Comprehensive Plan Committee/BOC
Survey workshop and outreach event identification
Meeting Summary

Date:	Thursday, October 12, 2023
Time:	5:30 PM – 7:00 PM
Platform:	In-Person & Virtual
Invitees:	Comprehensive Plan Committee & Project Team
	Michael Baker International

Welcome and Introduction

MICHAEL BAKER INTERNATIONAL
- Kathy Wyrosdick – in-person
- Janelle Lance - virtual
- Keri Oram - virtual
- Porter Stevens – in-person

Welcome

- Anthony started meeting, introduced Kathy
- Kathy introduced MBI team members.
- Kathy reviewed previous meeting summary, key findings from previous discussion.
    - o Is impact analysis on other things like roads, not just schools? Yes.
- Kathy reviewed of proposed project timeline, timeline structure, types of meetings.
    - o Advisory sessions vs advisory committees, what are they? There are 5 groups, but we have not yet defined what they are. May be some committees that already exist, but will need to confirm which ones.
        - ▪ Will meet with each group (90 minutes) once, early in the process to identify issues, again to vet potential themes/draft priorities.
        - ▪ Have spoken with city staff about what groups should be, but will be relying on CPC to identify issues

Survey Overview & Workshop

- Kathy introduced public participation, reviewed concept of attitudinal survey
- Keri gave more detailed overview of attitudinal survey, thinking behind format, timeline, etc. Appealed for CPC members to serve as "grassroots" ambassadors.

- o How will you measure success? Is there an industry standard for a successful response rate?
    - ▪ That is a good question. How about we set a goal.
    - ▪ 21% of households responded to last survey. Could that be a standard?
  - o Would we be mailing something to every household? That was easier when we had a newsletter, it would be harder to do it now.
  - o How do you make sure that respondents live in the Township? We can include a question asking them, but they can still fill out the survey.
  - o Are we planning to mail something out to all households? Harder to do that now.
  - o QR code can be put on all kinds of stuff; we could ask political mailers to include QR code on their mailings.
  - o Is this is scientific survey? No it is not. Is there a way to keep a person from submitting more than one survey? It is possible, but generally discourage that because some households might have only one device.
  - o Do you have any examples of a survey having a "successful" response rate?
    - ▪ Depends more on how much effort you are putting into reaching all households, not hitting an arbitrary number.
    - ▪ If the objective is to reach as many Township households as possible, that would be a high number.
      - • 16,000 households in the Township, so some percentage of that. Just 20% would mean 3,000 surveys.
      - • Households would contain multiple adults, so even more than that.
    - ▪ Also need to have a good age range, especially reaching the ends of the range; young people and people that are retired. However, trying to utilize multiple methods to reach people could become expensive/infeasible.
  - o Election is in three weeks, not enough to time to help push out Thursday.
  - o Schools are great way to get in touch with young people.
  - o Municipal websites, NextDoor.
  - o Large retirement communities like Landis Homes.
  - o Grocery stores, handing out survey cards with receipts.
  - o That is where having CPC members take the lead on sharing survey is really important, puts friendlier face on it. Can send you some social media posts.
  - o Mailings would cost about $9,000. There are also 17,500 mailing addresses in the Township (residents and businesses).
  - o MBI has Constant Contact, can create email listservs. Also can create paper surveys for libraries, retirement communities.
- • Kathy introduced first level survey review exercise
  - o Kathy and Keri led CPC members through Mentimeter exercise; explained the rationale behind each question.
  - o Question 1 comments
    - ▪ "I can't hug it" too open ended.
    - ▪ A little overwhelming, but is a good jumping off point that gets your mind working.
    - ▪ Purpose of question isn't very clear to the layman

- Liked it, had trouble narrowing it down to just three
- I shared it with some friends, they responded right away/had no issues.
- Is this just general thoughts, are we trying get positive things, negative things? All of the above.
- Is the purpose of this to identify specific characteristics of the community, or develop branding for the Township?
- Will the results be available to people to who answer the question? They won't be available at the time the question is answered, but all results will be in a plan addendum; also will have general takeaways/major points.
- Also trying to not "lead" respondents down a certain path with pre-selected responses.
- What if you added "as a resident" of Manheim Township?
  - It would prevent businesses, employees, etc from taking the survey. Important for them to have an opinion as well.
- Question 2 comments
  - Needs more definition, having a more specific ask (ex: gathering spaces)
  - We lack identity, that one place that is the "center of town"
- Question 3 comments
  - None
- Question 4 comments
  - None
- Question 5 comments
  - Definitely good question, valuable
  - That is a prerogative people want to talk about.
- What questions should we be asking that we haven't asked?
  - In past 10 years, is township on upward, downward, or neutral trajectory?
    - Don't lead, would be better to ask what is your vision of the Township in 10 years?
  - What do you expect to have from the Township in the next year, 3-5 years? Short term, mid-term, long term goals for what we want.
  - If one thing could get accomplished tomorrow, what would it be?
  - A lot of these would be good for the next survey, once we get large "buckets defined." Can ask more questions on second survey?
  - Can you get email from respondents so you can send second email directly? Yes, we will ask for that, though everyone may not give it.

NEXT STEPS

- Next meeting November 9, 5:30M – will be doing a deep dive into public engagement strategy