



MONICA ZOLTANSKI
MAYOR

SHANE PACE
CHIEF ADMINISTRATIVE
OFFICER

MEMORANDUM

December 1, 2022

To: City Council
CC: Mayor Zoltanski
From: Shane Pace, City Administrative Officer
Subject: Building Needs Survey Utilizing the FlashVote Platform

DESCRIPTION OF REQUEST

Staff is requesting time with the City Council for a presentation and discussion of the results of the building needs survey conducted by FlashVote

BACKGROUND

This fall, Administration reviewed additional resources that are available to help us better reach and engage with residents on important topics. While we continue to increase and promote citizen engagement and interaction, it was determined that we needed a method for gathering decision-quality data driven by a scientific method. FlashVote was chosen as an opportunity to gather input from short surveys containing professionally designed questions.

Their platform is geared towards public engagement specifically for governments and utilizes a multichannel system (web/text/phone) to collect data. FlashVote gathers large samples of representative residents (both geographically and demographically) to provide a qualitative analysis of overall community sentiment and ensuring that survey respondents mirror the community make-up as close as possible. Because each respondent's address is geocoded, FlashVote also provides the ability to drill down into specific geographical areas of the City.

Surveys generally take about 1 minute to complete, encouraging participation, and results are available to the City within 48 hours. This quick turnaround delivers critical feedback on key issues we are facing and can help provide valuable information in the decision-making process. More information can be found on their website (<https://www.flashvote.com>)

ANALYSIS

With the upcoming discussion on public facility needs, it was felt that this would be the perfect opportunity to test this platform and gather feedback relevant to an important discussion. FlashVote was able to register the statistically desired number of participants for the survey in a timely manner and meet the brief deadline they were given. The survey opened the afternoon of November 30th and preliminary results should be available sometime on December 2nd. Final results will be presented to you at the City Council meeting on December 6th. The survey questions that were sent to residents who registered are attached. Please feel free to reach out with any questions.