

“Before and After” Critique

Notes

- Based on the questions asked, we assume the target audience (in this case local officials attending a workshop) has a basic understanding of what land use regulations are in place and have a basic knowledge of how the planning process works in their municipality.
- A true fix of this survey would require starting at the beginning with a team meeting about what the goals of the survey are and to brainstorm what information is needed vs. “nice-to-know” information.
- Many questions within this survey need to be rewritten and could be organized into more specific topical groupings.
- Unnecessary questions have already been removed to help with the flow and to shorten the survey.

Helpful Tips

1. ① Clearly defined **title**.
2. ② **Who** the survey is for.
3. ③ **Who is conducting** the survey (with program logo & contact information added)
4. ④ **Introductory paragraph** that explains who is conducting the survey, what its purpose is and how the results will be used.
 - a. Note what the **personal benefit** is for filling out the survey (in this case a more focused and possibly new training workshops offered back to the local officials)
 - b. Promise **confidentiality**, if applicable
 - c. Note how **long the survey will take** to fill out, over estimate by a few minutes.
 - d. **Give a deadline** (in this case it was to be filled out prior to starting the workshop).
 - e. **Thank respondents** in advance for filling out the survey.
5. ⑤ Start with **basic questions** to ease respondents into taking the survey.
6. ⑥ Use clear, **easy to understand directions** throughout the survey.
7. ⑦ **Exhaust all possible responses** when using multiple choice options.
8. ⑧ **Code survey** to help in translating the responses into usable data.
9. ⑨ Use of color, fonts, general layout.
10. ⑩ Spell check, have others review and pre-test if at all possible.