

Community Survey

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Background



Great Government Goal 1: Engage our community to envision the County's future.

- GG 1.1: Develop strategies to improve community engagement.

What is the community survey?

- A public opinion poll that:
 - Identifies a community's most important issues,
 - Informs policies and decision-making, and
 - Supports the development of a strategic plan.
- Related to public engagements such as PLANWake, ARPA prioritization, the opioid settlement fund prioritization, and the Community Health Needs Assessment.

Community Survey RFP

Request for Proposal process initiated in the spring of 2022

Panelists and survey design core team members include:

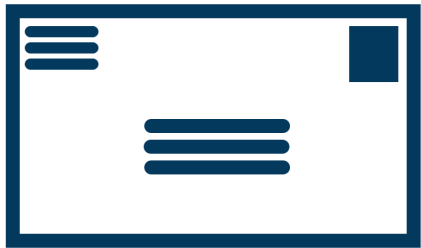
- Ashley Jacobs – County Manager’s Office
- Jason Horton – Strategy, Performance, and Innovation
- Emerson Barker – Strategy, Performance, and Innovation
- Dara Demi – Communications Office
- Tim Maloney – Planning, Development, and Inspections (PLANWake)
- Danya Perry – Diversity, Equity, and Inclusion
- Lechelle Wardell – Health and Human Services (Community Health Needs Assessment)

Probolsky Research selected for survey

- Market research and polling firm serving businesses, governments, non-profits, and elections.
- Have acted as pollster and strategic advisor for hundreds of local, county, and statewide government agencies. Recent examples include:
 - Arlington County, Virginia
 - Richland, South Carolina
 - Dakota County, Minnesota
 - Kern County, California

Methodology

- Statistically valid community survey through a stratified random sample method
- Research firm will proactively contact survey participants by mail, phone, email, text, and a targeted social media campaign.



Diversity and Accessibility

Minimum number of responses: **2,000**

Demographic representation of:

- Gender
- Age
- Race
- Ethnicity
- Income
- Geography

Survey languages available:

- English
- Spanish
- Chinese
- Hindi

Survey Themes and Design

- Project team is collecting input on survey themes. Examples include:
 - THEME ONE
 - THEME TWO
 - THEME THREE
- Gathering input from the Board of Commissioners, County management, and department directors.
- Designing and testing the questionnaire.

What happens next?

August 2022	Complete Survey Design
Sept-Oct 2022	Survey Administered
Nov-Dec 2022	Analyze Results and Prepare Reports
January 2023	Present Findings



Discussion