

Dear,

I hope this email finds well, hopefully you were able to enjoy the beautiful weather over labor day weekend. My name is _____ and I'm part of a team of social scientists at the US Environmental Protection Agency hosting a focus group on homeowner perceptions of nitrogen-reducing Innovative/Alternative septic systems. You should've received an email from _____ of _____ yesterday with information on this focus group.

I'm reaching out to you because you installed an Innovative/Alternative septic system within the last several years, and we're very interested in learning about your experiences. Our goal with this focus group is to learn about your reasons for installing an I/A septic system, to learn about your experience throughout the installation process, and to learn about some of the barriers and benefits you perceived when choosing to install one of these systems. The information we collect from this focus group will help inform approaches to improving water quality in coastal Massachusetts and improve how these systems are communicated to homeowners to help them make informed decisions.

The focus group will be a combination of activities and group discussion on your thoughts and experiences with I/A systems. While we have partnered with _____, this research is part of a separate research project so anything you say will be kept in confidence with EPA researchers and none of your personal information will be shared. The focus group will last up to two hours and will be conducted over Zoom during the week of _____. If you're not familiar with Zoom, let me know and we'll get you up to speed.

We'd be extremely grateful if you'd consider participating. If you're interested, please visit this link to let me know your availability for _____ here: [_____survey url_____]
Just enter your first name and click "sign in" as no password is needed. I will follow up next week with a concrete date and some more information on the focus group.

Thank you so much for your time, and please don't hesitate to reach out with any questions.

Looking forward to hearing from you,

[name, position, and contact info here]