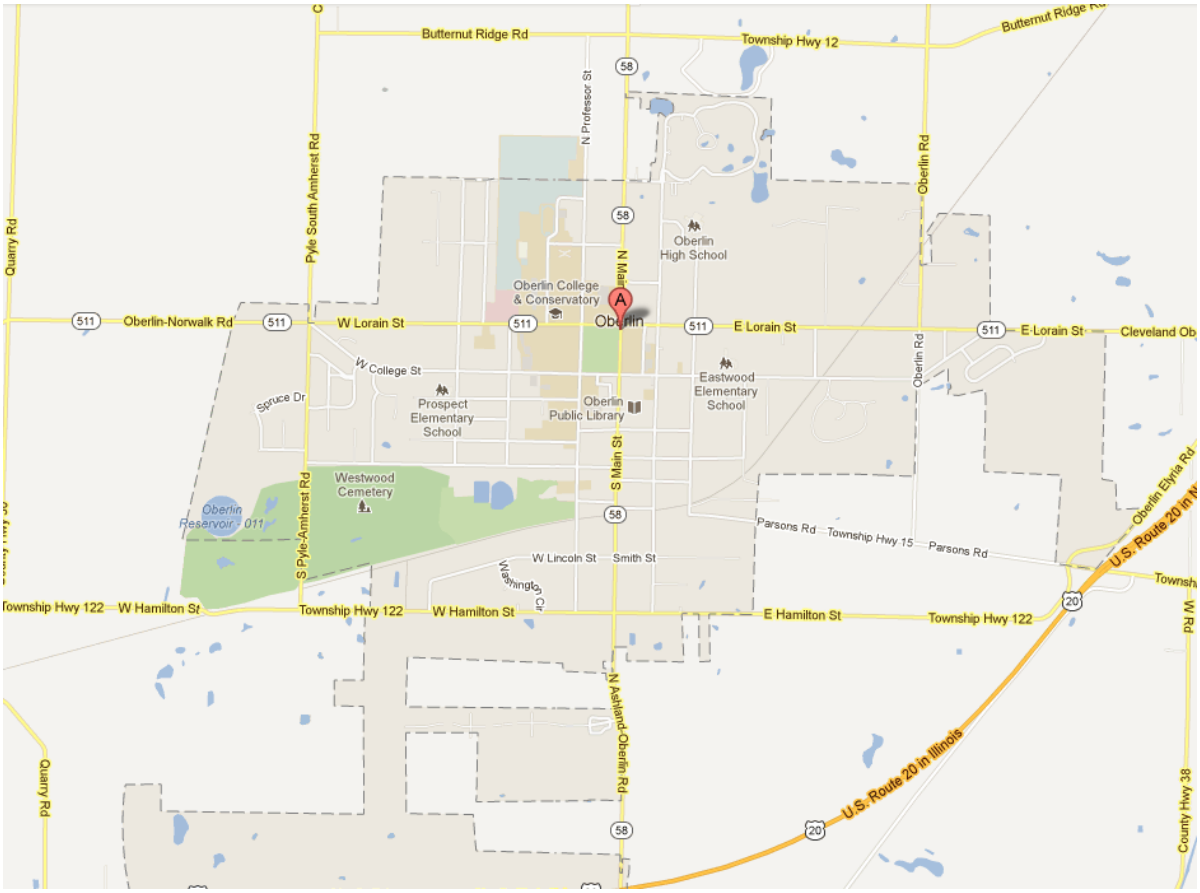
- African / African-American (1)
- Asian / Asian-American (2)
- European / European-American ("white") (3)
- Latina/o (4)
- Native American (5)
- Mixed Race (6)
- Other (7)

tenure How long have you lived in Oberlin?

- ○ less than 1 year (1)
- ○ 1-5 years (2)
- ○ 6-10 years (3)
- ○ 10-15 years (4)
- ○ 15-20 years (5)
- ○ more than 20 years (6)
- ○ I do not live in Oberlin (7)

map We are interested in knowing the degree to which people living in different parts of Oberlin are represented in this survey. Shown below is a Google map of City. The pin "A" marks the geographic center of town. Please click to indicate on the map below the region in which you live. If you prefer not to indicate approximately where you live or cannot find your

location on the map, simply select a location or landmark on the map which is in the general area or leave this question unanswered.



End of Block: Demographics

Start of Block: units

Q45 Would you like us to donate $3 to Oberlin Community Services on your behalf or have your name entered into a raffle for a $50 gift certificate to downtown Oberlin businesses?

- Donation to Oberlin Community Services (1)
- Raffle entry (2)

Email What is your email address?

_____

Name What is your name?

_____

Display This Question:

If Where are you completing this survey? = Oberlin Community Services

Q27
How do you find out about programs at Oberlin Community Services?

- Local newspaper. (4)
- Cable channel 9 (5)
- Facebook (6)
- Email (7)
- Friends (8)
- Front desk (9)
- Other (10) _____

Future As part of this study we are trying to measure how views towards environment and community change over time in Oberlin. Would you be willing to participate in follow-up surveys? Signing up does not obligate you to participate. Your information will not be shared with any other groups or used for any other purpose. If you are willing to participate in future surveys please click the box below.

- Yes, I am willing to be contacted in the future for additional studies (1)
- No, I would prefer to be left off of the list of potential participants (2)

End of Block: units