



It Takes More Than Good Questions: Garnering & Using Community Survey Research

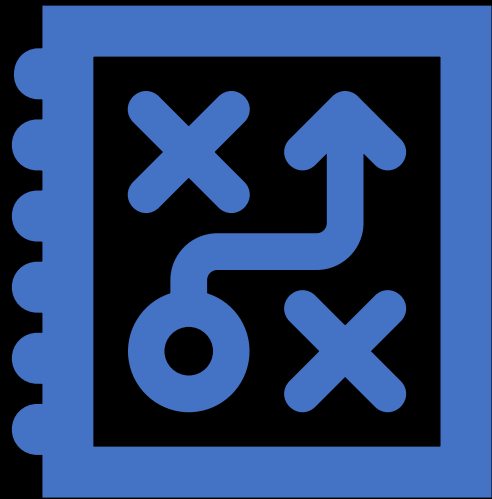
By Chris Tatham, CEO



October 28, 2021

Agenda

- Why Are Community Surveys Needed?
- What Things Should Be Considered BEFORE Doing a Survey?
- How Do You Select People for Surveys?
- What Are the Best Ways to Conduct Statistically Valid Surveys?
- How Can You Get the Most Out of Your Survey?
- Questions



Why Are Community
Surveys Needed?

Access to Information Is Greater than Ever!

- More than 90% of US residents have access to the Internet at home
- 85% have a SMART Phone
- 78% think it is “very important” for their city/county government to provide opportunities for public input
- 64% have accessed their City/County website in the past year



But - Engagement in Local Government Is Very Low

- In most major cities, less than 15% of registered voters vote for mayor
- Fewer than 1 in 10 adults know the name of their local elected officials
- Prior to COVID-19, fewer than 5% of residents had attended a City/County meeting in the past year.



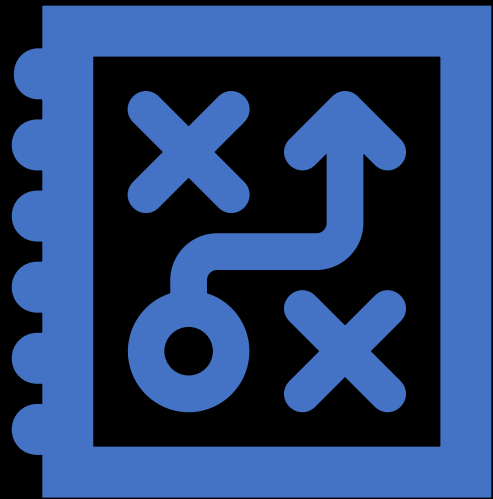
High Access + Low Engagement → Uncertainty

- City/County officials often over-react to concerns of small groups of people
- Local governments find it difficult to sustain support for long-term plans and investments
- Confidence in city/county staff can be undermined easily
- The interests and needs of the “average” resident are often neglected





Good Community
Survey Data
Reduces Uncertainty in
Decision-Making



What Should You Consider
Before Doing a Survey?

Things to Consider Before Doing a Survey

Things to Consider Before Doing a Survey

Why are you doing the
survey?



Things to Consider Before Doing a Survey

Why are you doing the survey?

What do you hope to learn?



Things to Consider Before Doing a Survey

Why are you doing the survey?

What do you hope to learn?

Who will be using the results to make decisions?

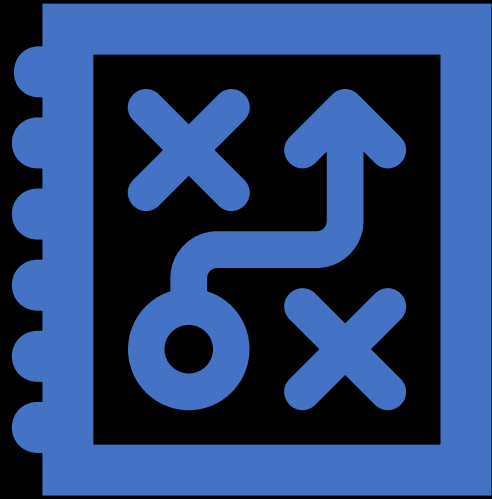
Don't Develop Questions Until These Questions Are Answered!

Things to Consider Before Doing a Survey

Why are you doing the survey?

What do you hope to learn?

Who will be using the results to make decisions?



How Do You Select
People for Surveys?

3 Commonly Used Methods for Selecting Participants

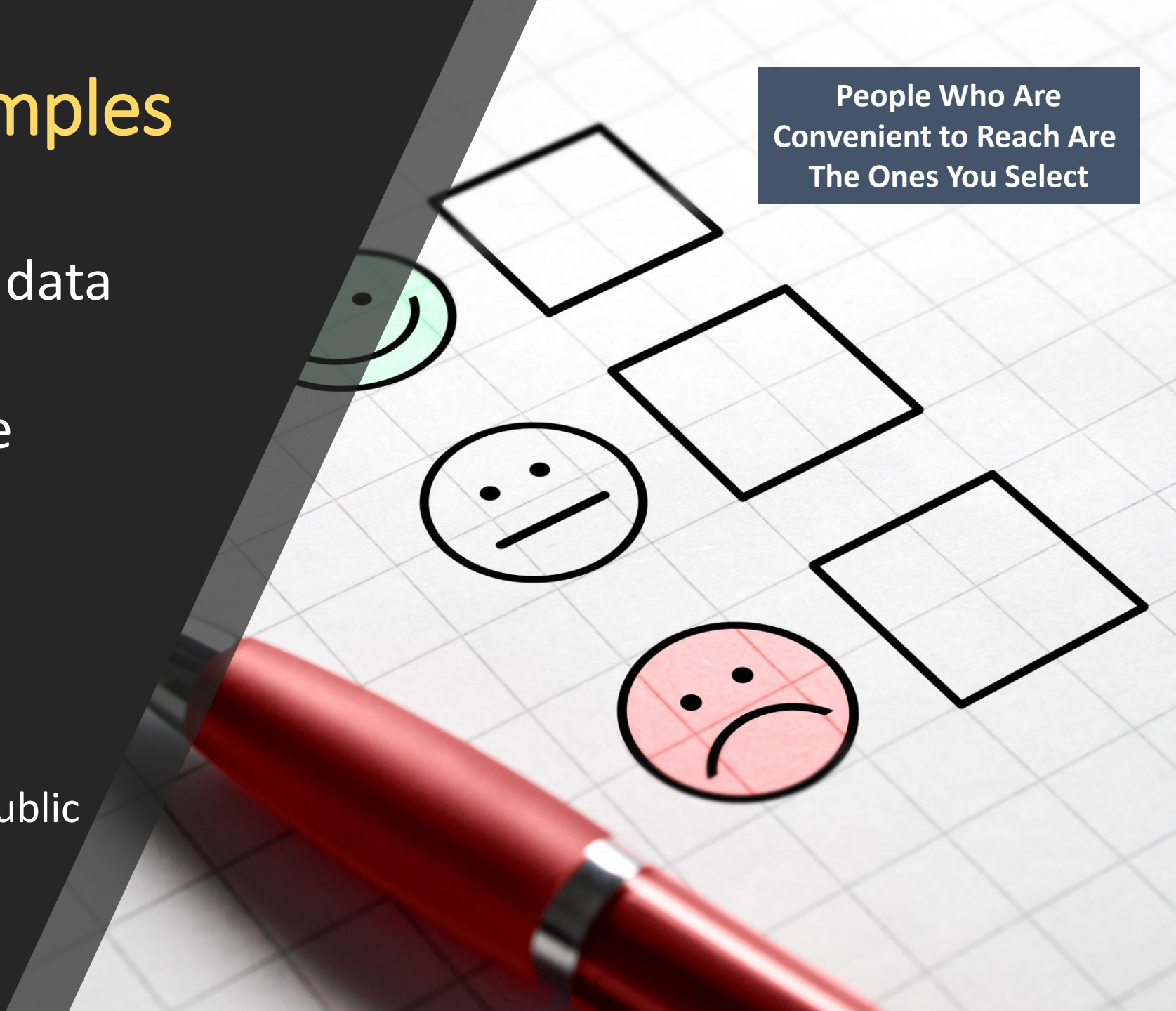
- Convenience Samples
- Panels
- Random Sampling



Convenience Samples

- Least expensive
- Great for qualitative data
- May or may not be representative of the community
- Examples
 - Surveys posted on Facebook/social media
 - Emails to stakeholders
 - Survey distribution at public meetings or to civic groups

People Who Are
Convenient to Reach Are
The Ones You Select



Panels

- Unit cost is reasonable
- Can be done quickly
- Survey length is usually limited
- Sample may not be representative of your community
- Paid Panels/Services
 - Survey Monkey
 - Facebook Advertising
 - American Survey Team
- Unpaid Panels - **NEWEST**
 - Can be developed by most cities/counties that already do surveys

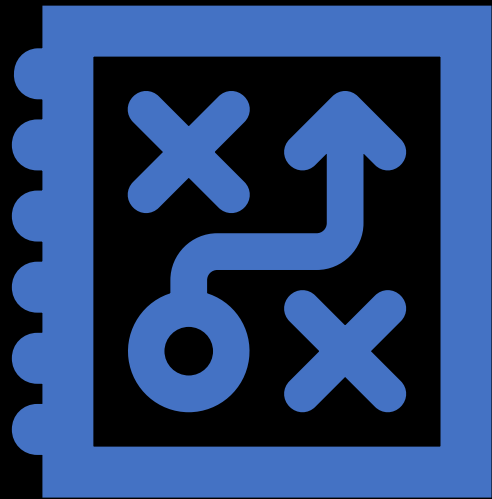


Random Sampling (Statistically Valid)

- Most expensive but most accurate
- Truly representative of the community
- Best option for important decisions and performance measurement

Participants are selected at random and participation is limited to the randomly selected sample.





What Are the Most Common
Methods for Conducting
Statistically Valid Surveys
(Random Sample)?

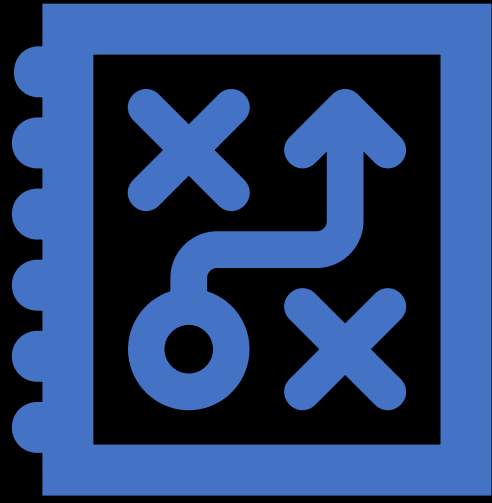
Statistically Valid Survey Methods

- **Mail** (best for people over 60)
- **Email** (best for ages 40-60)
- **Text** (best for people under 40)
- **Phone** (inbound only these days)
- **In-Person** (limited applications)

None of these methods used alone will typically have a response rate above 10%. However, the use of multiple methods can lead to significantly higher response rates!

Incentives can increase completion rates, particularly for surveys administered via text!





How Can You Get the
Most Out of Your Survey?

Be prepared for the “survey experts” who are going to criticize the results of your survey...

Top Three
Reasons People
Claim to Be
Survey Experts

I am good at writing questions

I took a statistics class in college

I did a survey before

..by finding an expert in the field you want to survey before you do your survey!

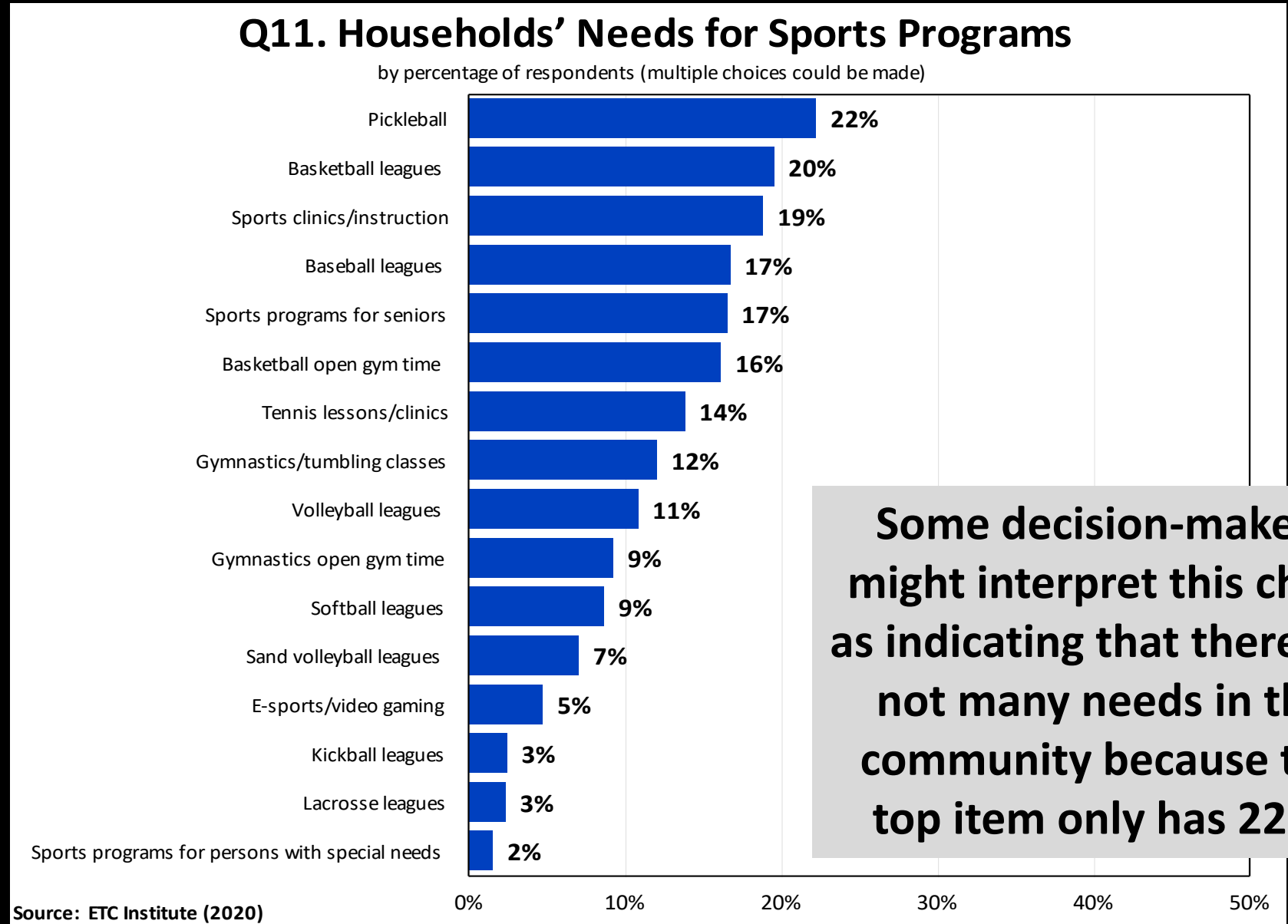
How Can You Get the Most Out of Your Survey?

Suggestion 1:
Use the Results to Quantify
Needs/Impact



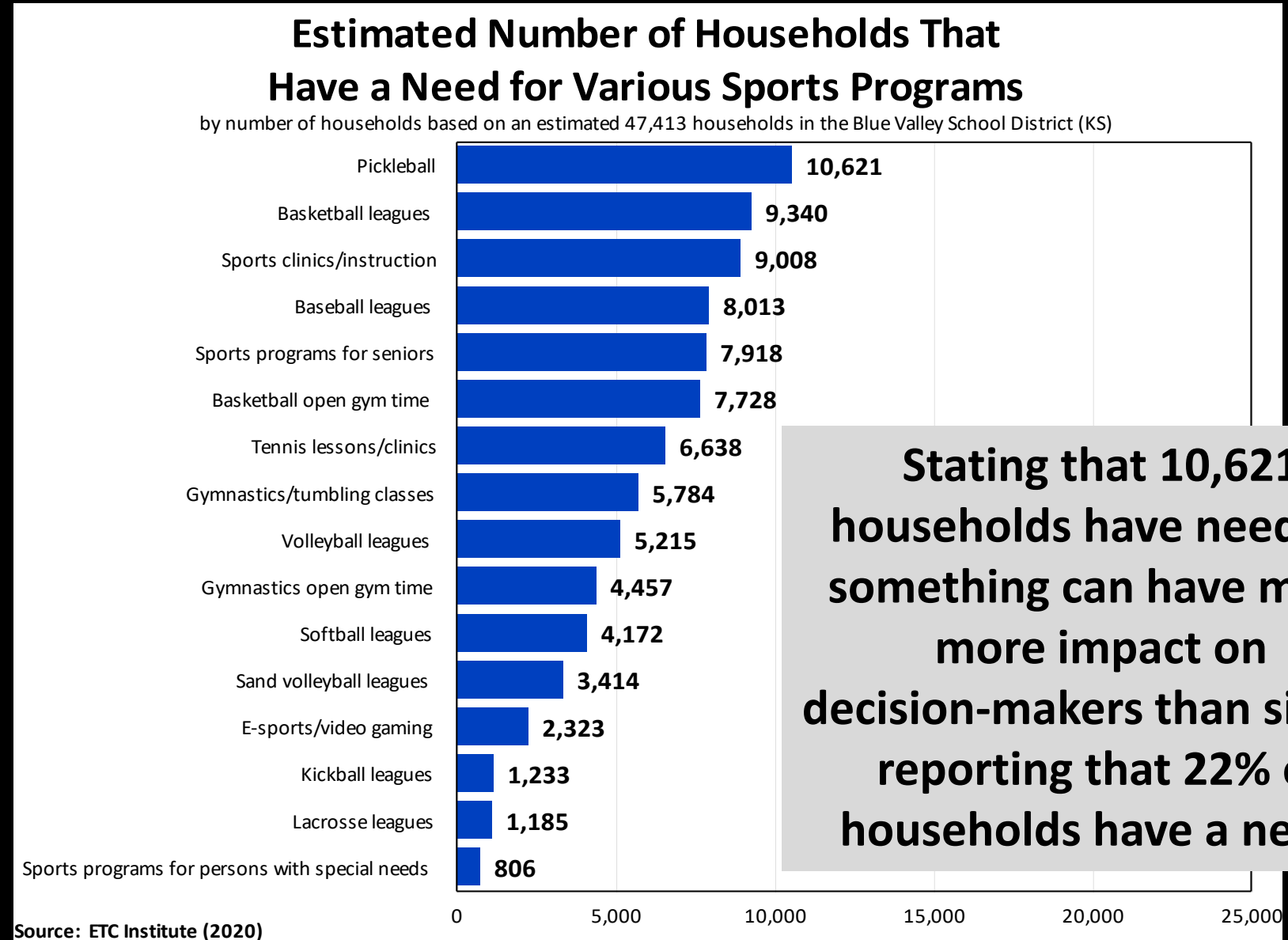
Use the Results to Quantify Needs/Impact

Survey
Results Are
Commonly
Reported as
Percentages



Use the Results to Quantify Needs/Impact

Displaying
Data from
Statistically
Valid Surveys
as Population
Counts Can Be
Powerful!



How Can You Get the Most Out of Your Survey?

Suggestion 2:
Use Comparative Questions When
Possible to Help with the
Interpretation of Results



Use Comparative Questions When Possible

Finding:

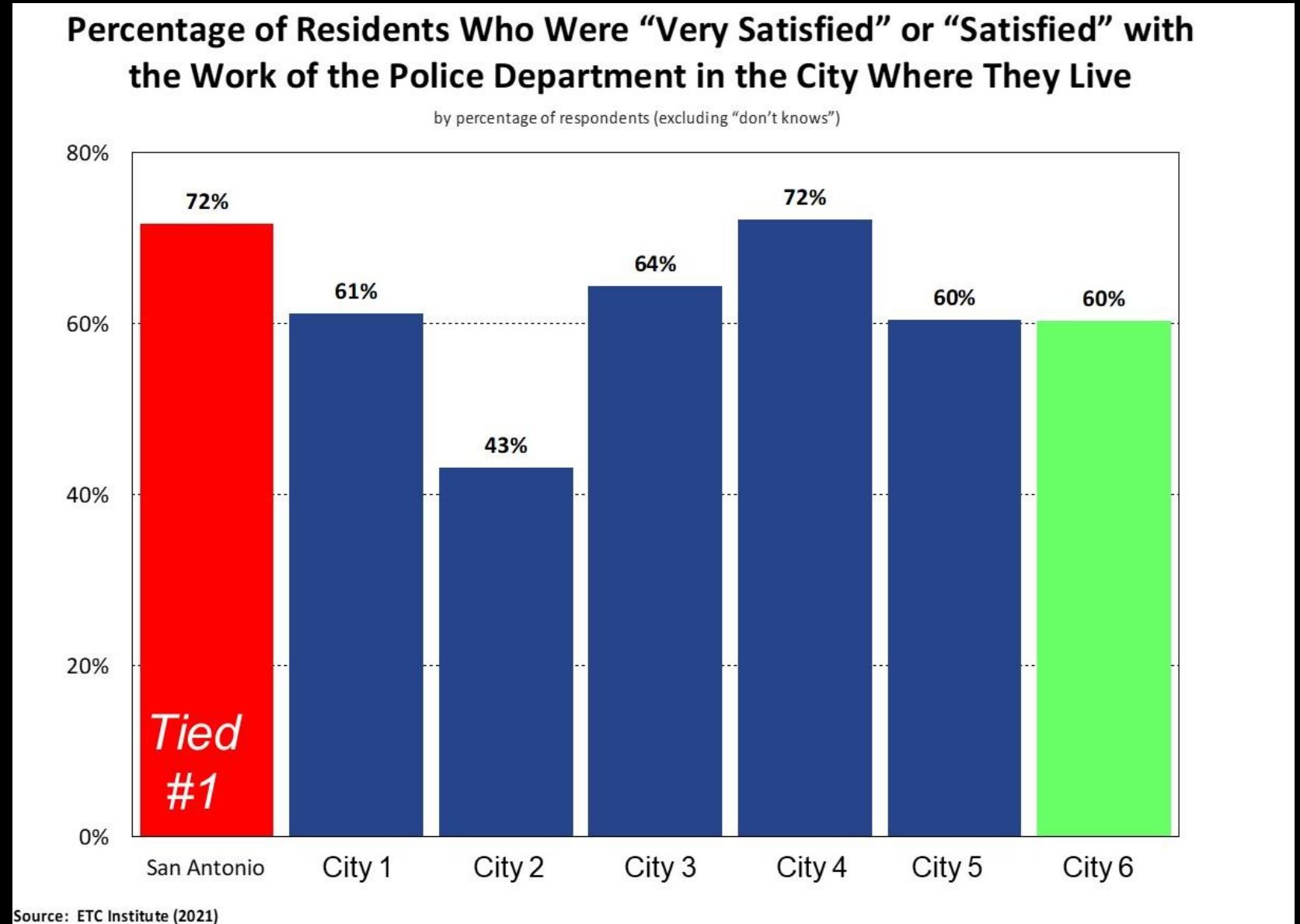
72% of Resident
were Satisfied and
28% were NOT
satisfied with the
work of the police
department in your
community?

Is 72% OK?

Use Comparative Questions When Possible

Finding:
72% of Resident
were Satisfied and
28% were NOT
satisfied with the
work of the police
department in your
community?

Is 72% OK?
YES – TIED FOR #1



Use Comparative Questions When Possible

Finding:

54% of residents
were satisfied
with the level of
public
involvement in
decision-making

SEEMS TERRIBLE!

Use Comparative Questions When Possible

Finding:
54% of residents
were satisfied
with the level of
public
involvement in
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SEEMS TERRIBLE!



BUT 54% IS GREAT – TOP 25%

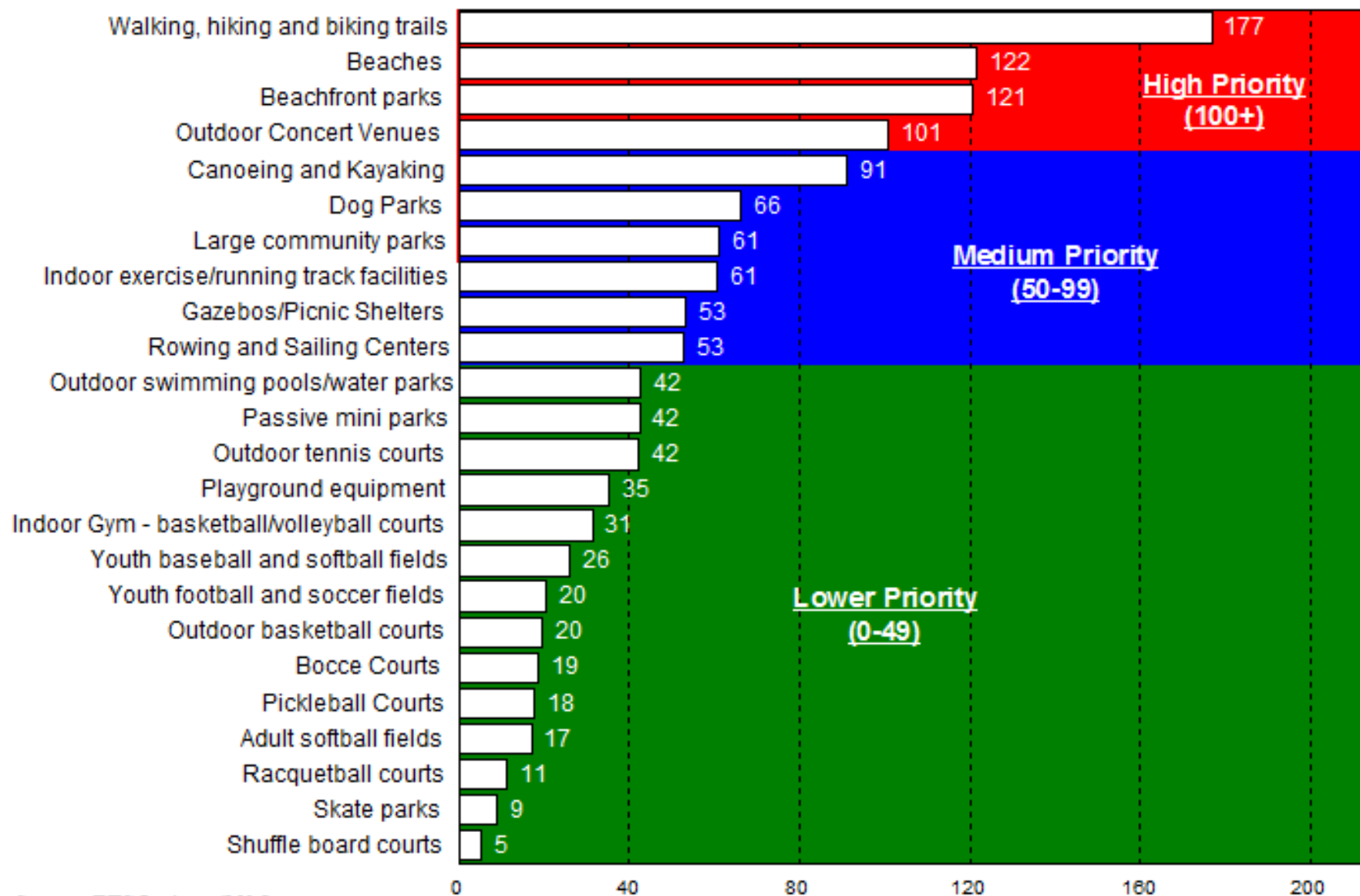
How Can You Get the Most Out of Your Survey?

Suggestion 3:
Ask Questions that Will Support
Analytics



This “Priority Investment Rating” Could Not Have Been Developed if the Survey Questions Were Not Designed to Support the Analytics

Top Priorities for Investment for Recreation Facilities Based on the Priority Investment Rating



Source: ETC Institute (2016)

Priorities for Investment Based on the Importance-Satisfaction Rating

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Street maintenance, including sidewalks, medians, & curbs	31%	3	55%	14	0.1382	1
Police services	67%	1	80%	4	0.1327	2
Traffic on City streets	19%	6	50%	17	0.0970	3
Street lighting	16%	7	65%	10	0.0561	4
Water & sewer services	24%	5	81%	3	0.0455	5
Fire services	40%	2	89%	1	0.0428	6
Enforcement of codes & ordinances	9%	8	57%	12	0.0397	7
Planning	9%	10	56%	13	0.0385	8
Emergency medical services	29%	4	87%	2	0.0372	9
Stormwater drainage/flood management	9%	9	67%	8	0.0287	10
Public landscaping	6%	11	67%	9	0.0207	11
Public transportation services	6%	12	67%	7	0.0182	12
Construction codes	4%	13	55%	15	0.0177	13
Business Resource & Innovation Center (BRiC)	2%	15	52%	16	0.0115	14
Parks	3%	14	74%	5	0.0080	15
Street sweeping	2%	16	60%	11	0.0068	16
Recreation services	1%	17	70%	6	0.0042	17

These Recommendations Could Not Have Been Made if the Survey Questions Were Not Intentionally Designed to Support the Analysis

How Can You Get the Most Out of Your Survey?

Suggestion 4:

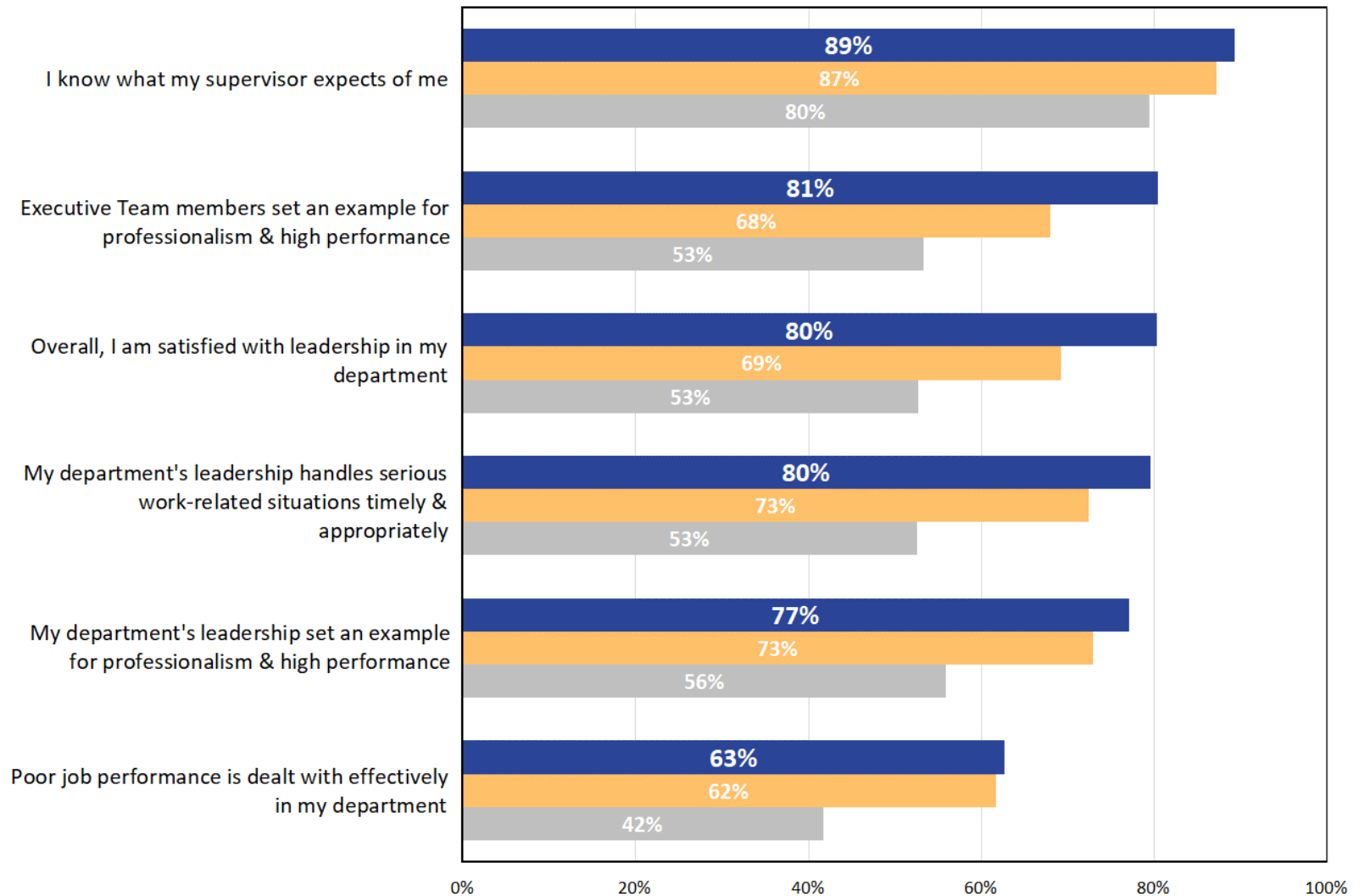
Use Similar Questions Over Time



By Keeping the Same
Core Set of Questions
Over Time,
Local Governments
Can Show Short-Term
and Long-Term
Trends.

Trends: Q19. Leadership and Managerial Effectiveness

by percentage of respondents who responded "Strongly Agree" or "Agree" (without "don't know")

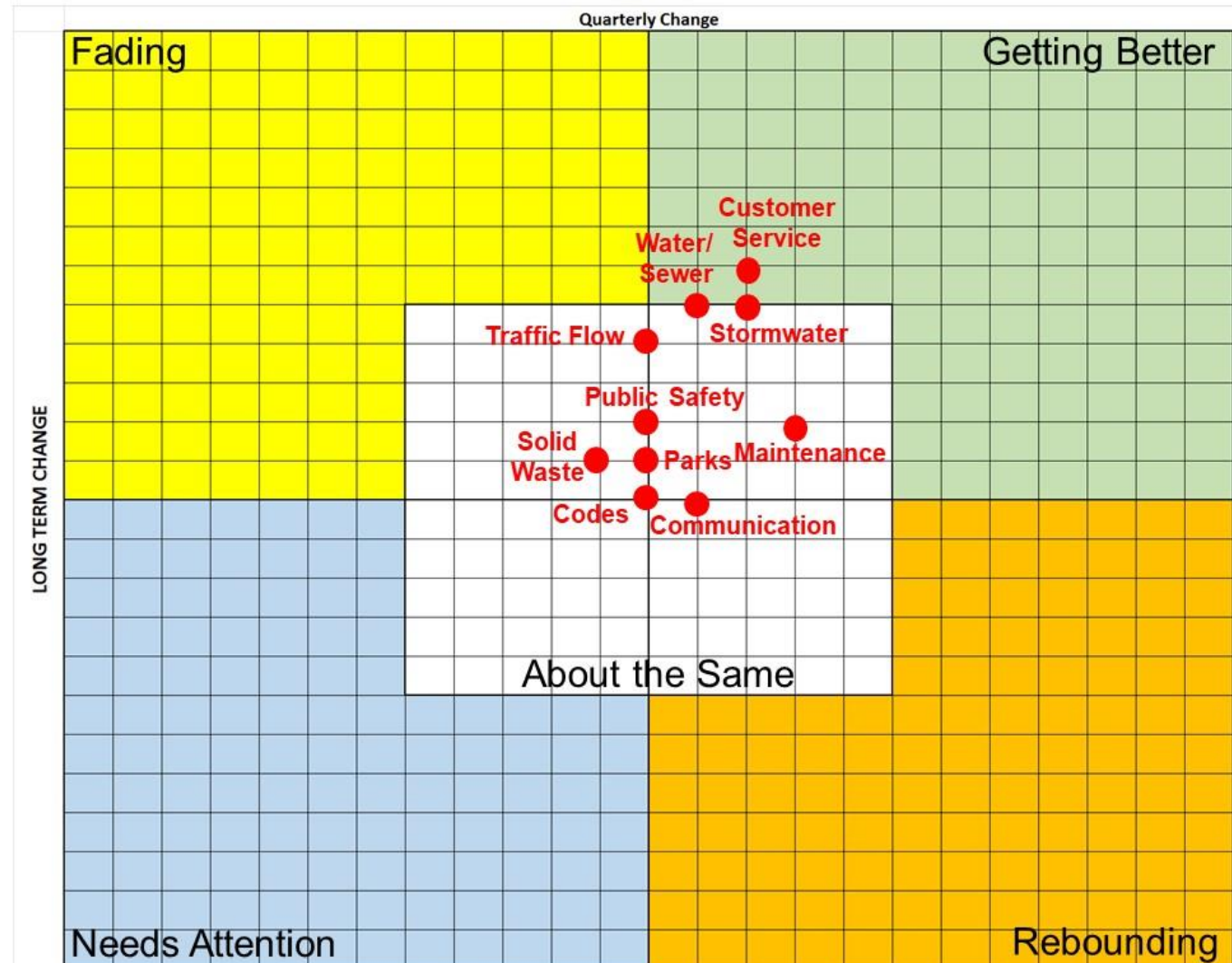


Source: ETC Institute (2020)

■ 2020 ■ 2018 ■ 2007

Organization Progress Matrix

Organizational Progress Matrices Are Great Tools for Visually Showing the Overall Direction of an Organization in Both the Short- and Long-Term



How Can You Get the Most Out of Your Survey?

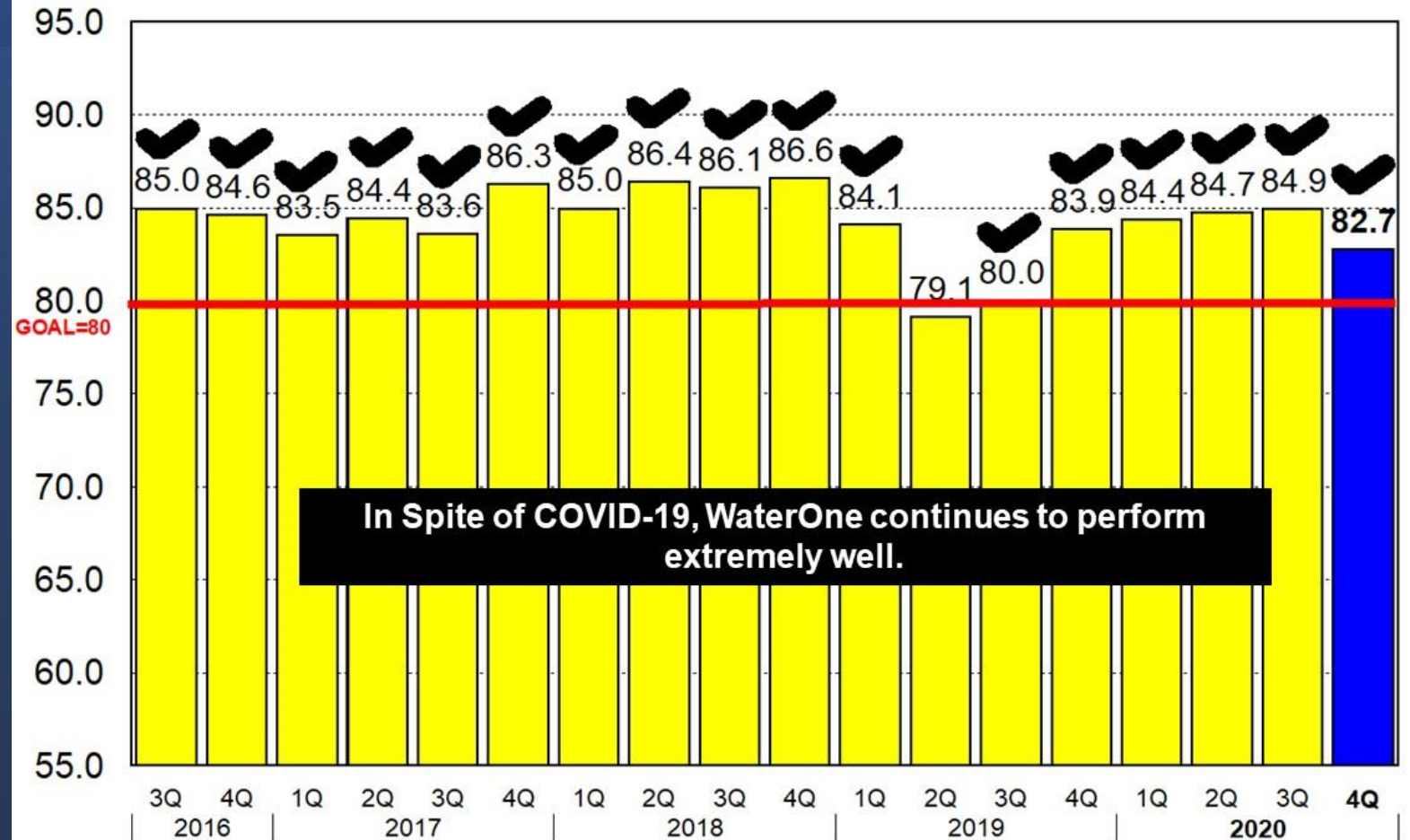
Suggestion 5:

Develop Performance Indicators



WaterOne's survey has dozens of questions, but everything boils down to one composite performance indicator for their board. This Indicator has provided stability during the COVID-19 Pandemic.

Composite Customer Satisfaction Performance Index WaterOne Quarterly Customer Satisfaction Survey

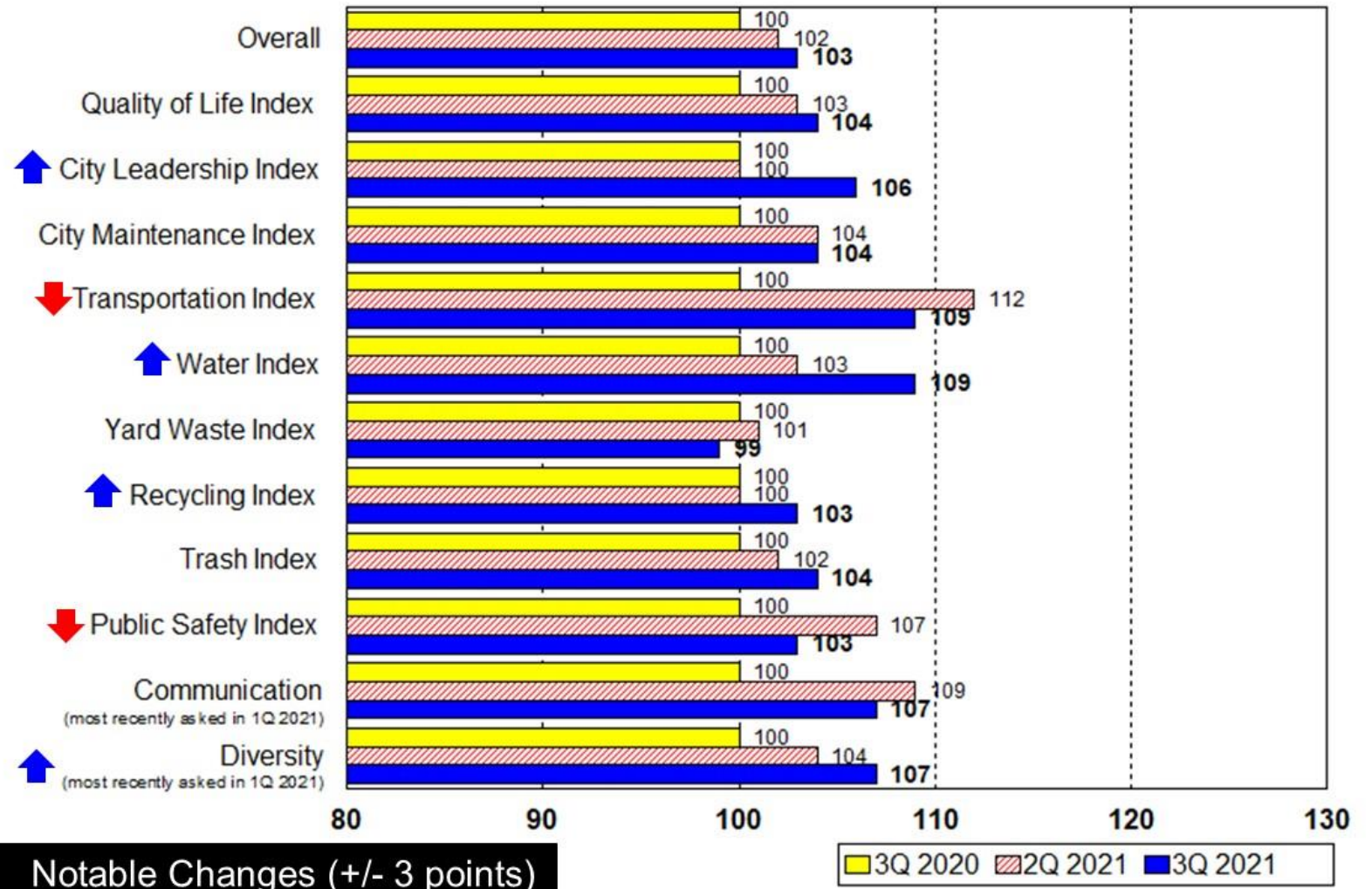


Source: ETC Institute (WaterOne Quarterly Customer Satisfaction Survey - 4Q 2020 Results)

The City of Olathe reviews progress at a departmental level every quarter. Managers are expected to explain significant increases and decreases if they occur.

Departmental Indices: 3Q 2020, 2Q 2021, 3Q 2021

derived from the mean satisfaction rating provided by residents in 3Q 2020=100

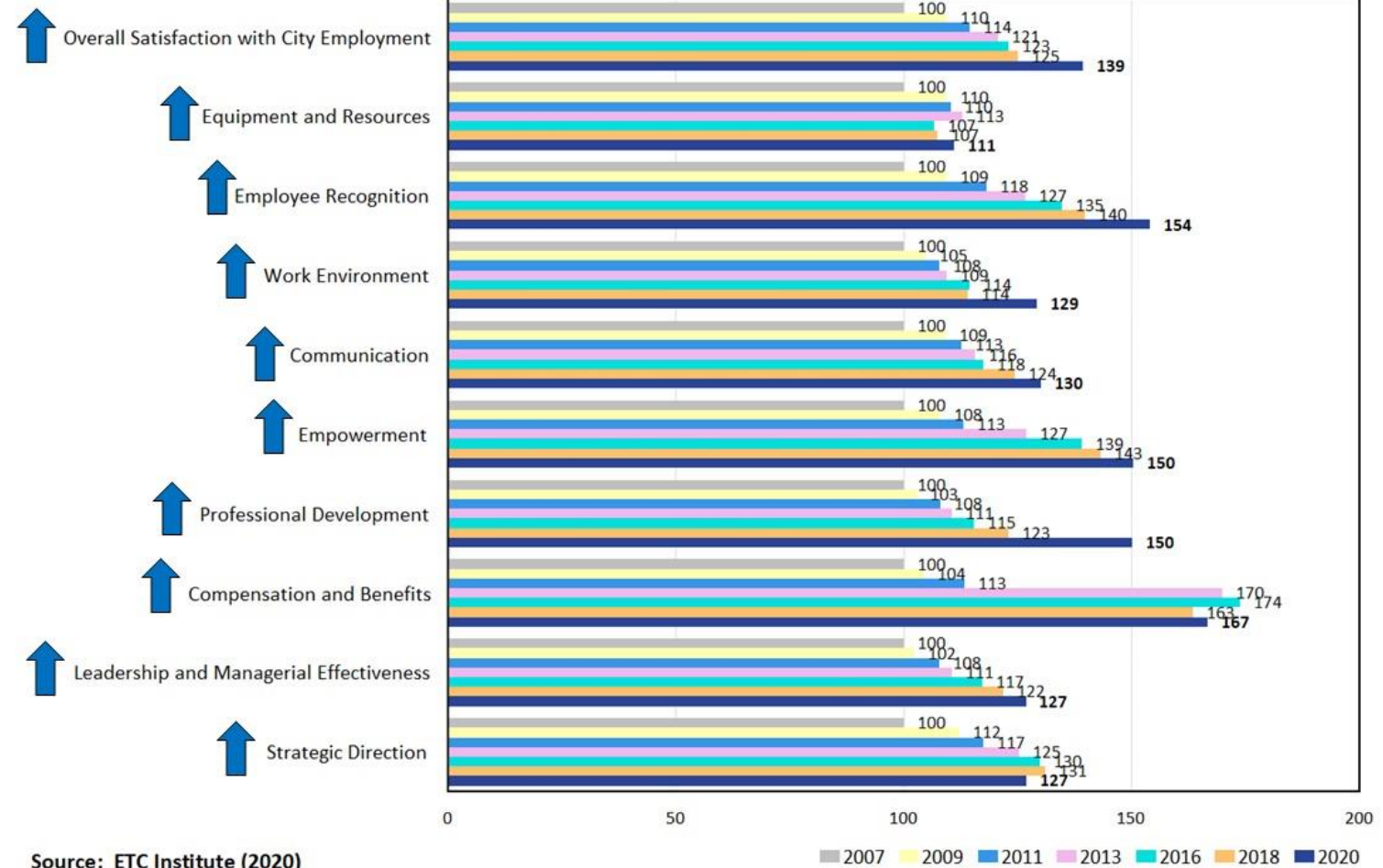


Notable Changes (+/- 3 points)
Compared to 2Q 2021

The City of Tamarac
Has Used Its Employee
Survey Diligently to
Help Improve the
Workplace for Nearly
15 Years.
The Increase in the
Index Tells Their
Success Story

City of Tamarac Employee Survey Composite Satisfaction Indices 2007 to 2020

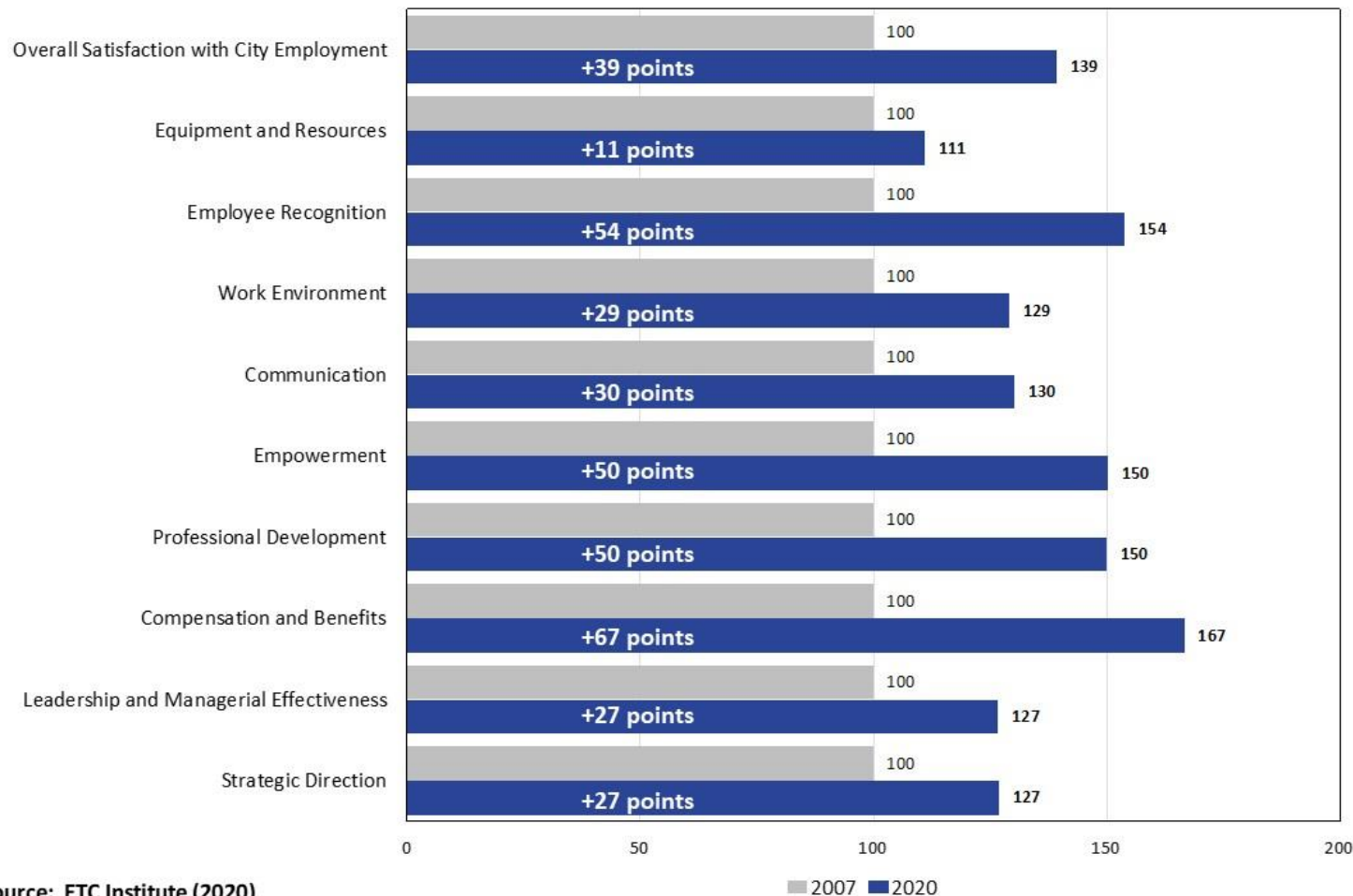
derived from the positive agreement ratings provided by City Employees (2007 = Baseline Year)



The City of Tamarac
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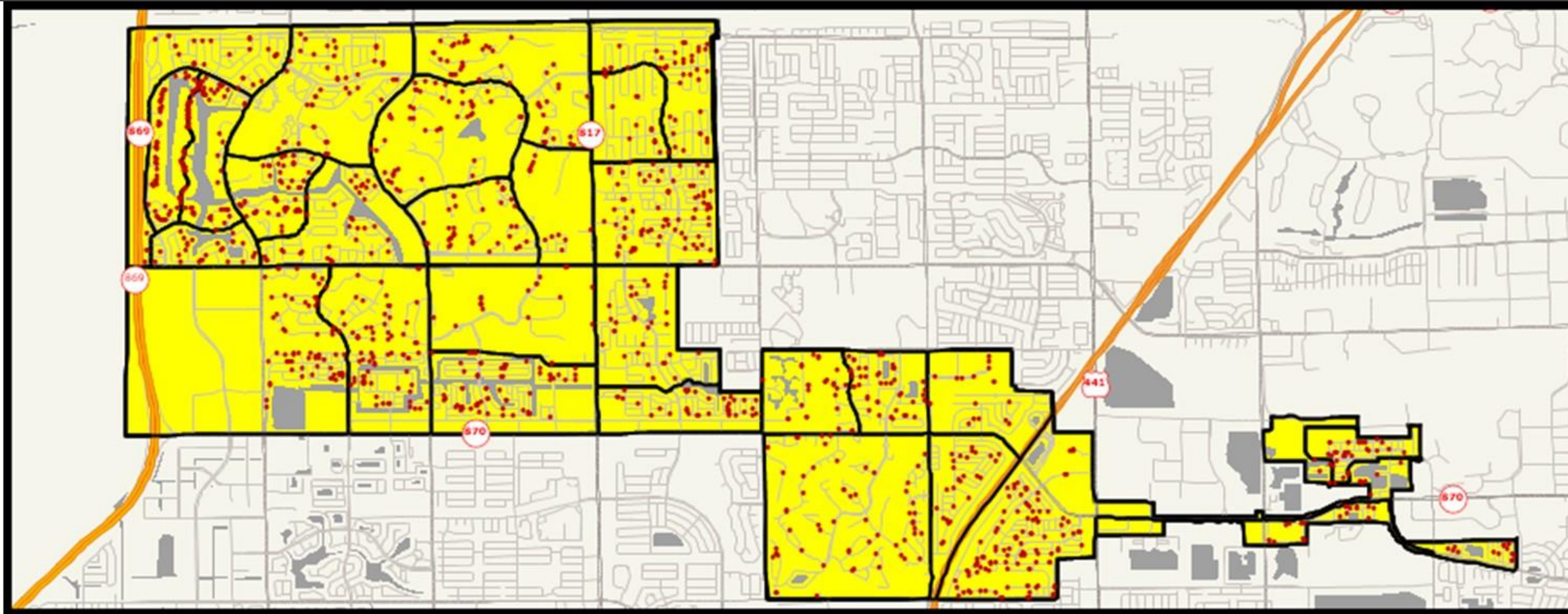
derived from the positive agreement ratings provided by City Employees (2007 = Baseline Year)



How Can You Get the Most Out of Your Survey?

Suggestion 6:
Capture Address Information So
You Can Visually Present the
Results on Maps

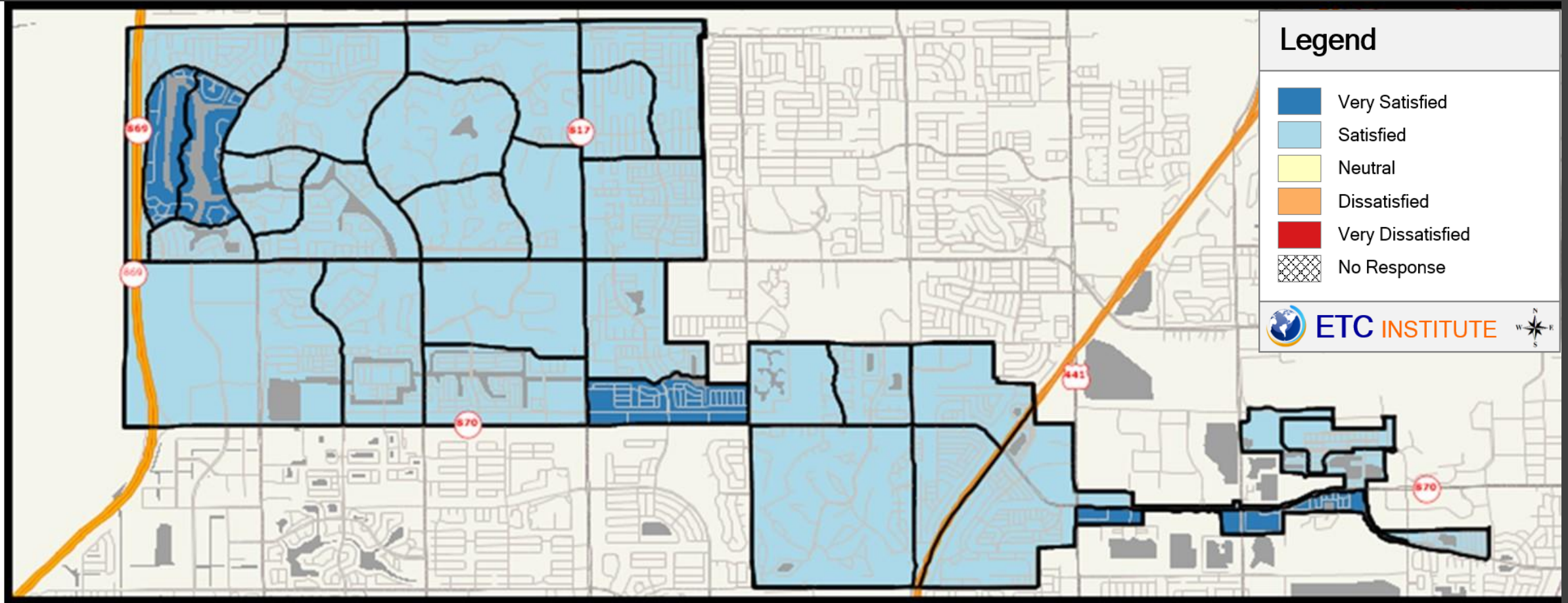




Location of Survey Respondents

Good representation from all areas of the City

At least 300 surveys were completed in each of the City's four commission districts

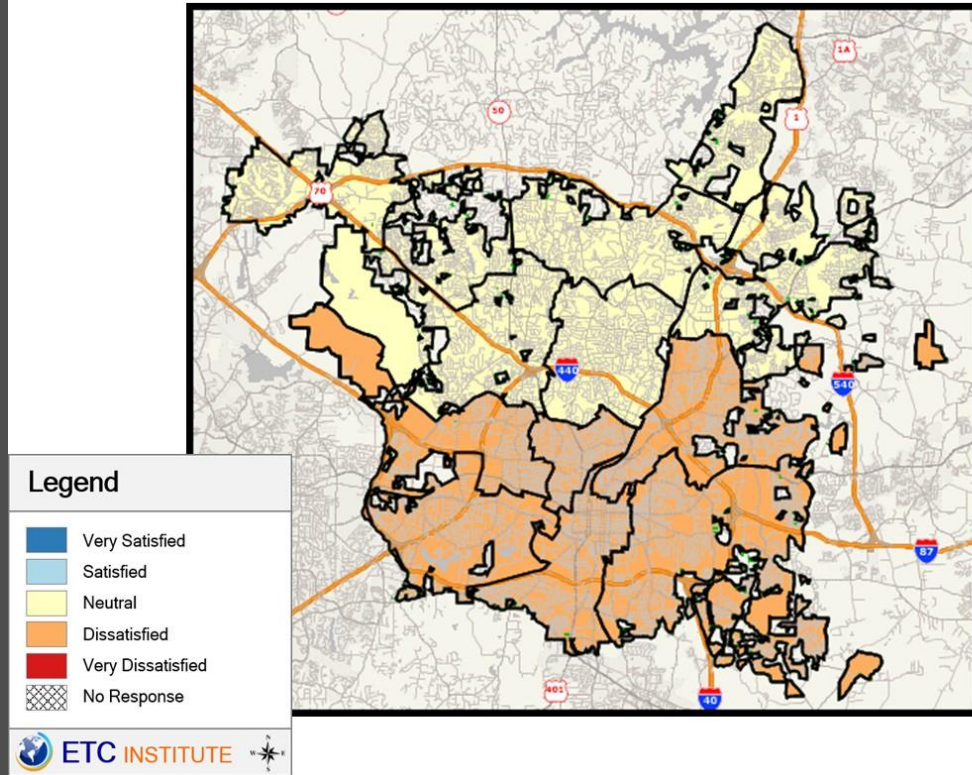


Overall Quality of Services Provided by the City

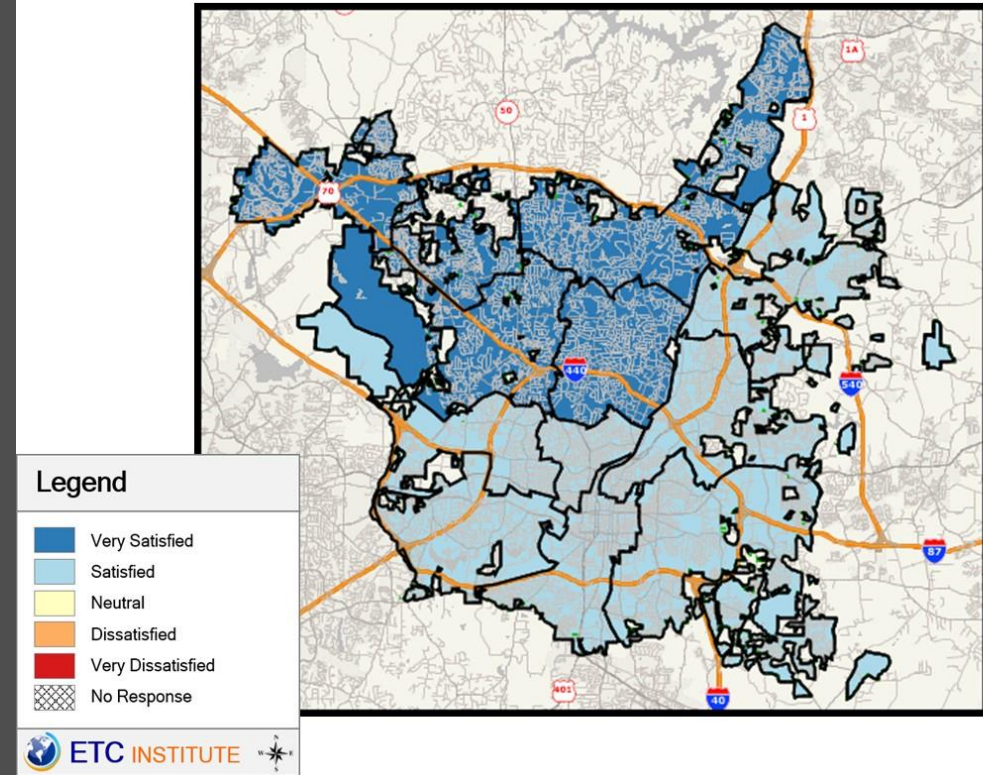
The City is equitably providing services to all residents in the City

Maps Can Show Relationships in the Data that Might Otherwise Go Unseen

Satisfaction with the Availability of Affordable Housing



Satisfaction with the Quality of Life in the City



How Can You Get the Most Out of Your Survey?

Suggestion 7:
Build Data Dashboards to
Increase Accessibility and Usage
of the Data by Decision-Makers



DATA DASHBOARD

[Capabilities](#) [Team Leaders](#) [Research Areas](#) [FAQ's](#) [News](#) [Contact Us](#)

[DirectionFinder® Dashboards](#)



City of Oklahoma City Resident Survey

01

CITY PERFORMANCE

Find out how citizens rated services



02

WHO RESPONDED

Access your demographic questions here



03

MAPPING

Access city maps showing overall results



04

INVESTMENT PRIORITIES

Find out the recommended priorities for services



05

BENCHMARKS

Access comparisons to National, Regional, Population, and Age Benchmarks



DirectionFinder 2.0

Legend for "Age of Data"

- Data is up-to-date
- Prepare for next survey
- Data needs updating

Age of Data

0

Month(s) Old

ACCESS RESULTS

[About Us](#) [Capabilities](#) [Team Leaders](#) [Research Areas](#) [FAQ's](#) [News](#) [Contact Us](#)

[DirectionFinder® Dashboards](#)



City of Oklahoma City

Resident Survey

Overall Results Page

[Home Page](#)



[Filter Page](#)



[Clear Filter](#)



of Records

1283

2021

Select a survey topic from the drop down menu below to begin:

Survey Topic [Overall Results Page]

Major Categories Of Services

...or select a survey question type

Question Type [Overall Results Page]

All

CITY
PERFORMANCE



Results



Results by
Key Demographics



Trend data



Importance



WHO
RESPONDED



MAPPING



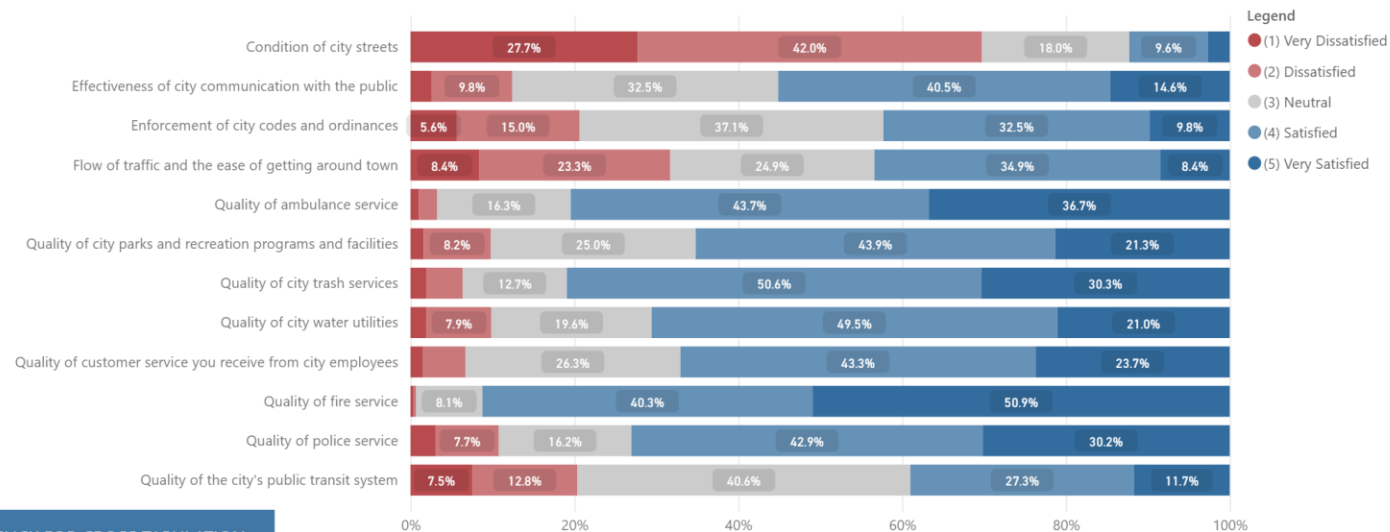
INVESTMENT
PRIORITIES



BENCHMARKS



How Satisfied/Dissatisfied are you with the following aspects of Major Categories Of Services



[CLICK FOR CROSS TABULATION](#)

Geocoding Experience
and Capabilities

In-House Capabilities

Focus Groups



City of Oklahoma City

Resident Survey

Cross Tabulation Page

[Home Page](#)[Filter Page](#)[Clear Filter](#)[# of Records](#)

1283

2021

Select survey a topic & question from the drop down menu below to begin:

Topic #1 [Correlation Page]

Major Categories Of Services

Question #1 [Correlation Page]

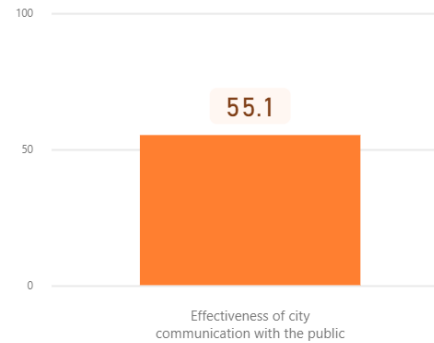
- ☐ Condition of city streets
- ☒ Effectiveness of city communication with the ...
- ☐ Enforcement of city codes and ordinances
- ☐ Flow of traffic and the ease of getting aroun...
- ☐ Quality of ambulance service
- ☐ Quality of city parks and recreation program...
- ☐ Quality of city trash services
- ☐ Quality of city water utilities
- ☐ Quality of customer service you receive from...
- ☐ Quality of fire service
- ☐ Quality of police service
- ☐ Quality of the city's public transit system

Topic #2 [Correlation Page]

Perceptions

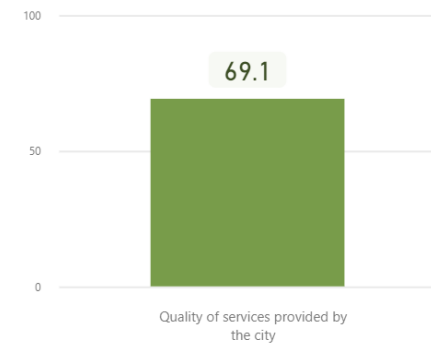
Question #2 [Correlation Page]

- ☐ Appearance of the city
- ☐ Feeling of safety in the city
- ☐ How well the city is planning growth
- ☐ Image of the city
- ☐ Quality of downtown
- ☐ Quality of life in the city
- ☒ Quality of services provided by the city



Question #1 Results

Question #1	#	%
(1) Very Dissatisfied	31	2.6%
(2) Dissatisfied	118	9.8%
(3) Neutral	390	32.5%
(4) Satisfied	487	40.5%
(5) Very Satisfied	175	14.6%
Total	1,201	100.0%



Question #2 Results

Question #2	#	%
(1) Very Dissatisfied	8	0.7%
(2) Dissatisfied	58	4.7%
(3) Neutral	313	25.5%
(4) Satisfied	688	56.1%
(5) Very Satisfied	160	13.0%
Total	1,227	100.0%

Select an answer choice above to see the cross-tabulation results from that group:

Question #1 Results by Question #2

Question #2 Results by Question #1

CITY
PERFORMANCE



Results



Results by
Key Demographics



Trend data



Importance



WHO
RESPONDED



MAPPING



INVESTMENT
PRIORITIES





City of Oklahoma City

Resident Survey

Investment Priorities Page

PRIORITIES

Home Page

Filter Page

Clear Filter

of Records

1283

2021

Select survey a topic from the drop down menu below to begin:

Question [Importance-Satisfaction Page]

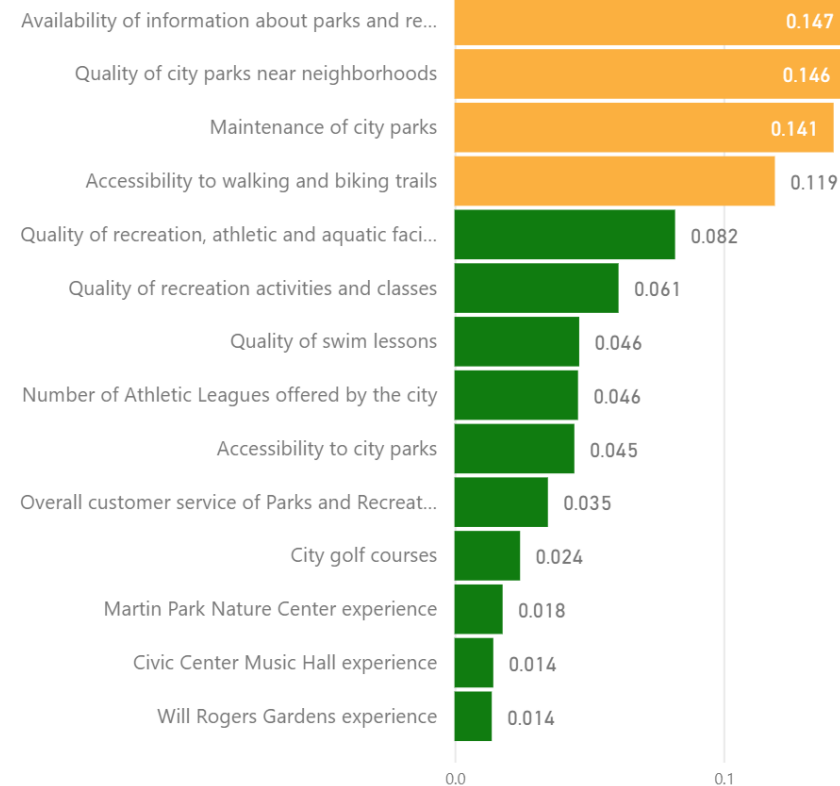
Parks and Recreation

Importance-Satisfaction Rating

Category of Service:	Most Important (%)	Satisfaction (%)	Importance-Satisfaction Rating
Availability of information about parks and recreation programs	24.6	40.25	0.147
Quality of city parks near neighborhoods	42.6	65.81	0.146
Maintenance of city parks	49.3	71.38	0.141
Accessibility to walking and biking trails	33.9	64.86	0.119
Quality of recreation, athletic and aquatic facilities	14.3	42.80	0.082
Quality of recreation activities and classes	10.1	39.33	0.061
Quality of swim lessons	6.2	25.62	0.046
Number of Athletic Leagues offered by the city	7.2	36.63	0.046
Accessibility to city parks	16.4	72.90	0.045
Overall customer service of Parks and Recreation	10.4	66.49	0.035
City golf courses	5.1	52.58	0.024
Martin Park Nature Center experience	6.3	71.65	0.018

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis over the next two years. Ratings from 0.10 to 0.20 identify service areas that should receive increased emphasis. Ratings less than 0.10 should continue to receive the current level of emphasis.

Importance-Satisfaction Rating



CITY PERFORMANCE

WHO RESPONDED

MAPPING

INVESTMENT PRIORITIES

BENCHMARKS

Definitely Increase Emphasis (≥ 0.20) Increase Current Emphasis (≥ 0.10 & < 0.20) Maintain Current Emphasis (< 0.10)

TRENDS

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DirectionFinder® Dashboards



Resident Survey

Results % Change [Ward]



1500

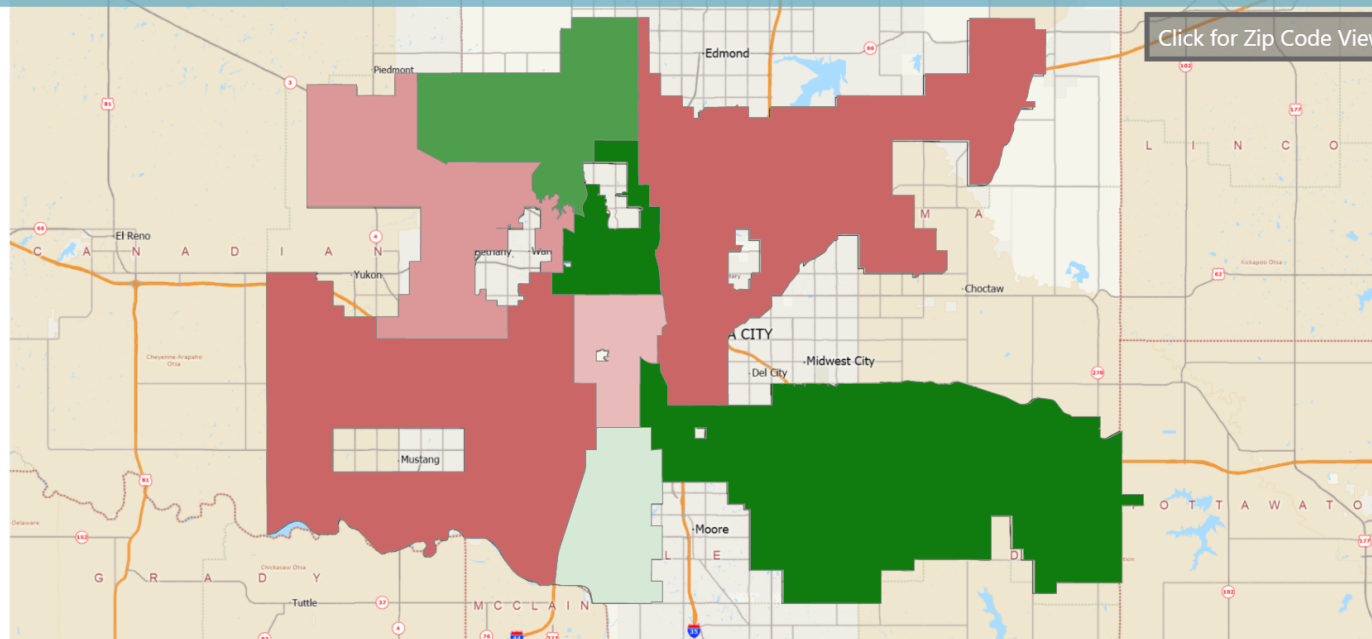
1283

2020

2021

How Satisfied/Dissatisfied are you with the following aspects of Parks and Recreation

Accessibility to walking and biking trails



Large Positive % Change

Minor Change in %

Large Negative % Change

The maps on this page represents citizen satisfaction percentage change from previous results by geographic characteristics.

All

...or select a survey question

Questions [Mapping Page]

Accessibility to walking and biking trails

Results by Zone

-0.23

▼ Changed in Value

Previous Year

2020

65.09

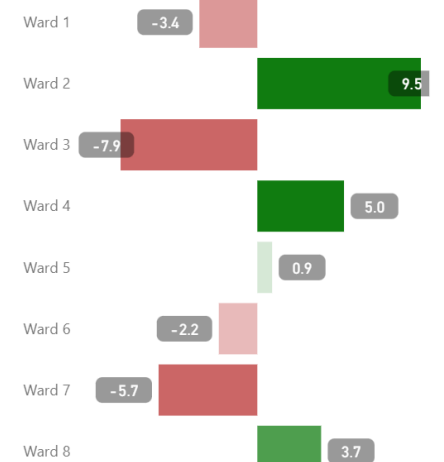
Satisfaction %:

Current Year

2021

64.86

Satisfaction %:



Results by Zone



% Change by Zone



CITY
PERFORMANCE



WHO
RESPONDED



MAPPING



INVESTMENT
PRIORITIES



BENCHMARKS



Answer Option:	2020	2021
(5) Very Satisfied	19.8%	18.6%
(4) Satisfied	45.3%	46.3%
(3) Neutral	20.7%	23.1%
(2) Dissatisfied	11.3%	9.0%
(1) Very Dissatisfied	2.9%	3.1%

Summary

- Community surveys are needed more than ever to enhance decision-making in times of uncertainty
- Be sure you understand (1) why you are doing a survey, (2) what you hope to learn, and (3) who will be making decisions with the results **BEFORE** you write your questions.
- There are lots of ways to select participants for a survey, so be sure to pick the one that makes the most sense for your project
- Consider giving respondents multiple ways of responding to your survey to maximize the response to your survey.

Summary

Use these methods to get the most out of your survey

- Use the results to quantify needs/impact
- Use comparative questions to help with the interpretation of results
- Ask questions that will support analytics
- Use similar questions over time
- Develop performance indicators
- Capture address information so you can visually present the results on maps
- Build data dashboards to increase accessibility and usage of the data by decision-makers



Questions

Thank you!

For More Information

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