



Municipal Workshop

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Key Topics

- Survey Methods & Internet Survey Software
- e-Government Joint Venture Committee
 - Municipal Web Template
 - Transaction Services Assessment
 - Electronic Council
 - e-Voting

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Survey Methods

- Best Practices
- Planning and Approach
- Structuring Surveys
- Case Study Examples
- Overview of Municipal Survey Service
- Survey & Research Resources

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Surveys – The Why Nots

- A survey is a survey – right?
- How tough can it be to ask a few questions?
- Why should I bother to ask when I can't do anything about fixing it?
- Everybody's bombarded with surveys – no one wants to be bothered by another one
- What does all this data mean?

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Surveys – The Whys (Wise)

- If you don't measure it – it doesn't get done
- ..and if it does – it may not get done right
- Even if you don't fix it right away – it helps to understand what needs fixing
- Make it part of your business planning
 - Data to support resource allocation
- Customers do like to be asked!

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Planning & Approach*

- Plan
- Construct
- Conduct
- Analyze
- Act

* - Institute for Citizen-Centred Service

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Planning and Approach

- Plan
 - Consider organization's readiness to receive feedback
 - Establish clear objectives
 - How feedback will be used & who will use it
 - Is this 1-time or series of surveys
 - Need for comparative data over time
 - Define and know your audience
 - Decide on core questions (align with objectives)
 - Consider need for confidentiality

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Planning and Approach

- Construct
 - Determine data collection mechanisms
 - Focus groups, telephone, mail surveys, online
 - Determine sample size
 - Question design critical
 - Develop questions
 - Major groupings
 - Gap Process (positive – negative)
 - Use benchmark questions where possible
 - Consider analysis phase in the beginning
 - Sample test group for questions

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Planning and Approach

- Conduct
 - Consider logistics
 - sample size, data entry, mode of collection
 - tracking processes, training
 - Impacts on response rate
 - Incentives
 - Follow-up is often required
 - e.g. placement on web site
 - Appropriate sample time

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Planning and Approach

- Analyze
 - Use tools to speed process
 - Provide analysis training if required
 - Look at sub-group analysis
 - Look for the expected and unexpected
 - Consider adequacy of results
 - Sample size, response rate, consistency of results
 - Objectivity can affect quality of data
 - Comparative analysis may be critical

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Planning and Approach

- Act
 - Use the results to act on your objectives
 - Reward for good results
 - Short term and long term improvements
 - Service, communications, policy development
 - Share Results!
 - Packaging information is important
 - Even “bad” results are powerful – results in change
 - Post survey review
 - What changes do you need to make next time

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Structuring Surveys

- Design Considerations
 - Clearly stated opening and instructions
 - Need an attention grabber
 - Why should I spend my time?
 - Order of importance
 - Don't waste space/time with “interesting” questions
 - Driven by objectives
 - Pre-test your questions
 - Allows for fine-tuning, improves ease of use
 - Avoid leading/biased questions
 - Or consider that aspect during analysis

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Structuring Surveys

- Design Considerations (cont'd)
 - Avoid ambiguous or “double-barreled” questions
 - e.g. “Would you say that our service is accurate and efficient?”
 - Be aware of “halo” effect
 - e.g. “Do you agree with Mayor I. W. Z. Elected that citizens should have access to municipal services 24 hours a day, 7 days a week?”

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Structuring Surveys

- Design Considerations (cont'd)
 - Responses – Neutral Bias
 - Scales of “Strongly Agree, Agree, Neutral, Disagree, Strongly Disagree” tend to be biased towards the middle
 - More specific terms such as “Excellent, Very Good, Fair, Poor” are better
 - Numeric scales (5-6 point) are best
 - 5 point common
 - 6 point forces a decision (no middle point)

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Structuring Surveys

- For example...

I think municipal services are delivered well.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

versus...

My level of satisfaction with how municipal services are delivered is:

- Excellent
- Very Good
- Good
- Fair
- Poor

What is your opinion on:
1=Excellent; 5=Poor

_____ 1 2 3 4 5
How well municipal services are delivered

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Structuring Surveys

- Design Considerations (cont'd)

– Avoid overlapping responses

- e.g. How much do you spend online every year?
 - \$1 to \$100
 - \$100 to \$200
 - \$200 to \$300
 - \$300-400
 - \$400 or more

– Watch for “dead ends”

- e.g. How much do you spend online every year?
 - Didn't spend anything
 - \$1 to \$100
 - \$100 to \$200
 - \$200 to \$300
 - \$300-400
 - \$400 or more

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Structuring Surveys

- Simple words – plain language
- Consistent scales and response measures
 - Use groupings
- No “tricky” scales, terms, jargon
- Small/organized groupings of questions
 - Stick to your objectives
- Thank your participants!

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Uses of Surveys

- Customer/Citizen Satisfaction
- Quality Assurance
- Employee Satisfaction
- Employee Development
- Policy & Planning
- Business Planning
- Business Development
- Service Promotion
- Training Evaluation
- Website Feedback
- Website Usability
- Information Sharing
- Entertainment

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Website Survey – Case Study

- Valuable to manage time invested resources
- Make sure citizens like what they use
- Provides the basis for continuous improvement

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Overview of SelfSurveys.com

- Internet-based survey site
- Allows flexible surveys styles
- Provides comprehensive reporting and data management

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SelfSurveys.com Internet Tool

- Comprehensive Internet Survey Software
- Easy to Use – Flexible Survey Styles
- Subscription Service (2 Years)
- Use Available Free to ALL Municipalities
- Released to e-Government Joint Venture Committee (June)
- Released to Other Municipalities (August)
- Information Coming via AMANS Listserve

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The screenshot displays the SelfSurveys.com website. At the top, it says "Universal Responses Corporation presents SelfSurveys.com The Intelligent Survey Tool™". There is a language dropdown menu set to "English" and navigation links for "Home", "About Us", and "Contact Us...".

The main content area is titled "Welcome to SelfSurveys.com" and includes a globe icon. It instructs users to enter their account information to login and provides a link for those who do not have an account. Below this is a "Login to your account" form with fields for "Username/Email" and "Password", and a "Login" button. A "Forgot your password?" link is also present, leading to a "Send Password" button.

The left sidebar contains a "Welcome" section with a login form, a "Get a Free Account now!" button, and a "SelfSurveys.com" logo. Below that are links for "News", "Sample Surveys", and "FAQ & Library". At the bottom of the sidebar is the "Microsoft GOLD CERTIFIED Partner" logo.

The footer contains a "Privacy Statement | Content Rating | Terms of Use | Contact Us..." link and a copyright notice: "Copyright 2001-2004 Universal Responses Corporation ©. All rights reserved. Current Server:URCLADE1".

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Universal Responses Corporation presents
SelfSurveys.com The Intelligent Survey Tool™
 View our site in: English

Give us feedback about this page... Home | My Account | About Us | Contact Us... | [Log Out](#)

Shortcuts
 News
 Sample Surveys
 FAQ & Library

 **Welcome Town of Berwick**
 This is your personal homepage. Here you can keep track, manage your surveys and update your personal profile information.

Help Documents

- How to Design a Survey
- FAQ & Library


Survey Management

- Design a new Survey with DesignerWIZ™

Select Filter-View: No Filter (To Add New Filter click...) Page Size: 10 Page 1 of 0

Survey Status	Activate Survey	STD	Select a Survey	Select a Survey	Author	Price	Edit Survey	Analyze Results

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 **DesignerWIZ™**
Step 1 - Input Basic Survey Properties

Survey Type: WIZ-Basic™ current Price: \$

This is the URL of your survey
<http://www.SelfSurveys.com/14277>

Survey Title:
The Survey Title is displayed on all pages of the survey


[Click the Globe to translate...](#)

What Language is this Survey?
All Survey elements (i.e. Next, Previous, Finish Buttons) created by DesignerWIZ™ will be displayed in this language

Use Security and Encryption (SSL) for the Survey
All data will be encrypted for high security and privacy
[Check our Certificate here](#)
 Yes

When do you want the survey to be not accessible anymore?
Please enter a date when the survey will no longer be accessible

Choose a Password for the Review-Mode of the Survey
If the survey is inactive and has not been activated yet, the reviewers can access the survey by entering this password. They will see the Survey in Review mode, which allows them to add comments to the Survey.

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Page 1 - Set Visual Attributes

Number Questions
 Yes No

Rotate the Questions on a Survey Page (Advanced Feature!)
This option does not work on pages where skipping or branching is used.
 Yes No

Select a Branding Scheme
 - Select a Branding - ▾


Color Scheme
Select one of our predesigned Color Schemes for your Survey
 SelfSurveys Standard Color Scheme ▾


Enter a link to your Logo
The Logo will be displayed on top of every page of the Survey.
 Enter a valid URL to your logo (size max 128 x128 pixels)
 ▾
 hover here to preview image

Enter Text to be displayed on First Page
This text will be displayed on top of the first page of the survey. You do not have to add the title of the survey because it will be displayed automatically.
 Show rich text...
 This customer survey for the Town Of Berwick is being conducted to help us measure and improve our service to customers over our website.

Cancel/Banner URL
This URL will be used if the user hits the cancel button.

<< Previous Next >> Finish Cancel

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 **DesignerWIZ™**


Step 2 - Create the Survey

- ... [click here](#) to add a new Question/Response to your survey
- ... [click here](#) to import a previously created SelfSurvey
- ... [Click here](#) to start with or add a Survey Template
- ... [click here](#) to preview this Survey
- [Go back to your Account](#)

Q.ID=NONE/Q.No=
 1. [This is an example Question...Click here to edit or "right click" here to delete this question.](#)

Any Help text you enter will be shown here...

To continue click "Finish" ->

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- Customer Service Evaluation -To gather feedback directly from the...
- Employee Satisfaction - To assess employee satisfaction with the ...
- New Product Development - To gather feedback directly from the ta...
- Organizational/Work Climate Survey - To assess the organizations ...
- Trade Show Evaluation - 1 - (Business Surveys)
- Trade Show Evaluation - To gather feedback directly from the visi...
- Training Effectiveness - To gather feedback directly from the peo...
- Web site Feedback - To gather feedback directly from the site vis...
- Webinar Evaluation - (Business Surveys)
- Course Evaluation-To gather timely feedback directly from the stu...
- Web Site Feedback - To gather feedback directly from the site vis...
- ISO-9001 Medical Device Survey - (ISO-Quality Related Surveys)
- ISO-9001 Product Survey - (ISO-Quality Related Surveys)
- ISO-9001 Service Survey - (ISO-Quality Related Surveys)
- ISO-9001 Training Survey - (ISO-Quality Related Surveys)
- ISO-9001Telecom Survey - (ISO-Quality Related Surveys)
- 360 Employee Assessment (General Business) - (General Surveys)
- Continual Training - (General Surveys)
- Course Evaluation (Education) - (General Surveys)
- Customer Satisfaction (General Business) - (General Surveys)
- Customer Service - (General Surveys)
- Customer Service (General Business) - (General Surveys)
- Delivery - (General Surveys)
- Development Tools for Mobile and Embedded Application Whitepaper ...
- Employee Satisfaction (General Business) - (General Surveys)

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Add a Sample Survey...

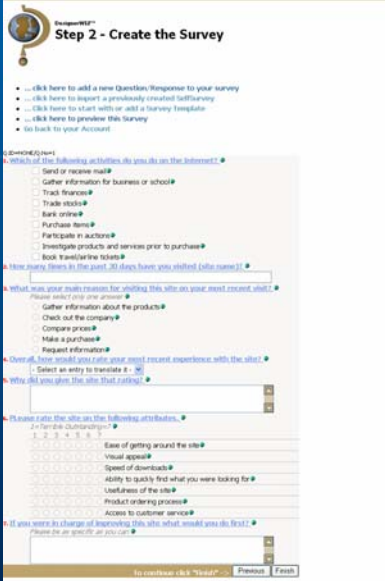
Select a Survey template

Web Site Feedback - To gather feedback directly from the site vis...


OK

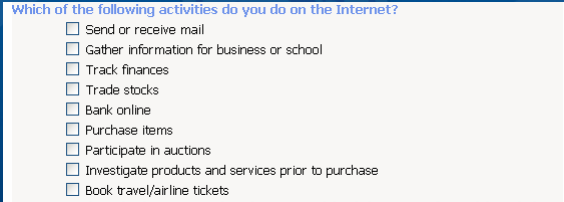
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2. How many times in the past 30 days have you visited (site name)?

Question/Response Designer ID=52537

Choose the *Response Type* for your Question:
Open-end (Single Line) Box

Basic Settings Advanced Settings

Question wording:
show rich text...
How many times in the past 30 days have you visited (site name)?

Help Text
show rich text...

Default Answer

Field Prefix Field Suffix

Question Flags
This Flags determine how the field is being rendered on the screen
Show this question

Apply Save Close

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Question/Response Designer ID=52537

Choose the *Response Type* for your Question:
Open-end (Single Line) Box

Basic Settings Advanced Settings

Question wording:
show plain text...
Paragraph Font Size Color Highlight

How many times in the past 30 days have you visited the Town of

Help Text
show rich text...

Default Answer

Field Prefix Field Suffix

Question Flags
This Flags determine how the field is being rendered on the screen
Show this question

Apply Save Close

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2. How many times in the past 30 days have you visited the Town of Berwick Website? 🌐

3. What was your main reason for visiting this site on your most recent visit? 🌐

Please select only one answer 🌐

- Gather information about the products 🌐
- Check out the company 🌐
- Compare prices 🌐
- Make a purchase 🌐
- Request information 🌐

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Question/Response Designer ID-52538

Choose the **Response Type** for your Question:
Multiple Choice (One Answer) - Bullets

Basic Settings | **Advanced Settings**

Question wording:
Show rich text...
What was your main reason for visiting this site on your most

Help Text
Show rich text...
Please select only one answer

Branching Instructions...

Response Items	Branch to...
<input type="radio"/> Find out information about Berwick events	Click here to select
<input type="radio"/> How to pay my utility/tax bill	Click here to select
<input type="radio"/> Check out recreation programs	Click here to select
<input type="radio"/> Just browsing for general information	Click here to select
<input type="radio"/> Other (please specify)	Click here to select

(Advanced Version Bonus)
 Show an entry field for "Other..."
 Enable Answer Rotation (Order of Answers will be randomized)

Question Flags

Apply Save Close

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2. [How many times in the past 30 days have you visited the Town of Berwick Website?](#)

3. [What was your main reason for visiting this site on your most recent visit?](#)

Please select only one answer

- Find out information about Berwick events
- How to pay my utility/tax bill
- Check out recreation programs
- Just browsing for general information
- Other (please specify)

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Overall, how would you rate your most recent experience with the site?

Why did you give the site that rating?

Please rate the site on the following attributes:

1=Terrible Outstanding=5

1 2 3 4 5

Ease of getting around the site

Visual appeal

Speed of downloads

Ability to quickly find what you were looking for

Usefulness of the site

Search capability of the site

If you were in charge of improving this site what would you do first?

Please be as specific as you can

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Online Survey

NOVA SCOTIA CANADA

Customer Service Survey

This survey is in **PRETEST/PILOT Mode**. In Pretest/Pilot Mode you can **add comments to a Question** by clicking on the question with the right mouse button. The Survey-Administrator can then look at your comments and act accordingly.

The purpose of the Pretest/Pilot Mode is to double check:

- the Layout of the survey
- the Questions themselves (Spelling, grammar, content)
- and the general Appeal of the survey

Select a language for the Preview Mode: English

This customer survey for the Town Of Berwick is being conducted to help us measure and improve our service to customers over our website.


Q_ID=H0RE/Q_NEW

Which of the following activities do you do on the Internet?

- Send or receive mail
- Gather information for business or school
- Track finances
- Trade stocks
- Bank online
- Purchase items
- Participate in auctions
- Investigate products and services prior to purchase
- Book travel/airline tickets

How many times in the past 30 days have you visited the Town of Berwick Website?

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What was your main reason for visiting this site on your most recent visit?
Please select only one answer

- Find out information about Berwick events
- How to pay my utility/tax bill
- Check out recreation programs
- Just browsing for general information
- Other (please specify)

Overall, how would you rate your most recent experience with the site?
1

Why did you give the site that rating?

Please rate the site on the following attributes:
1=Terrible Outstanding=5


1 2 3 4 5

- Ease of getting around the site
- Visual appeal
- Speed of downloads
- Ability to quickly find what you were looking for
- Usefulness of the site
- Search capability of the site

If you were in charge of improving this site what would you do first?
Please be as specific as you can

To continue click "Finish" -> Finish Reset

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Welcome Town of Berwick

This is your personal homepage. Here you can keep track, manage your surveys and update your personal profile information.

Help Documents

- [How to Design a Survey](#)
- [FAQ & Library](#)

Survey Management

- [Design a new Survey with DesignerWIZ™](#)

Select Filter-View: No Filter (To Add New Filter click...)

Page Size: 10 Page 1 of 1

Survey Status	Activate Survey	Select a Survey	Select a Survey	Author	Price	Edit Survey	Analyze Results
Design		14277	Customer Service Survey... https://www.SelfSurveys.com/14277	Customer Service Survey... https://www.SelfSurveys.com/14277	Town of Berwick	\$3795	

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Select Filter-View: No Filter (To Add New Filter click...)


Page Size: 10 Page 1 of 1

Survey Status	Activate Survey	Select a Survey	Select a Survey	Author	Price	Edit Survey	Analyze Results
Activated		14277	Customer Service Survey... https://www.SelfSurveys.com/14277	Customer Service Survey... https://www.SelfSurveys.com/14277	Town of Berwick	\$2435	

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Online Survey



Customer Service Survey

This customer survey for the Town Of Berwick is being conducted to help us measure and improve our service to customers over our website.

Which of the following activities do you do on the Internet?

- Send or receive mail
- Gather information for business or school
- Track finances
- Trade stocks
- Bank online
- Purchase items
- Participate in auctions
- Investigate products and services prior to purchase
- Book travel/airline tickets


How many times in the past 30 days have you visited the Town of Berwick Website?

What was your main reason for visiting this site on your most recent visit?
Please select only one answer

- Find out information about Berwick events
- How to pay my utility/tax bill
- Check out recreation programs
- Just browsing for general information
- Other (please specify)

Overall, how would you rate your most recent experience with the site?

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Why did you give the site that rating?

Please rate the site on the following attributes:
1=Terrible Outstanding=5
 1 2 3 4 5


- Ease of getting around the site
- Visual appeal
- Speed of downloads
- Ability to quickly find what you were looking for
- Usefulness of the site
- Search capability of the site

If you were in charge of improving this site what would you do first?
Please be as specific as you can

To continue click "Finish" ->

This Survey was generated using: "<http://www.SelfSurveys.com> - The Intelligent Survey Tool"
 Copyrights (C) 2000-2003 by Universal Responses Corporation™
[Our Privacy Statement...](#)

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Thank you for your participation!

We are looking forward to see you back here at <http://www.selfsurveys.com>.

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Welcome Town of Berwick

This is your personal homepage. Here you can keep track, manage your surveys and update your personal profile information.

Help Documents

- [How to Design a Survey](#)
- [FAQ & Library](#)


Survey Management

- [Design a new Survey with DesignerWIZ™](#)

Survey Status	Activate Survey	Select a Survey	Select a Survey	Author Price	Edit Survey	Analyze Results
Running	14277	Customer Service Survey...	Customer Service Survey...	Town of Berwick \$2435		
		http://www.SelfSurveys.com/14277	http://www.SelfSurveys.com/14277			

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Survey Results Management

Survey Location: <https://www.SelfSurveys.com/14277>
 Survey Title: Customer Service Survey


Select a Survey:
 Customer Service Survey (14277) ▾


Survey Participation Summary

The data was updated on: 6/17/2004 9:46:42 AM

Successful submitted Surveys	1	<div style="width: 100%;"></div> 100
Incomplete Surveys	0	<div style="width: 0%;"></div>
Reviewed Surveys	0	<div style="width: 0%;"></div>
Total Surveys Registered	1	<div style="width: 100%;"></div> 100
Questions answered (Complete Surveys)	6	<div style="width: 100%;"></div> 100
Questions answered (Incomplete Surveys)	0	<div style="width: 0%;"></div>
Questions in Reviewed Survey	0	<div style="width: 0%;"></div>
Total Questions Answered	6	<div style="width: 100%;"></div> 100
Survey Hits (Displayed to Customers)	1	<div style="width: 100%;"></div> 100
Design Time Hits	0	<div style="width: 0%;"></div>

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ReporterWIZ™ Results:

Customer Service Survey

The data was updated on: 6/17/2004 9:46:42 AM

- Update the Survey Result Snapshot
- Back to the Survey Results Management...
- Show ReporterWIZ Options...

1. Which of the following activities do you do on the Internet?

Base = 1

<div style="width: 100%;"></div> 100	Send or receive mail
<div style="width: 100%;"></div> 100	Gather information for business or school
<div style="width: 0%;"></div> 0	Track finances
<div style="width: 0%;"></div> 0	Trade stocks
<div style="width: 100%;"></div> 100	Bank online
<div style="width: 100%;"></div> 100	Purchase items
<div style="width: 0%;"></div> 0	Participate in auctions
<div style="width: 100%;"></div> 100	Investigate products and services prior to purchase
<div style="width: 0%;"></div> 0	Book travel/airline tickets


2. How many times in the past 30 days have you visited the Town of Berwick Website?

Base = 1

<div style="width: 100%;"></div> 100%	1	<div style="width: 100%;"></div> 100
---------------------------------------	---	--------------------------------------

[Click here for details.](#)

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3. What was your main reason for visiting this site on your most recent visit?
Please select only one answer
 Base = 1

Find out information about Berwick events	100%	1	100
How to pay my utility/tax bill	0.0%	0	
Check out recreation programs	0.0%	0	
Just browsing for general information	0.0%	0	
Other (please specify)	0.0%	0	
Second entries			
No Answer given	100%	1	100

[Click here for more details...](#)


4. Overall, how would you rate your most recent experience with the site?
 Base = 1

Outstanding	0.0%	0	
Great	100%	1	100
Good	0.0%	0	
OK	0.0%	0	
Not very good	0.0%	0	
Terrible	0.0%	0	

5. Why did you give the site that rating?
 Base = 1

	100%	1	100
--	------	---	-----

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6. Please rate the site on the following attributes:
 1=Terrible Outstanding=5
 Overall-mean of this Rating-Scale = 4.2

1	2	3	4	5	Mean	
0	0	0	0	1	5	Ease of getting around the site
0	0	0	1	0	4	Visual appeal
0	0	1	0	0	3	Speed of downloads
0	0	0	1	0	4	Ability to quickly find what you were looking for
0	0	0	1	0	4	Usefulness of the site
0	0	0	0	1	5	Search capability of the site


7. If you were in charge of improving this site what would you do first?
Please be as specific as you can
 Base = 1

	0.0%	0	
--	------	---	--

[Click here for details...](#)

To continue click "Finish" ->

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Other Reporting Features

- Cross-Tabulation Report
- Extract to database/spreadsheet format

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Survey Resources

- Institute for Citizen-Centred Service (ICCS)
 - www.iccs-isac.org
 - Common Measurement Tool
 - Publications
 - How to Conduct Customer Surveys, etc...
- SelfSurveys.com
 - www.selfsurveys.com
 - Tips, Do's Don'ts
 - Research & Reference Book Listings

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