Derry Survey Committee September 28, 2015

The Derry Survey Committee met on Monday, September 28, 2015, beginning at 10:00 a.m., in Room 207 of the Derry Municipal Center to continue discussions about a community wide survey. Present were Town Councilor David Fischer; Owen Provencher, Matt Cohen and Michael Layon, Chair.

Michael expressed that we should keep in mind the overall timeline in order to stay focused on having results from the survey in time for budget planning. We do not want to get stuck for too long in particular aspects of the process. Mr. Fischer responded that typically the Council starts addressing the budget in April but we're trying to push that back to start earlier. We have a Budget Advisory Committee now as well that includes bank managers in town. They will be looking at the data we generate and comparing data from approximately 8 comparable towns.

Mr. Fischer stated that he was quite impressed with Elizabeth's questions. He also stated that we do not need to generate ideas from the questions. Rather he is hoping that the answers will be able to give The Town Council direction.

Matt updated the group. He reached out to the UNH Survey Center. He briefly spoke with a representative there. They do provide a wide spectrum of services to towns. He will continue speaking with UNH to find what costs might be involved and discuss some specific questions we will generate as a committee. He found a survey online for Castle Rock, Colorado conducted by Northwest Research Group. He submitted an Inquiry and is expecting a response.

Matt also updated the group on a specific concern r.e. Survey Monkey and mapping question sets based on answers to previous questions. That functionality is possible. He also stated that he did not find any suitable templates for the group's needs.

Owen saw that the examples of similar town surveys that he found in his research were more in depth in scope than we have discussed we would like to go with this project. We might consider the distinction between keeping our survey short and simple to attract as many respondents as possible and sizable enough to extract as much value from this exercise as possible. When is the next opportunity to have a survey? Would the community be as willing to respond if the surveys were too frequent?

This led to a discussion about shaping the scope of the Derry Survey into a continual process and having the survey conducted periodically in the future. Michael stated now is a good time to consider this as we could include this information in the introduction and abstract.

The group discussed how to verify a true cross section of town participants rather than skewed results based on location or multiple responses from the same respondents. This will be a question Matt will ask UNH. He recommended we set up a meeting with the Survey Center at UNH. Michael suggested a teleconference.

Owen felt, in the interest of limiting expenses, we generate a number of key questions based on the challenges we are facing and keep the consult short rather than contracting a full service consultant. He inquired what we thought a maximum budget for the survey would be. It was discussed that if we had a

well laid out plan and the costs - as long as they were reasonable respective to the results to the Town will receive in terms of value from the results, it would be worth the investment.

There was further discussion on duplicate entries by respondents and how we can prevent them. This is a key question we need to have answered. Michael suggested we might find out what the cost would be to send out a postcard as an invitation in the mail with a unique one time use code.

There was some discussion regarding types of questions. Specifically "priority" type questions and having an option "not a priority for me" so it will not skew the numbers by creating a false value to the answer. Mr. Fischer suggested that we avoid including "middle" or "neutral" options as that doesn't give any direction to the Town.

Owen mentioned that if some questions have a list of options depending on the question we might include an "other" option limited to one word or phrase that can be analyzed and tallied by computer. This would not be to gather ideas but to seek what the main priority for the respondent would be if the option were not in the question.

Mr.Fischer suggested the last question might be "What question/s were not included that you would have liked to see in this survey?"

Mr. Fischer then shared his experience with a process he encountered during his career called "Monitoring" whereby a Vision Statement is crafted over time by as many stakeholders as possible. This is to find the "ideal." In our situation we're trying to find out how we can make our town Better. In Monitoring, people are called to be interviewed. They are asked questions about items that are found key to the Vision (i.e Good communication is important for residents and town officials.)

The interviewee is asked about their perception of the "real" or "What is". (i.e. How would you say the state of communication in town is?) The the respondent's perception of the "ideal" is then asked. "What Is the best it could it be." Directed feedback is sought "If Derry were the best it could be. what would it would that look like?" This is a series of small focus groups of 9 to 12 people with two interviewers. In a survey you get responses but you did get the thinking behind the answers. The process is time consuming but very powerful.

The group discussed the possibility of having these focus interviews based on the surveys at intervals in between recurring surveys. It would help evolve the process and integrate Kazan (constant improvement) into this recurring feedback process for the town.

The survey could become the first step in creating a vision and goals for the Town. Followed up by Monitoring sessions which consist of random sample of residents about some of the things we are surveying. This would not only gather more quality feedback but further inform and target future surveys.

Values are generated directly relative to the vision. Focus Group questions are targeted to the "real" and "ideal" of the values generated. This will generate involvement.

Owen Showed his first draft of the communication plan. Included:

- LOGO
- PR elements
  - Publics= local businesses (sponsorship); Residents/respondents; Employees/agents/internal
  - All comm. funnels to landing page (informational page which converts to actual survey location)
  - Press Releases
    - Phases:awareness - announcement - wrap up
  - Flyer
  - Info sheet "MEMO" all town employees/agents/internal
  - DTV- PSA
  - Letters to Editor
  - Facebook/Twitter

Discussion on business community outreach for sponsorship of incentives.

Mr Fischer cautioned that we reach out to businesses only after determining costs associated with this project and seek support from the council.

We will be promoting sponsoring businesses by thanking them throughout communication.

Make business location visits easy for the business owner by a two visit approach. First visit drops off information and form, second follow up visit to secure sponsorship.

Focus group refreshments could be sponsored by local businesses as well.

Discussion was had regarding the creation of an agenda to keep track of items moving forward.

Next meeting will be on Tuesday, October 13 at 3:00pm in Room 207

MATT- Follow up with external resources
    He will ask UNH

- focus group
- data security validation
- question formulation
- create data analysis
- comparables data set
- cost benefit how much cost/what are we going

OWEN   - Continue with communication plan
            - Develop business owner outreach communication
Any member(s)   - Compile survey questions from members into a unified document.