

A survey is a useful tool to gather input from those who were not able to attend the public visioning workshop. A printable survey that asks most of the same questions as the public workshop is available in this toolkit. Advertise the survey at the public workshop. Copies of the survey should be available around town – at schools, the library, community gathering spaces, the town forest trailhead kiosk, and community events. Written instructions next to the copies should explain how to return the survey to the steering committee (consider adding a mailing address or designating drop off locations around town where the survey is available).

Consider creating an online version of the survey using an online survey platform such as google forms or survey monkey. Both the online and hard copy surveys should be promoted heavily with the promotional materials available in the Public Engagement Pod.

The survey should be open for 4-6 weeks. The steering committee will need to compile and analyze survey responses. This can be as simple as just tallying responses on a sheet of paper, or, if the committee is interested in creating charts and graphs, can be done in Microsoft Excel. If you are using an online survey platform typically, the system will typically provide you with a summary and access to charts and graphs. Don't forget to enter your hard copy survey results in the online platform.

Visioning Process and Survey Results

Once the survey is complete, use the Survey Results Template to summarize the results of the public visioning workshop and the community survey. The results from these separate public engagement opportunities are considered both separately and together –what was the general consensus and how did survey and workshop responses differ?

The steering committee, when going through the Survey Results Template, should update each place with bold italicized text. In many places, the committee's options are few/some/most/all. If the committee has analyzed the results in excel, it should input the exact percentages of these responses. If inputting quantitative data, it may be helpful to look closely at an example from the pilot communities. See the Survey Results example from Bradford. The document should also include photos of the boards from the public meeting with sticker dot and write in responses. The results of the sticker boards should be generally described. The steering committee should read and take note of the write-in responses but do not need to type them into the document, as a photo of the written responses will suffice.