

Pre-Survey & The Survey Process	
<p>What do you want to learn from the survey?</p> <p>How do you want to use the information?</p> <p>Who will participate in the survey?</p>	<p>Gather demographic data or learn how residents feel about services, their neighbors and their community. There may also be data related to the physical revitalization component that will be critical to obtain (i.e. bedroom size or housing amenities). A survey is just one tool for understanding neighborhood conditions and neighbors' experiences.</p> <p>Determine the purpose of your survey and what information it offers that other assessments do not.</p>
<p>Use the survey process as a community engagement tool.</p>	<p>This is an opportunity to engage one-on-one with residents, provide a vehicle for their voices to be heard and provide information about the planning process. Provide additional information during the survey about how to get involved in the planning process or ask residents how they want to be involved.</p>
<p>Who needs to review it?</p>	<p>Involve community stakeholders and resident leaders in the survey development process. They will be more comfortable about an oftentimes intrusive process and more likely to encourage their neighbors to participate.</p>
<p>Prepare your residents for the survey process.</p>	<p>Prepare your residents with a letter or postcard notifying them that a survey is coming and the goal of collecting the information. Announce it at town hall meetings and community gatherings. Hold a fun community event that gets neighbors out and kicks off the survey process. Have survey uniforms so that residents will see that brightly colored shirt or logo and know that the survey team is working in the neighborhood. Let residents know their participation matters.</p>
<p>Train your survey team on how to conduct the survey.</p>	<p>Consider issues such as confidentiality, literacy, language barriers and residents who may not want to complete a survey. Make certain the survey team can answer questions about the planning process or knows where to direct questions.</p>
<p>Consider training residents.</p>	<p>Consider training residents to lead survey teams and to go door to door with the surveyors. A resident might be more likely to open the door and complete a survey if a familiar face is on the other side.</p>
<p>Mailing surveys will not get you the maximum results you need.</p>	<p>Consider going door to door or using community activities such as an open house or health fair to complete surveys on the spot while at the same time sharing information about resources.</p>



Post-Survey

How do you plan to share the results?

Will you post the results on a website, review them during a town hall meeting, include them in a written report or all of the above? There are many creative, visual and interactive ways to report out on survey results. Since residents have taken the time to complete the survey, it is important to take the time to share back the results.

Link the data directly to the CN strategies.

This is not just a checkmark in the planning process. Demonstrate to residents how their opinion matters. Also point out where the data does not match the reality and link these findings to your strategies. For example, parents often state they are satisfied with children's school, but the school is underperforming. What is the story behind the data, and how will your strategies address an anomaly?

What will you do with the information?

Establish a baseline for developing your CN strategies, but also use the information as a community engagement tool. Respond to low hanging fruit: An overwhelming number of residents express concern about speeding cars on a particular street, so you respond with signs or speed bumps. Find inexpensive and immediate solutions that show residents you hear them and are willing to address their concerns.

Everyone has a role to play in the solution.

Greater input from the community leads to shared accountability.



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