

# Random Sampling Guide

## 2022 Census

### Table of Contents

<b><a href="#">Overview</a></b>	<b><a href="#">2</a></b>
<b><a href="#">A Note About Sampling Locations</a></b>	<b><a href="#">2</a></b>
<b><a href="#">Preparing for Your Shift</a></b>	<b><a href="#">3</a></b>
<a href="#">Basic Shift Logistics</a>	<a href="#">3</a>
<a href="#">What to Bring</a>	<a href="#">3</a>
<b><a href="#">Safety Considerations</a></b>	<b><a href="#">4</a></b>
<b><a href="#">Volunteer Roles</a></b>	<b><a href="#">5</a></b>
<b><a href="#">Representing BRC Census</a></b>	<b><a href="#">5</a></b>
<a href="#">Interacting with Participants</a>	<a href="#">5</a>
<a href="#">Interacting with Other Departments</a>	<a href="#">6</a>
<a href="#">Interacting with Census Volunteers</a>	<a href="#">6</a>
<b><a href="#">Working as a Fun Interactor</a></b>	<b><a href="#">7</a></b>
<a href="#">Key Safety Considerations for Fun Interactors</a>	<a href="#">8</a>
<a href="#">Fun Interactor Safety Diagram</a>	<a href="#">8</a>
<a href="#">Additional Considerations for Fun Interactors</a>	<a href="#">9</a>
<b><a href="#">Sampling Procedure</a></b>	<b><a href="#">9</a></b>
<a href="#">Methodology</a>	<a href="#">9</a>
<a href="#">Materials</a>	<a href="#">9</a>
<a href="#">Keeping the Count: Four Critical Numbers</a>	<a href="#">10</a>
<a href="#">Throughout the Shift</a>	<a href="#">11</a>
<a href="#">Low Traffic Sampling Scenario</a>	<a href="#">11</a>
<b><a href="#">Filling Out the Sampling Form</a></b>	<b><a href="#">12</a></b>
<a href="#">Typical Form Entries</a>	<a href="#">13</a>
<a href="#">Special Circumstances</a>	<a href="#">14</a>
<b><a href="#">Sampling Participants</a></b>	<b><a href="#">16</a></b>
<a href="#">Basic Sampler's Script</a>	<a href="#">16</a>
<a href="#">Burners Who Decline to Be Sampled</a>	<a href="#">17</a>
<a href="#">Burners With Additional Questions</a>	<a href="#">17</a>
<b><a href="#">Non-Sampled Vehicles</a></b>	<b><a href="#">18</a></b>
<b><a href="#">Closing the Shift</a></b>	<b><a href="#">18</a></b>
<b><a href="#">What's Next?</a></b>	<b><a href="#">18</a></b>

## Overview

Greetings Census Volunteers! You have a very fun and very important job! Every year since 2002, BRC Census volunteers have worked to collect and make available data that accurately describe the population of Black Rock City (BRC). The Burning Man Organization uses Census data for event planning, advocating for Burners, and negotiating with local and federal governments during the permitting process. Researchers also use Census data for a variety of research projects and publications. In addition, summaries of the data are available online at the [Census Data Archive](#) and [Census Portal](#) within the Burning Man Journal, and on-playa at Census Lab for anyone who wants to learn more about Burning Man.

While BRC Census has existed since 2002, we improved our methodology considerably in 2012. We now collect data in two phases: a random sample of BRC citizens during Burning Man, and an online survey that participants are invited to complete after Burning Man is over. Without this random sample (without you!), the self-selected online survey data would not allow us to make general statements about the whole of BRC.

During your time as a Census volunteer, you may encounter participants who ask what happened to the forms they remember filling out in Center Camp Cafe in past years. Prior to 2012, Census data collection relied on a paper survey that Burners filled out while on-playa. Since data from these years were only collected from Burners who chose to fill out and return the paper form, selection bias limits the reliability (and therefore the usefulness) of our results. In order for the current methodology to work you must be safe, efficient, consistent, and as accurate as possible. Random Samplers and Fun Interactors must follow all procedures outlined in this document so that we can all have a wonderful experience while filling these critical roles.

Have you reviewed our interactive training programs yet? We recommend you start there (links can be found on the BRC Census [website](#)), then follow that with a careful review of this guide.

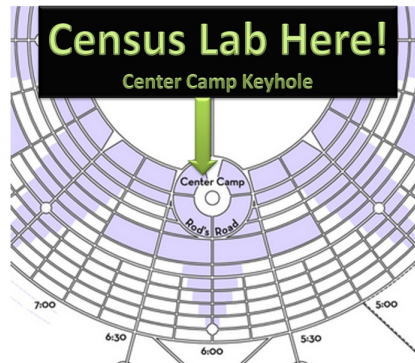
## A Note About Sampling Locations

Census collects random sampling forms from Burner Express passengers, Airport passengers, and participants entering BRC via Gate Road. Burner Express Air passengers are sampled as part of the larger Airport sampling project, and Burner Express Bus passengers are sampled by BxB staff. All three of these processes use the same random sampling form. The sampling methodology is also similar, but not identical, in all three locations.

Because Gate Road is the location of the vast majority of participant arrivals and most of our sampling volunteers assist us in that effort, this document is primarily focused on the procedures followed at Gate Road. Whether you sign up for Airport Sampling or Gate sampling, you will need to be familiar with all of the material described in this document. Any differences in methodology will be mentioned here, or they will be mentioned at the start of each Airport sampling shift. All sampling shifts (Airport and Gate) begin at Census Lab, and a meal is included in both Gate and Airport sampling shifts.

## Preparing for Your Shift

Note: Census Lab, where all shifts start and end, is located at Center Camp across from Playa Info:



If you ever need to describe the location of Census Lab to another participant, it is easiest to say that we are at the 11 o'clock radial of the road that runs around Center Camp Café, across from Playa Info and near Media Mecca.

Sampling teams collect data on Gate Road as participants enter BRC. Gate Road runs through the middle of open playa, which means that conditions at the Census sampling point can be dangerous. It is also a sensitive area, as we are between the areas where the Gate and Greeter teams work diligently to do their jobs and we need to conduct our operations without interfering with theirs.

### Basic Shift Logistics

- For each shift, all members of the particular shift team must meet at Census Lab **10 minutes** before the official start time.
- Everyone on the shift is transported together in a Census vehicle (there's a new one this year) which travels from Census Lab to the sampling point (either Gate or Airport). Do not try to get yourself there or depart separately; all volunteers need to stay together for the duration of the shift.
- Either before or after sampling, everyone on the shift goes to the staff commissary for a meal. You **MUST** stay with your team and keep your uniform (see below) on during the meal so your Shift Leads can find you easily.

### What to Bring

- *Your Census uniform:* a white lab coat with a Census patch. This identifies you as an official part of the Census team. You are encouraged to decorate your own lab coat with Census colors (neon pink and black) and bring it to your shift (we provide Census patches during on-playa training), but this is optional. Loaner lab coats are plentiful and can be found at Census Lab when you arrive for your shift.
- *Appropriate dress and equipment for several hours in open playa, including:*
  - Your Census volunteer badge
  - A water bottle with water (we provide refills)

- Goggles
- A dust mask
- Closed-toed shoes or boots (remember, we work around moving vehicles!)
- *For daytime shifts:* sunscreen, lip protection, and a hat with a strap
- *For nighttime shifts:* warm clothing and personal safety lights

You can wear as much (or as little!) as you want under your lab coat, as long as you will remain comfortable and safe throughout the duration of your shift. If you want to add Census-y embellishments to your ensemble, feel free! Just stay within our color scheme (neon pink and black) and avoid anything MOOP-y.

## Safety Considerations

Sampling work takes place among moving vehicles, which is dangerous work!

- *Stay visible!* We provide reflective gear and light towers for night shifts, but you must have your own personal lighting as well. If conditions impede visibility too much, your Shift Leads may ask you to move to the side of the road.
- *Eyes front!* While drivers sometimes do unexpected things, traffic will generally move **from** Gate **toward** Greeters. That means you should always face toward Gate, toward oncoming traffic.
- *Stay out of the flow of traffic!* Stay to the sides of your lane, in front of the Census signposts, whenever possible. If you must pass in front of a vehicle, always make eye contact with the driver before you cross and put a hand up to signal them to stop until you are clear. If you can talk to the driver before you move, tell them clearly what you plan to do and why.
- *Look out for protrusions!* Many vehicles have equipment and/or decorations protruding from the sides or tops: mirrors, RV steps, etc., and things may protrude from any side of the vehicle, at any height. **Never** step across the tow hitch between a tow vehicle and its trailer.
- *Expect erratic driving!* If a car refuses to stop, let them pass. Many oversized vehicles are operated by drivers who only do this once a year! **Do not** rely on drivers to know how large their rigs are or where you are in relation to the vehicle...also, don't count on them to be attentive or well-rested!
- *Let vehicles come to you!* Vehicles should stop **at** the stop sign at the sampling point, not before. Wave vehicles up to this point, and wait until they are stopped in the proper location before approaching. (If you walk forward to meet a vehicle, you will be out of sight of your Shift Lead.) Ask drivers to confirm that their vehicle is in "park" before approaching.
- *Stay with your team members!* Do not get into anyone's vehicle. Stay close to the sampling point if you are a Random Sampler, or your assigned area if you are a Fun Interactor.
- *Look out for each other!* If you see something unsafe, warn nearby volunteers. Be as clear as possible ("on your right!", "door opening!", etc.). Words like "duck" or "move" should Don't use words like "duck" or "move" in conversation or as a joke, and take them seriously if you hear them!

- *Be thoughtful about physical contact!* This one's just good manners. Also, if you startle your partner while trying to pull them away from a moving vehicle, they could move toward the vehicle instead.
- *Remember your "safe zone" if you need to move forward or backward!* It is not safe to move forward or backward along Gate Road while in or between the lanes. If you have to do this (for example, if you are a Fun Interactor and there is a dust storm or your Shift Lead has released you for a bathroom break) you must move straight across the lanes to your "safe zone:" the space outside the Gate Road flags **on the same side** as the Census Sampling Point. (Exiting traffic may be moving outside the boundary on the other side, so that is **not** considered a safe place to walk.)

## Volunteer Roles

There are two types of sampling volunteers: Fun Interactors and Random Samplers.

- Fun Interactors are silent performers who interact with vehicles, but **not** with the people in the vehicle. They operate in the lanes out in front of the samplers to generate curiosity and interest. This slows drivers down, making them more receptive to interacting with samplers and filling out our sampling form. See [Working as a Fun Interactor](#) for more information.
- Random Samplers typically work in teams of 2, with one team for each lane of traffic. Samplers interact directly with Burners to collect data, asking the passengers in randomly-selected vehicles to fill out our short sampling form. There is some room for creativity in the Sampler role, but there are also many important rules that must be followed.

## Representing BRC Census

The [2022 BRC Census Volunteer Behavioral Standards Agreement](#) provides critical information for all Census volunteers. In addition to reviewing all online materials and scheduling on-playa training, you must use the link above to review and acknowledge these standards before you arrive on-playa. To prevent redundancy, this section is written with the assumption that the reader has already reviewed the Behavioral Standards. This section is intended as a supplement to those standards, with information specific to those volunteers involved in the random sampling process.

### Interacting with Participants

When interacting with incoming Burners, people respond to your energy. Be upbeat, excited, respectful, and polite. Many people have been driving for hours, and Census volunteers are some of the first people they meet on-playa. A positive interaction makes them more likely to participate, both in the random sampling process (if they've been selected) and in the online survey after the Burn. Remember, one of the best ways to provide a positive interaction is to refrain from making assumptions about the people with whom you are interacting. Use

gender-neutral language and avoid assumptions about prior Burn experience or anything else that might lead to someone feeling misunderstood or singled out.

Remember that the participants you encounter may not know that BRC Census exists at all! It is also very common for participants to know who we are, but to be surprised to find us out at Gate Road. We collected paper forms at Center Camp for years, and not everyone knows about our (relatively) new methodology. Census volunteers are often mistaken for Greeters, as we operate just ahead of the Greeters Station. If this happens, introduce yourself as a member of BRC Census and explain that you are gathering data. They will see the Greeters soon. This guide will go into detail later about the specific things you might say to incoming Burners, depending on whether their vehicle has been selected for random sampling.

When discussing Census procedures it is important to stick to the scripts and recommendations in this document. As a general rule, you should avoid discussing anything other than the Census project - even if you are positive you know the answer to a question, please refer the questioner to the Greeters instead. If a participant has questions about BRC Census and/or the sampling process, you will need to try to find a good balance between being friendly and being efficient. Do your best to avoid holding up the line and delaying other participants. For participants with a lot of questions, you can provide an additional resource by telling them how to find Census Lab once they're in BRC.

## **Interacting with Other Departments**

Census volunteers work on Gate Road, interacting with incoming Burners. We sometimes encounter volunteers from other departments (most commonly Gate, Greeters, or Rangers), law enforcement, and other personnel authorized to operate outside of Gate Road. If someone in uniform has a question, politely direct them to your Shift Leads for assistance.

## **Interacting with Census Volunteers**

We hope that this guide and our other training materials will provide you and your fellow volunteers with sufficient guidelines to go through a sampling shift without unanticipated and/or frustrating situations arising, but this is Burning Man! It is not unheard of for Census volunteers to have differing recollections on how to handle an obscure point of methodology, or to encounter the occasional personality mismatch between sampling partners. In these cases, do your best to handle the situation calmly and appropriately until a Shift Lead can be flagged down for assistance. That Shift Lead will do their very best to find the answer to your question, or to provide a solution to the challenge presented.

If a Shift Lead gives you a direct instruction, either due to one of the above situations or for any other reason during your shift, do your best to follow their instructions - even if you don't understand the reason for the request. Remember, your Shift Lead may have information about a situation that you do not have. You may not feel that you need a break, but they may need to rotate samplers between positions in order to smooth out an issue or add a more experienced sampler to a pair. You may not see a safety hazard yourself, but they may have been alerted to

one via the radio. Whenever possible, give your fellow volunteers (including the Shift Leads!) the benefit of the doubt and assume that there is good reason for their instructions.

If you truly feel that a Shift Lead's instruction is inappropriate, unfair, or unsafe, consider asking to have your post covered while you and the Shift Lead go to the side to resolve the issue. These conversations are typically better held with some degree of privacy, not to mention the safety concerns of engaging in prolonged conversations while in between the lanes of Gate Road! Keep in mind that Shift Leads will be monitoring several aspects of the sampling process and will have limited time to resolve issues mid-shift. Complex issues may need to wait until the shift has returned to Census Lab, so that the sampling process can continue without interruption.

Whether or not the situation is resolved during the shift, you may *always* request a conversation with one or more members of Census Leadership when your shift is over. For issues encountered during a sampling shift, this means a Census Volunteer Coordinator, or the Manager or Assistant Manager. In the event that one of these individuals is present during your sampling shift you may be able to request this during the shift, but that is not always the case. *We always want to know if an issue is causing concern for a Census volunteer!* Please do not hesitate to notify us if you are uncomfortable with anything you saw or heard during your shift.

If you aren't sure how to identify or locate a member of Census Leadership, a Shift Lead can help you to do so. You can also ask around at Census Lab, or you can check the "Who's Who" board posted at Census Lab, which includes information for each Volunteer Coordinator and each member of Census Management. Each volunteer's "Who's Who" entry includes a picture, plus some information about when and where you might be able to find them on-playa. Or, as a short-cut, any Census volunteer wearing an event radio can probably point you in the right direction.

To contact Census Leadership off-playa refer to the "Methods and Expectations of Communication" section of the Behavioral Standards Agreement linked above. You will also receive an email after the Burn inviting you to complete a BRC Census Volunteer Feedback Form, which will include questions about your experience with your fellow volunteers.

## Working as a Fun Interactor

The Fun Interactor role is a unique and critical part of the random sampling process. Fun Interactors are silent performers who operate in the lanes between the Census samplers and Gate operations. Most sampling shifts will have 2-5 Fun Interactors to cover all of the lanes across Gate Road. They interact (keeping safety in mind at all times!) with incoming vehicles, **without** interacting directly with the people in the vehicles. The goal of the Fun Interactor role is to cause drivers to slow their vehicles in advance of the Sampling Point. We also hope that Fun Interactors will generate curiosity and interest, making incoming participants more receptive to the samplers.

To make their jobs easier and safer, Fun Interactors receive props to help with their role. Some examples include giant foam hands, light-up pink batons, blow-up pool toys, etc. - large, bright

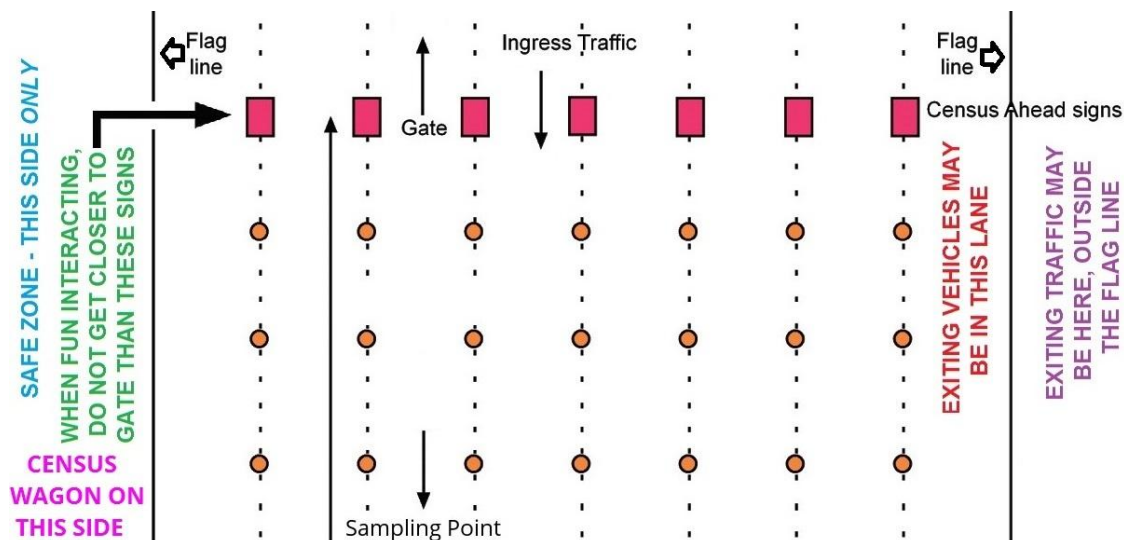
pink objects that draw the eye of oncoming drivers and passengers. During night shifts, Fun Interactors also receive additional personal lighting as well as reflective vests for added safety.

Fun Interacting is a **silent** role - their role is to slow traffic, but not to stop it. They encourage vehicles to move slowly toward the Sampling Point. Many Fun Interactors prefer to rely on the props available to them, but others have done cartwheels, danced, mimed, and anything else they can think of. How you perform is up to you, so long as you can safely execute the role!

### Key Safety Considerations for Fun Interactors

- Operate within the approved Fun Interactor area (no closer to the samplers than the Census Slow signs, and no closer to Gate than the Census Ahead signs, see the **green** note in the diagram on the next page).
- Face oncoming traffic (toward Gate) **at all times** - even if you are talking to someone next to you or moving within your lane, you should be facing toward Gate (away from Greeters).
- If you cannot see traffic 3+ cones ahead of you due to dust, move to the safe zone until conditions improve. The "safe zone" for Fun Interactors is outside the Gate Road flags, on the same side of the road as the Census Wagon (see the **blue** note in the diagram). If conditions suddenly become so bad that you cannot safely move from your lane, stay between lanes near a sign (best), delineator (good), or traffic cone (okay).
- Stay out of the path of vehicles exiting BRC! Exiting traffic sometimes moves in the last lane of Gate Road (see the **red** note) and it sometimes moves outside the flag line (see the **purple** note). Your Shift Lead will tell you the plan for this shift before you move into the lanes. *New in 2018*, there may be some pre-event shifts where lanes 6-10 are closed and exiting traffic uses lane 5.

### Fun Interactor Safety Diagram



### Additional Considerations for Fun Interactors

- Hand-waving will usually be taken as traffic direction, so either wave intentionally or find some other way to signal your intent.

- Time your interactions carefully: if you continue to interact with a vehicle after it has already driven by you, it may cause the driver to stop. Likewise, if a vehicle is already moving at the desired speed and in the desired direction, limit your interactions.
- Select appropriate props for the conditions (light-up batons for night shifts, streamlined props for windy shifts, etc.). Take good care of your props, and make sure that they do not cause any MOOP.
- Coordinate with your fellow Fun Interactors before deploying into the lanes, so everyone knows which lane(s) and area(s) they will be covering.
- Unless there is a safety concern, do not leave your station without authorization from a Shift Lead - it can cause alarm for a volunteer to disappear from the lanes unexpectedly. Someone will stop by on a regular basis to ensure that you get breaks, water refills, etc.

The remainder of this manual details the rules and procedures that must be followed by volunteers working as Random Samplers. **Fun Interactors sometimes need to fill in for samplers during a shift**, so please review the rest of this document even if you plan to spend most of your shift(s) working as a Fun Interactor.

## Sampling Procedure

### Methodology

Generating a truly random sample enables us to combine random sampling data with online survey data to make generalized statements about the people who attend Burning Man. To generate that random sample, three key factors help ensure valid results:

- Random shift times to sample incoming traffic
- Systematic intervals to sample traffic (e.g., sampling every  $n$  vehicles)
- A random start number to begin sampling for each lane on Gate Road

This way, the data we gather has the lowest achievable margin of sampling error given practical limits of resources, place, and time.

### Materials

Each sampling team receives a bag containing the following items:

- A clicker, used to count and keep track of the vehicles sampled. Test your clicker ahead of time, and request a replacement if it does not work well. **DON'T** reset it at the end of your shift until you have reported your clicker number to your Shift Leads.
- Sampling forms and pencils. Random Samplers fill out the top part of each form, and the Burners selected for sampling fill out the rest. The informed consent statement for our research is included on the top of the form.
- An interval card to help with vehicle counting.
- A copy of the sampling script.
- Stickers and data sheets with fun facts from last year's results.

If you begin to run low on supplies during a shift, flag down your Shift Leads for extras. Also, while the bags are handy, lab coat pockets are also quite useful when you are on the move. Consider using them, too!

## **Keeping the Count: Four Critical Numbers**

There are four numbers you must carefully track and/or memorize. These numbers may be different for every shift you work as a sampler. The four critical numbers are:

### **Lane Number**

Your Shift Leads assign each sampling team a lane number at the beginning of the shift. Memorize your lane number when it is assigned so you know where your team will be working.

### **Skip Number**

Remember, under the "Methodology" section where it says each lane needs its own random start number to begin sampling? The skip number is how we make that happen!

Each sampling team is assigned a random skip number to use before you begin counting cars on your clicker. You only use your skip number once, at the beginning of the shift. Teams in different lanes have different skip numbers, so make sure to double-check your skip number with your partner(s) and Shift Leads before proceeding to your lane.

As an example, imagine you and your partner(s) are assigned a skip number of 8. When you go to your assigned lane you will ignore 8 cars (let them pass without advancing your clicker or sampling the passengers) before beginning to count vehicles on your clicker. In other words, behave as if these cars don't exist at all. When the 9th vehicle goes by, you will advance your clicker to "1." From then on for the rest of the shift, advance your clicker every time a vehicle approaches.

There are a few exceptions, such as law enforcement vehicles and water trucks! But in general, every vehicle that passes in your lane during your shift will be clicked once you have finished with your skip number - even if the vehicle isn't one that needs to be stopped for sampling.

### **Interval Number**

The interval number is used by every sampling team for the duration of the shift. This is the sampling interval of vehicles for each lane. For example, if the interval number is 4, sampling teams sample every fourth vehicle (the vehicles that corresponds with multiples of 4 on your clicker) in their lane. So, with an interval number of 4, sample (stop) only the vehicles that pass when your clicker reaches 4, 8, 12, etc.

### **Clicker Number**

Each sampling team is responsible for counting and sampling the vehicles that go through their assigned lane during the shift. One team member needs to be responsible for using the clicker to maintain the vehicle count at all times. Team members may switch roles during a shift but it is imperative that you maintain your clicker count accurately throughout the entire

shift. Remember, when you first begin your shift your skip number dictates when you start to use your clicker to count vehicles.

### **An Example: Putting the Numbers Together**

You and your sampling partner are assigned lane 4 and skip number 5. The interval number for the shift is 3.

When you and your partner arrive in lane 4, you completely ignore the first 5 vehicles that pass. You begin to advance your clicker as the 6th vehicle passes, so the 6th vehicle you see brings you to clicker number 1, the 7th vehicle is clicker number 2, and so on. You *do not* sample either of these vehicles, even though they are counted on your clicker.

The 8th vehicle you see brings your clicker to 3, which is your shift's interval number. *This is the first vehicle you sample on your shift.* After that, you continue to sample the vehicles corresponding to clicker number 6, 9, 12, etc. (all the multiples of 3) until your shift is over.

### **Throughout the Shift**

Your Shift Lead will circulate regularly to check in with volunteers and collect completed forms. *Before handing off any forms to your Shift Lead, check them carefully to make sure that the top of each form has been completed correctly. This will be easier to check if you keep your sampling forms in the order in which they were collected, but it is not necessary for them to be in perfect order when you hand them off to your Shift Lead.*

You want to catch any issues as quickly as possible, to make it easier to correct the forms before they are collected by your Shift Lead. *If you realize you have lost count or mis-labeled forms at any point, flag your Shift Leads down as soon as possible to explain the problem. If possible, separate out any forms you think might have errors on them so we can try to solve the problem later. It may also help to write down some notes about the problem you observed and what you think might have happened.*

At the end of your shift, do not zero your clicker until your Shift Leads have recorded your final clicker number.

### **Low Traffic Sampling Scenario**

To facilitate Gate Road maintenance throughout the event, Gate staff will be placing three flag lines along the entire length of Gate Road: one on each side of Gate Road to denote its outer bounds, and one in the center of Gate Road, separating Lanes 1-5 from Lanes 6-10. This may result in very different traffic patterns on either side of the center flag line. In cases where traffic is extremely low on one side, Shift Leads may deploy a single sampling pair to cover that entire side of Gate Road as if it was one single lane.

If you are assigned to the sampling team who handles the combined lane in this low traffic scenario, most of this guide still applies. However, there are a few critical things to keep in mind:

### **Safety and Visibility**

Your sampling team and the Fun Interactors supporting you will all be a little further away from the rest of your crew, which means you will be a little harder to see and must keep safety and visibility in mind at all times. In low traffic, high-visibility situations you will be able to complete your work with one vehicle before another vehicle pulls up. However, if conditions change during your shift things could get trickier, and it is important that you stay safe.

If dust starts to kick up or traffic suddenly picks up on your side of the center flag line, stop sampling and move over to stand near the crew on the other side of the center flag line. Do *not* go to the other side of Gate Road - stay close to your team and away from traffic exiting BRC.

### Sampling Priorities

Because of the heightened safety concerns, there may be situations where you need to stop sampling vehicles in order to move out of the way of traffic or dust. Even if you have stopped sampling, it is important that you maintain your vehicle count faithfully at all times barring a true emergency. Whenever possible, sampling forms should be completed according to the next section of this guide; the rest of this guide applies whether you are in a low-traffic situation or the more typical situation with one sampling team per lane.

## Filling Out the Sampling Form

To provide some additional information about vehicles and participants, a Random Sampler will need to fill out the information under the header “A Census Volunteer Will Complete This Section:”

A Census Volunteer Will Complete This Section										
BxB    Airport    Gate							<p><b>For  or </b></p> <p>Clicker # _____</p> <p>(Skip) (Vehicle Veto)</p> <p>Person # ____ of ____</p> <p>Veto: (Adult) (Child)</p>			
Su	M	Tu	W	Th	F	Sa				
19	20	21	22	23	24	25				
26 AM	27 AM	28	29	30	31	1				
26 PM	27 PM									
Lane #:    1    2    3    4    5    6    7    8    9    10										

The vehicle icons indicate which sections are relevant for each port of entry where we collect data: for Gate, for Burner Express Bus, and for the BRC Airport

### Typical Form Entries

Enter the following information before and/or after each participant completes a sampling form:

- Circle the appropriate *port of entry* (top left): BxB, Airport, or Gate

- Use the calendar (top left) to indicate the *shift* during which this form was collected
- For *clicker number* (top right), write in the clicker number for each vehicle you sample. For example, if your interval number is 3, the form(s) from the first vehicle you sample should say Clicker #3. The form(s) from the second vehicle you sample should say Clicker #6, etc.
- For the *person counter* (center right), the second number is the total number of people in the vehicle. The first number represents each individual person in the vehicle. For example, if a car has 4 people, one person is assigned a person counter of 1 of 4, another is 2 of 4, another is 3 of 4, and another is 4 of 4. The participant's number is arbitrary, so it doesn't matter which person gets 1 of 4 vs. 2 of 4.
- Circle your *lane number* (bottom) if you are sampling on Gate Road

The image below shows the responses for sampling team assigned to Lane 2 during the morning shift on Monday after the Gate has officially opened, with an interval number of 5. This form represents the first participant of 3 in the 30th vehicle counted on the clicker:

A Census Volunteer Will Complete This Section																	
BxB    Airport   <u>Gate</u>						<p><b>For  or </b></p> <p>Clicker # <u>30</u></p> <p>(Skip) (Vehicle Veto)</p> <p>Person # <u>1</u> of <u>3</u></p> <p>Veto: (Adult) (Child)</p>											
Su	M	Tu	W	Th	F							Sa					
18	19	20	21	22	23							24AM					
												24PM					
25AM	<u>26AM</u>																
25PM	26PM		27	28	29	30	31										
Lane #: 1 <u>2</u> 3 4 5 6 7 8 9 10																	

For the second participant in that vehicle, everything looks the same except the *person counter* (center right in the image above):

Person # 2 of 3

And for the third participant in that vehicle, again with everything else the same:

Person # 3 of 3

Assuming all three participants agree to fill out the survey this interaction will result in three completed forms, with questions answered by the participants and the top section filled out by the sampling team!

## Special Circumstances

Some circumstances require you to fill out the form a little differently:

### Veto

- Full Car Vetoes

- If everyone in a vehicle that you are supposed to sample chooses not to participate (for whatever reason), thank them for their time and let them pass
- On one single blank form, fill in: the lane number, shift, and clicker number as usual
- Then, circle "Vehicle Veto" just above the person counter
- There is no need to fill in the person counter, as you may not know exactly how many passengers were in the vehicle
- This single form will remain blank except for the items you just filled out, as a representation of all of the vehicle's passengers

Clicker #	<u>35</u>
(Skip)	(Vehicle Veto)
Person #	___ of ___

- Partial Car Vetoes

- If some people in a vehicle participate but others do not, you need one form for each person in the vehicle.
- For example, let's say you sample a vehicle and 2 of the 3 people in the vehicle participate. You need three forms, one for each person.
  - Fill in the lane number, clicker number, and shift on all forms as usual.
  - One person gets a person counter (bottom right) of 1 of 3, one gets a 2 of 3, and one gets a 3 of 3. Again, this is normal so far! Here is the special part:

- If the person declining to participate in the random sample is an adult, circle "Adult" under the person counter. In the example (right) the refusing participant is person 2 of 3.

Clicker #	<u>40</u>
(Skip)	(Vehicle Veto)
Person #	<u>2</u> of <u>3</u>
Veto:	(Adult) (Child)

- If the declining Burner is obviously a child, circle "Child" instead. If a declining Burner appears to be a teenager, you will need to make your best guess as to whether they are older or younger than 18. (We only need you to indicate that the person is a child if they do **not** participate - if they fill the form out, we'll know their age based on year of birth!) The example (right) is written assuming the child is person 2 of 3.

Clicker #	<u>40</u>
(Skip)	(Vehicle Veto)
Person #	<u>2</u> of <u>3</u>
Veto:	(Adult) (Child)

## Skipped Vehicles

You may occasionally have to let a vehicle pass, even if you are supposed to sample it. This may happen if a vehicle passes you and you cannot stop them, if you accidentally miss one, or if a sudden traffic change makes it impossible for you to sample the vehicle within the boundaries of our sampling zone. Sometimes your Shift Leads may tell you to skip vehicles intentionally to keep traffic moving. In all of these cases, advance your clicker as usual and do *not* disrupt your sampling interval.

This is the cause of a common sampling error: sampling teams sometimes sample the vehicle directly *after* the one that was skipped, but this causes a discrepancy between the clicker number and the interval number. Instead, advance your clicker for the skipped car and follow the procedure below. Then, continue clicking vehicles as usual and sample the next vehicle whose clicker number matches the multiple of your interval number.

If a vehicle that would ordinarily be sampled is skipped, fill out a single form:

- Fill out the lane number, clicker number, and shift as usual
- Then, circle "Skip" just above the person counter

Clicker #	45
(Skip)	(Vehicle Veto)

## Vehicles to Ignore

A very small number of vehicle types should be entirely ignored if they come through your lane during a sampling shift. For these vehicles, *do not click or sample* but simply pretend they do not exist. These vehicle types are:

- **Burner Express buses:** these should not be traveling in the lanes of traffic where you are sampling, and BxB passengers are randomly sampled using a different process. If for some reason a Burner Express bus ends up in your lane, do not click or sample it, but ignore it.
- **Water trucks:** these vehicles are simply moving along Gate Road as part of the road maintenance process. Move out of their way (carefully!) so they can proceed with their jobs.
- **Law enforcement vehicles:** these vehicles should not be clicked or sampled, simply let them proceed. If they have questions about our process, flag down a Shift Lead if possible or do your best to answer their questions. This should go without saying, but *be polite!*

See the next page for more information on interacting with the participants selected for sampling.

## Sampling Participants

Now for the fun part! What should you say to the Burners selected for our random sample? You should memorize the following script before coming to the playa.

### Basic Sampler's Script

*Hello, welcome home! We are the Black Rock City Census. Your vehicle has been randomly selected to participate in our confidential nine-question survey. Isn't that exciting?*

*Participation is voluntary, and you may choose to skip any question you do not want to answer. No identifying information will be collected. Are you willing to participate?*

*How many of you are in the car?*

*<Hand them the forms and pencils>*

*Please fill out this questionnaire front and back, starting with the question "what is the year of your birth." Your participation is crucial to creating an accurate description of the people who attend Burning Man.*

*<collect forms and pencils>*

*<hand them stickers and data cards>*

*Thank you, but this is just the beginning! Please go online after the burn to complete the full Census Survey. This sticker will remind you. The Greeters are next. Have a great Burn!*

Note: information about BRC Census and an informed consent statement is printed on each sampling form. If a Burner wants to keep a copy of this information, give them a blank form to keep when you collect their completed form.

If they are willing to participate, give each occupant of the vehicle a form and pencil to fill it out. Tell them to start with question number 1 (sometimes they get confused and try to fill out the top section of the form). You may also need to remind them that the form has questions on both sides of the page! Answer questions about the form as needed, but stay silent when possible so you do not distract them or slow them down while they are filling out the form.

After collecting a form from a participant, glance over it briefly to make sure they have filled out both sides. Before you put a completed form aside to be collected by the Shift Leads, make sure your sampling team has also filled out the section labeled "A Census Volunteer Will Complete This Section."

Fold all of the forms from the same vehicle together and place them into your sampling bag. Hold onto these completed forms until a Shift Lead come by to collect them.

## Burners Who Decline to Be Sampled

Participation in the random sample is **strictly voluntary** and it is important that everyone you interact with feels like you are being respectful of their decisions. However, when Burners decline to participate it can severely impact the quality of our data. It is **not** appropriate to tease, pressure, or otherwise cause potential discomfort to a Burner who does not want to fill out the sampling form. However, if you think they might be receptive you can:

- Remind them that some data is better than no data, and they can leave any question blank
- Remind them that Census data plays a role in enabling Burning Man to receive permits each year and “participation” and “civic responsibility” are two of the Ten Principles
- Ask them to “give the gift” of their data, again referencing the Ten Principles

If you think there may be a language/writing/visual challenge at the root of the refusal and you feel capable of assisting, you can offer to read the questions out loud, write their answers for them, etc. It is also fine for people in the vehicle to help one another, so long as you feel confident that the information in the informed consent section is understood by everyone participating.

If a parent wishes to decline on behalf of their child, remind them that children are underrepresented in our sample and that children's data is some of the most important data we collect. If they still choose not to answer, politely acknowledge their decision and either wave the vehicle through or continue to collect data from the other people in the vehicle.

You can still offer a sticker and data sheet to any declining Burner, and you can encourage them to stop by Census Lab to discuss any concerns or have any questions resolved. *Everyone* you think will be receptive should be reminded to fill out the online survey after the Burn!

## Burners With Additional Questions

The people you talk to may have questions for you, either about Census or about other things. Be polite, but remember that traffic needs to keep moving in order for our shift to run smoothly! If they have concerns about the sampling form, flag down a Shift Lead for help. If they have other questions about BRC Census it is best to recommend that they stop by Census Lab. It is sometimes helpful to say something like, “They didn’t cover that when we did training for this shift! I don’t want to give you an incorrect answer, but I can tell you where to go to find the answer to your question.”

Remember, it is *not* the role of Census volunteers to give directions, give warnings about nearby law enforcement, or answer questions that are not pertinent to the sampling process. In some cases, you may choose to give a polite, appropriate safety reminder as a vehicle drives away (“remember the speed limit!,” “drive safely,” etc.). Outside of that, be polite, but stay on-topic - politely explain that you wouldn’t want to provide incorrect information by mistake, and emphasize the need to keep traffic moving and the presence of Greeters just ahead.

## Non-Sampled Vehicles

Many of the vehicles who come by during your shift won't be selected for sampling. In order to keep our random sample truly random, you **cannot** collect data from vehicles outside of our sampling set, even if they ask to fill out a form.

We have to keep traffic moving in order to keep our shift going smoothly, so for non-sampled vehicles who are willing to be waved through there's no need to interact beyond that. If people have questions or want to talk with you, give a *brief* explanation:

"We are the Black Rock City Census, we're collecting data from randomly selected vehicles. Your vehicle isn't part of our random set, so you can go straight through to the Greeter station up ahead. Don't forget to fill out our online survey when you get back to the Default World!"

Anyone with more questions about Census can be handed a data sheet (and a sticker, if you have enough). Encourage these people to stop by Census Lab once they get settled in Black Rock City!

## Closing the Shift

After 1-2 hours of sampling, a Shift Lead will come by to notify teams that the shift is about to end. **Do not zero out your clicker!** Take the time to complete the tops of any forms you still need to complete, and do a quick check in the area around you for any MOOP or any items you may have left. When you return to the Census vehicle, be sure to give the Shift Leads ALL of your surveys, materials, and your clicker (with your most recent clicker number still on it!). Check your lab coat pockets in addition to checking your sampling bag, to be sure you are returning all of the equipment you used for your shift.

## What's Next?

Thank you for sticking with us all the way through this document! Before you leave for Burning Man:

- Review and digitally acknowledge the [2022 BRC Census Volunteer Behavioral Standards Agreement](#).
- Be sure that you understand the information in this guide and in our interactive training on the BRC Census [website](#) before coming to the playa. If anything is unclear, contact [censusvolunteercoordinators@burningman.org](mailto:censusvolunteercoordinators@burningman.org) for assistance.
- Memorize your sampling script - our on-playa training includes a quiz!
- If it sounds like fun, find and decorate your own lab coat using Census team colors (neon pink and black). Please don't use other colors, we want you to be easily identifiable as a Census volunteer!
- Update your schedule if your availability changes. You can log into Shiftboard to unconfirm (resign from) a shift up to 5 days before the shift takes place. If your availability changes

with less than 5 days' notice please email [censusvolunteercoordinators@burningman.org](mailto:censusvolunteercoordinators@burningman.org) (if you are not yet on-playa) or stop by Census Lab to notify us.

- Read all emails from Census carefully, as they will have details about your arrival and on-playa training.

**Thank you so much for volunteering with BRC Census. We know that there is a lot to learn about doing random sampling correctly, and we appreciate your efforts to prepare for your shift! Feel free to contact us at [censusvolunteercoordinators@burningman.org](mailto:censusvolunteercoordinators@burningman.org) at any time.**