

Community Survey Scope:

Conduct a survey of community residents to augment the information gathered in the focus groups, town hall meetings, and interviews. Be sure that all residents are aware and can access the survey. Links and QR codes to an electronic survey can be distributed in many ways, but be sure to provide access to for residents who may not be comfortable taking it electronically. Paper copies can be distributed by community partners such as civic clubs, churches, and local merchants, and inserted into newspapers. In some communities, paper copies of surveys have been included in mailed municipality utility bills. The point is that everybody gets a chance to express their opinion.

- **What:** Gather input from residents and stakeholders to use in creating a community vision and customized roadmap to prosperity.
- **Why:** We want to give as many people the chance to voice their opinions and ideas to have better representation of the community and to start to build buy-in for the new plan.
- **Who:** All community members
- **When:** Schedule conveniently for the participants
- **Duration:** Leave open for 2-4 weeks
- **Where:** Online and have some printed copies available as well

Community Survey Instructions

The following are recommended orders-of-operation for conducting a community survey.

1. Planning & Preparation:

- Identify the questions you would like to ask the community at large. There will likely be overlap between these questions and those you ask in focus groups, town hall meetings, and interviews.
- Determine your survey software (ex: Survey Monkey, Google Forms, etc.)
- Assign one team member to set up the survey and others to test the survey.
- Regroup to discuss any edits and a deadline for finalizing the survey.
- Finalize the survey and have the public facing link ready to share.
- Create a printable version and determine where completed printed versions can be submitted.
- Determine how information from completed printed surveys will be collated with the digital survey.

2. Promotion:

- Share the survey link via all your marketing channels (ex: website, newsletter, social media, etc.)
- Add a QR code to any relevant printed materials that you can distribute at local meetings.

- If possible, run an ad in the local newspaper with a QR code for the survey.
- Connect with community partners who are willing to help spread the word about the survey.
- Ask community partners to keep printed copies on hand in their businesses to make surveys easily accessible.

3. Collecting Responses:

- Assign one team member to collect all printed survey responses.
- Use tools available to collate responses to digital survey (ex: if using a Google Form, opt to have responses feed into a Google Sheet).
- Delegate among team members to enter responses from printed surveys into the predetermined database.