“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. **Clearly defined title.**

2. **Who** the survey is for.

3. **Who is conducting** the survey (with program logo & contact information added)

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. **Start with basic questions** to ease respondents into taking the survey.

6. **Use clear, easy to understand directions** throughout the survey.

7. **Exhaust all possible responses** when using multiple choice options.

8. **Code survey** to help in translating the responses into usable data.

9. **Use of color, fonts, general layout.**

10. **Spell check, have others review and pre-test if at all possible.**