The scientific way to survey and engage communities

PUBLIC INPUT CHALLENGES

How often do you think **public input sentiment...**

Public Input

How often do you think **public input sentiment…**

matches **whole community sentiment**?

Take A Guess...

?

Public input sentiment is
the **same as** public sentiment

Public Input

~5%

Public input sentiment is the **same as** public sentiment

Public Input

~25%

Public input sentiment is **exaggerating** public sentiment

Public Input

~70%

Public input sentiment is the **opposite** of public sentiment

Harvard Case Study

INPUT METHODS MATTER:

How Legacy Community Input Methods Lead to Biased Policy Decisions

Justin de Benedictis-Kessner, Tomohito Okuda, Connie Liu, Emily Mello, Henrietta Cho, and Carly De La Hoz

HARVARD Kennedy School
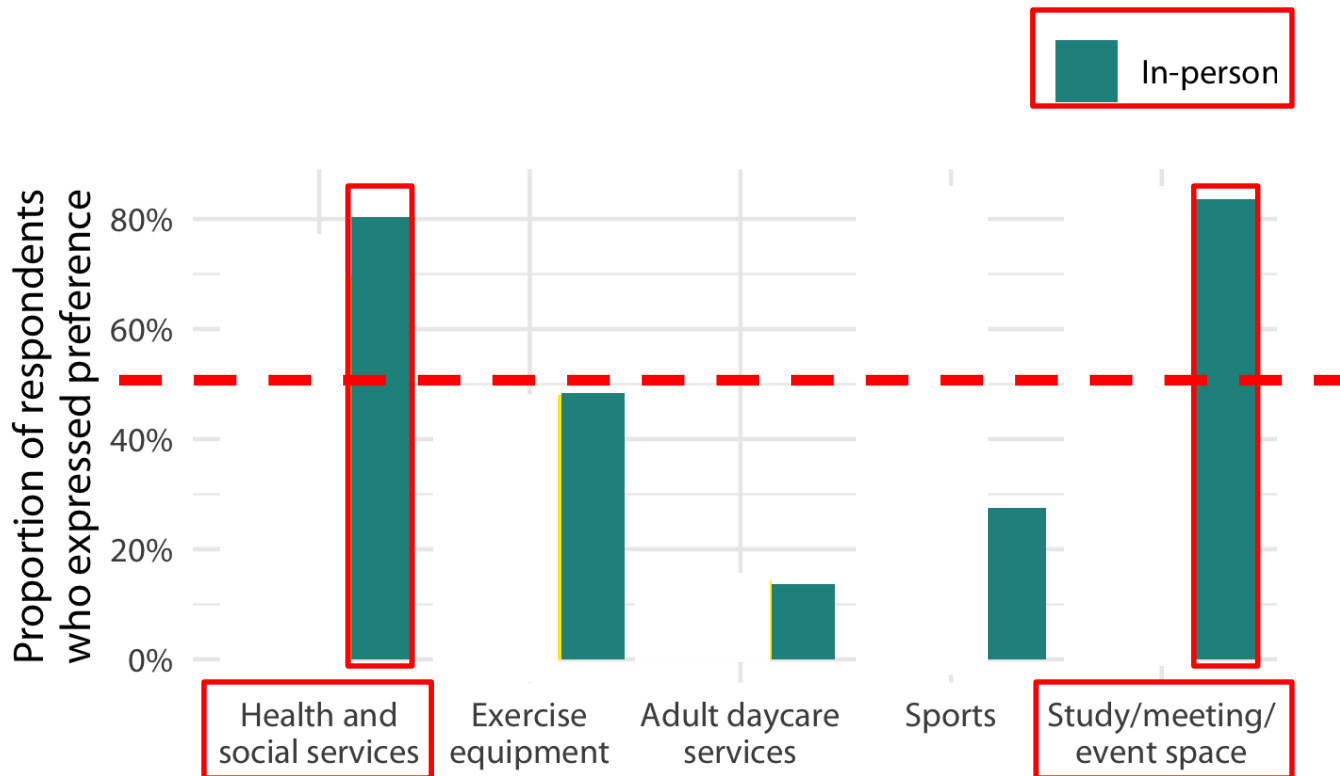**TAUBMAN CENTER**
for State and Local Government

HARVARD Kennedy School
RAPPAPORT INSTITUTE
for Greater Boston

Harvard Case Study

INPUT METHODS MATTER:
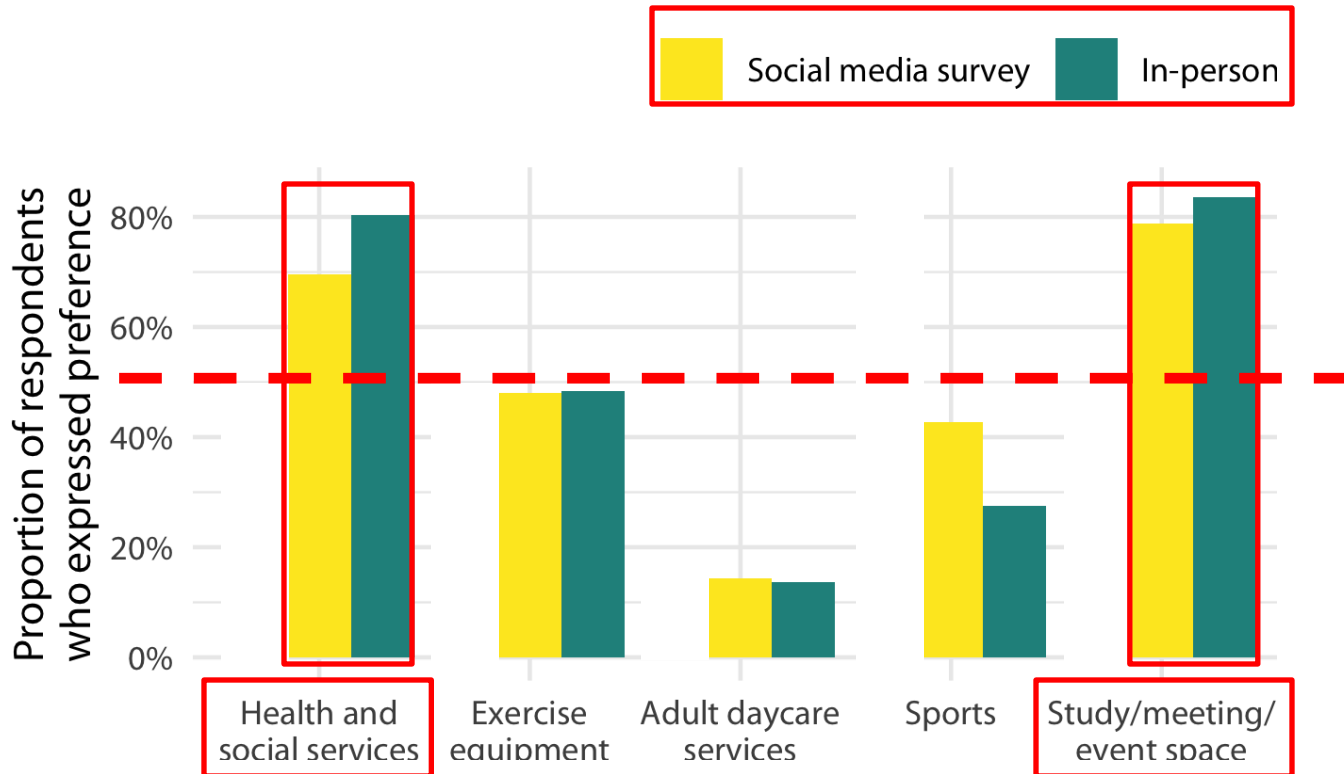**How Legacy Community Input Methods Lead to Biased Policy Decisions**

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Harvard Case Study

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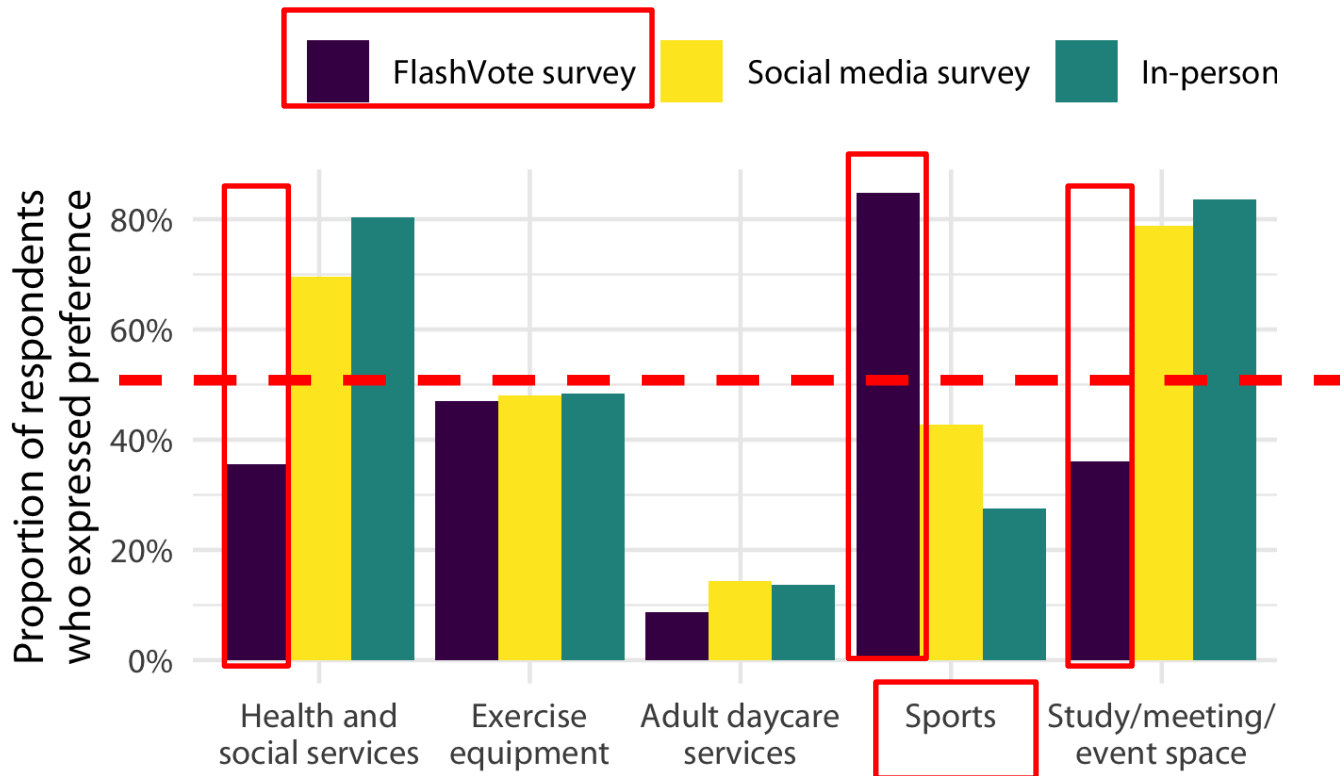**How Legacy Community Input Methods**
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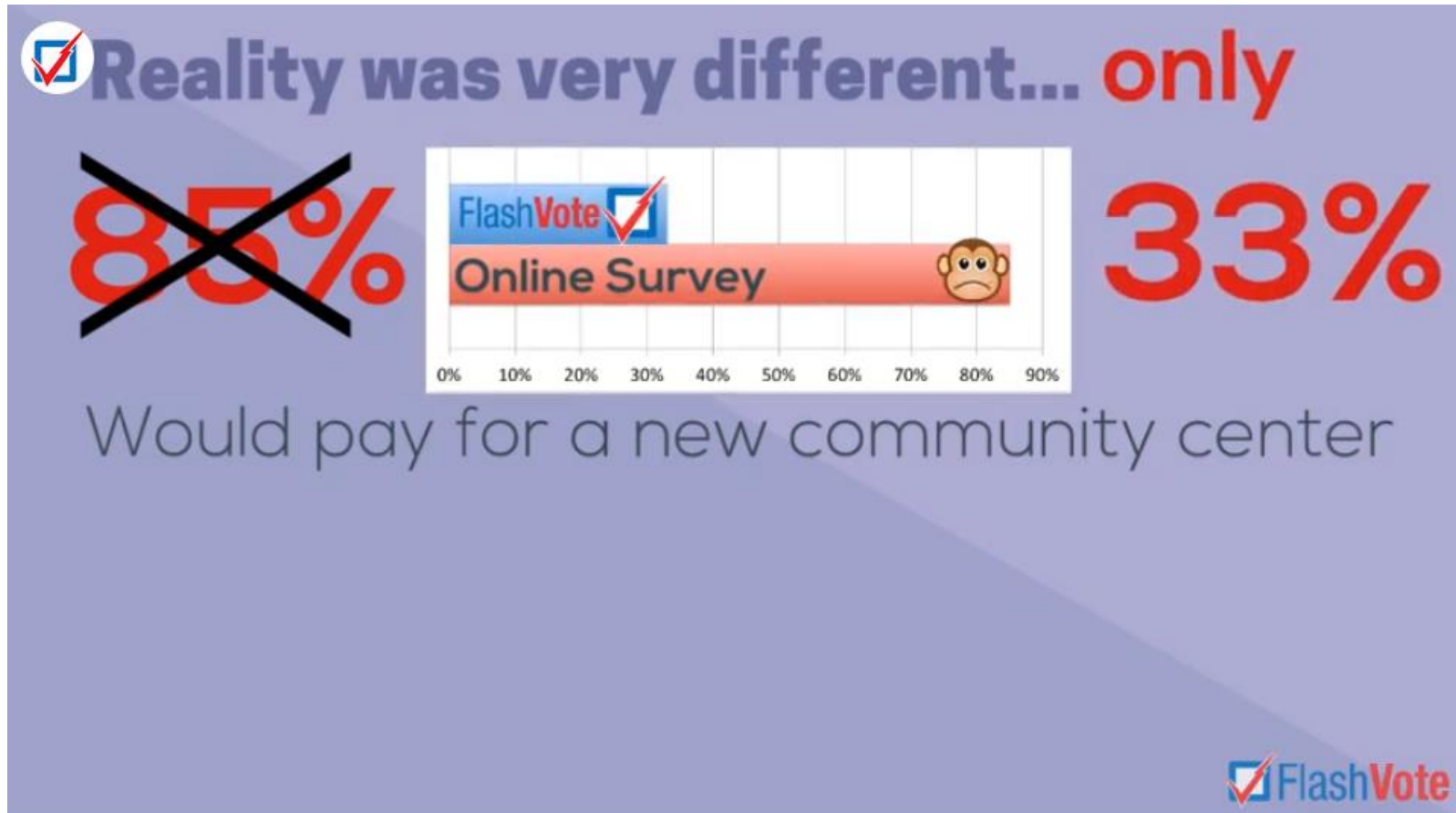
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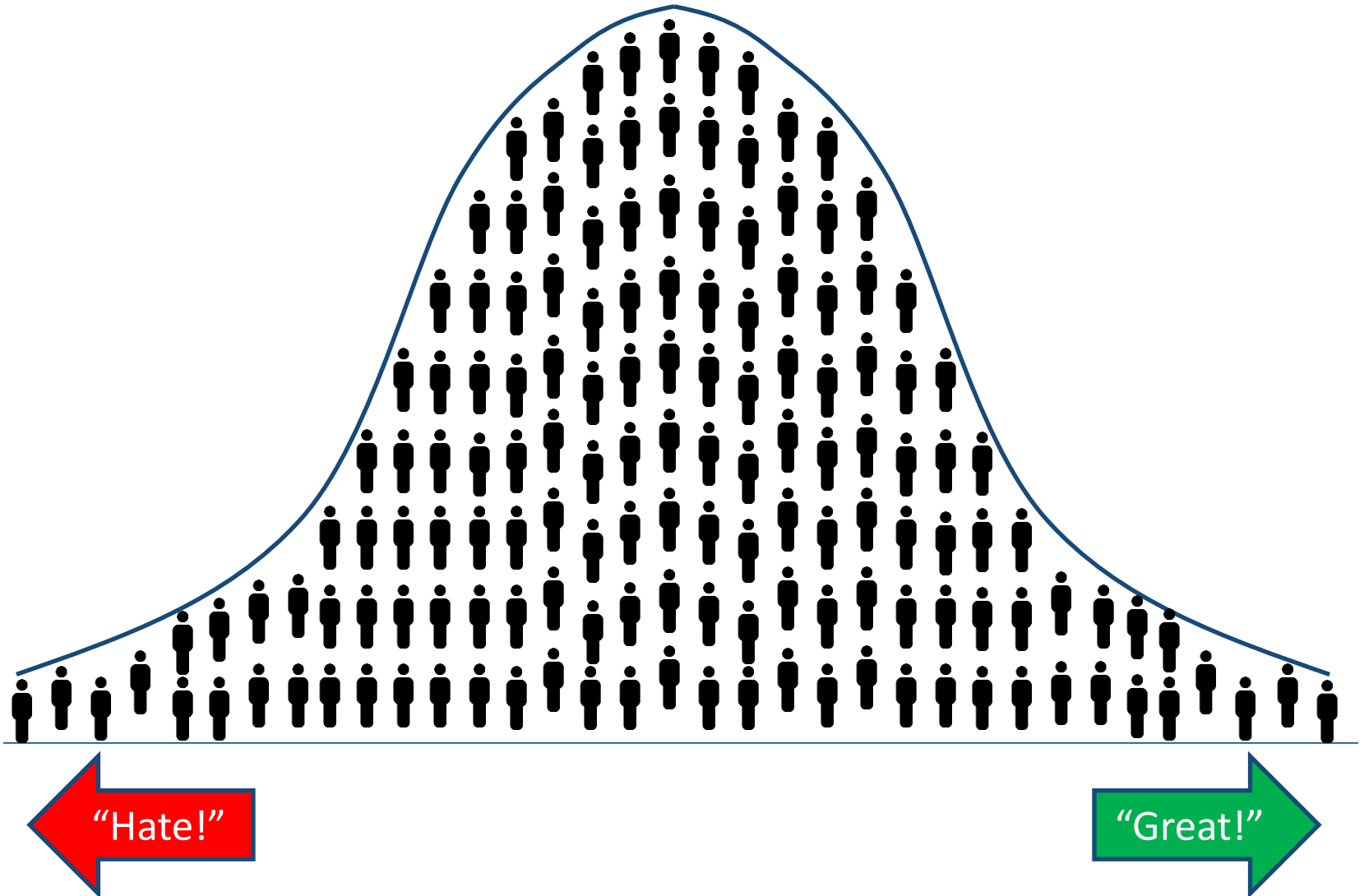Emily Mello, Henrietta Cho, and
Carly De La Hoz

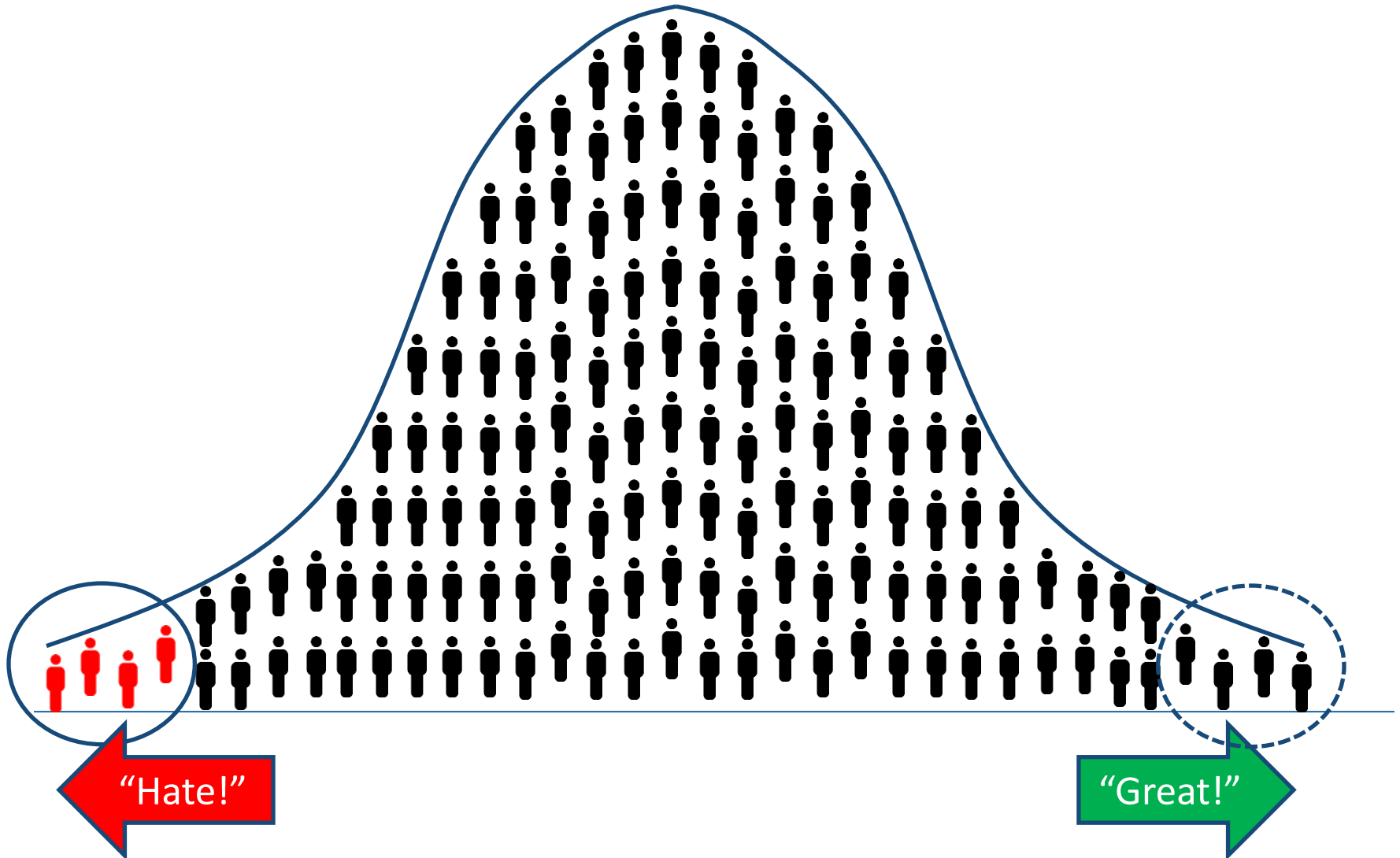## TRADITIONAL METHODS OF COMMUNITY INPUT ARE BIASED

So… Online Surveys?

Reality was very different... only 33%

85%

FlashVote Online Survey

0%   10%   20%   30%   40%   50%   60%   70%   80%   90%

Would pay for a new community center

FlashVote

THE CORE PROBLEM

Your Community

"Hate!"

"Great!"

Who You Usually Hear From

"Hate!"

"Great!"

Does The Community Think This?

"Hate!" "Great!"
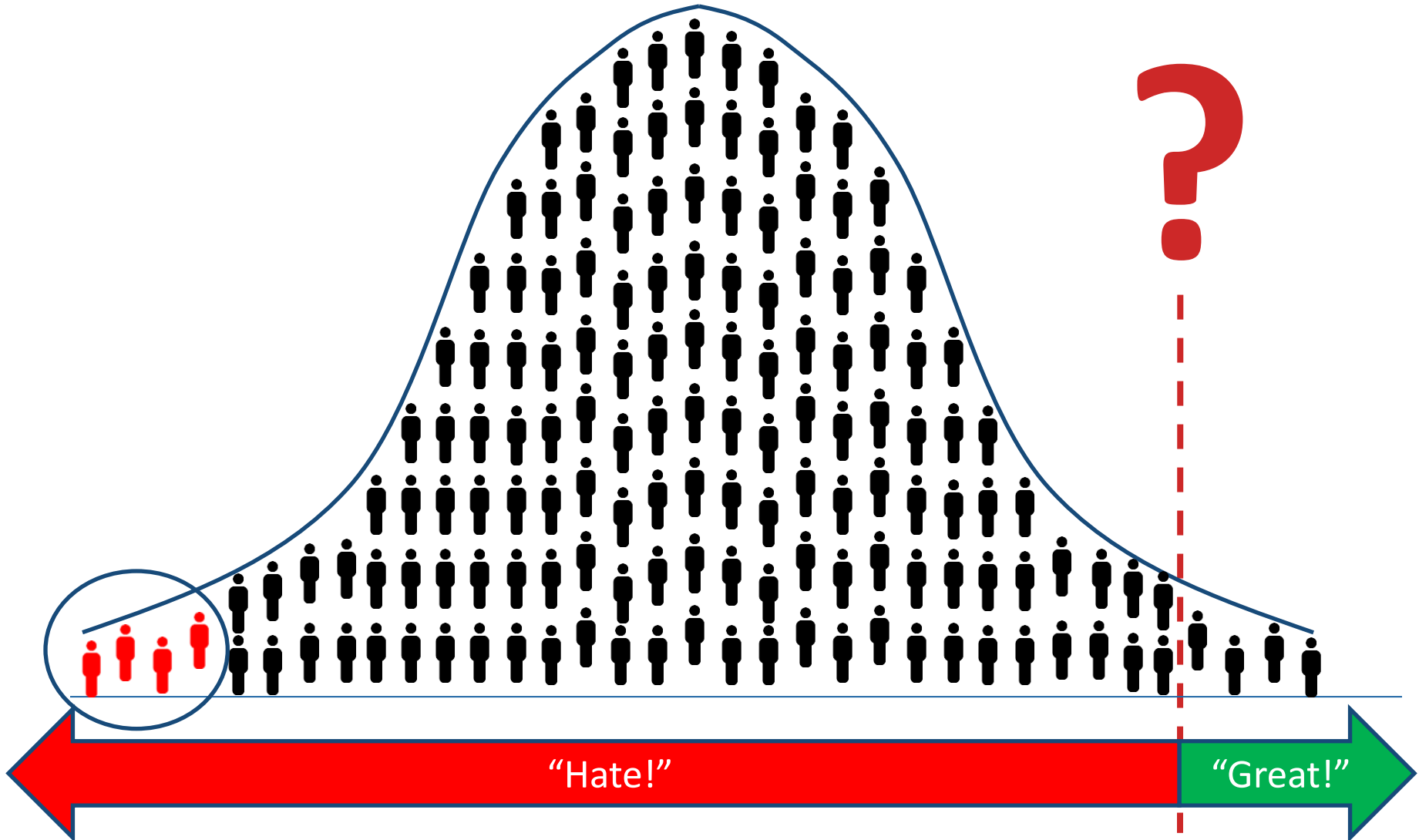
Or This? (You Have No Idea!)

?

"Hate!"

"Great!"
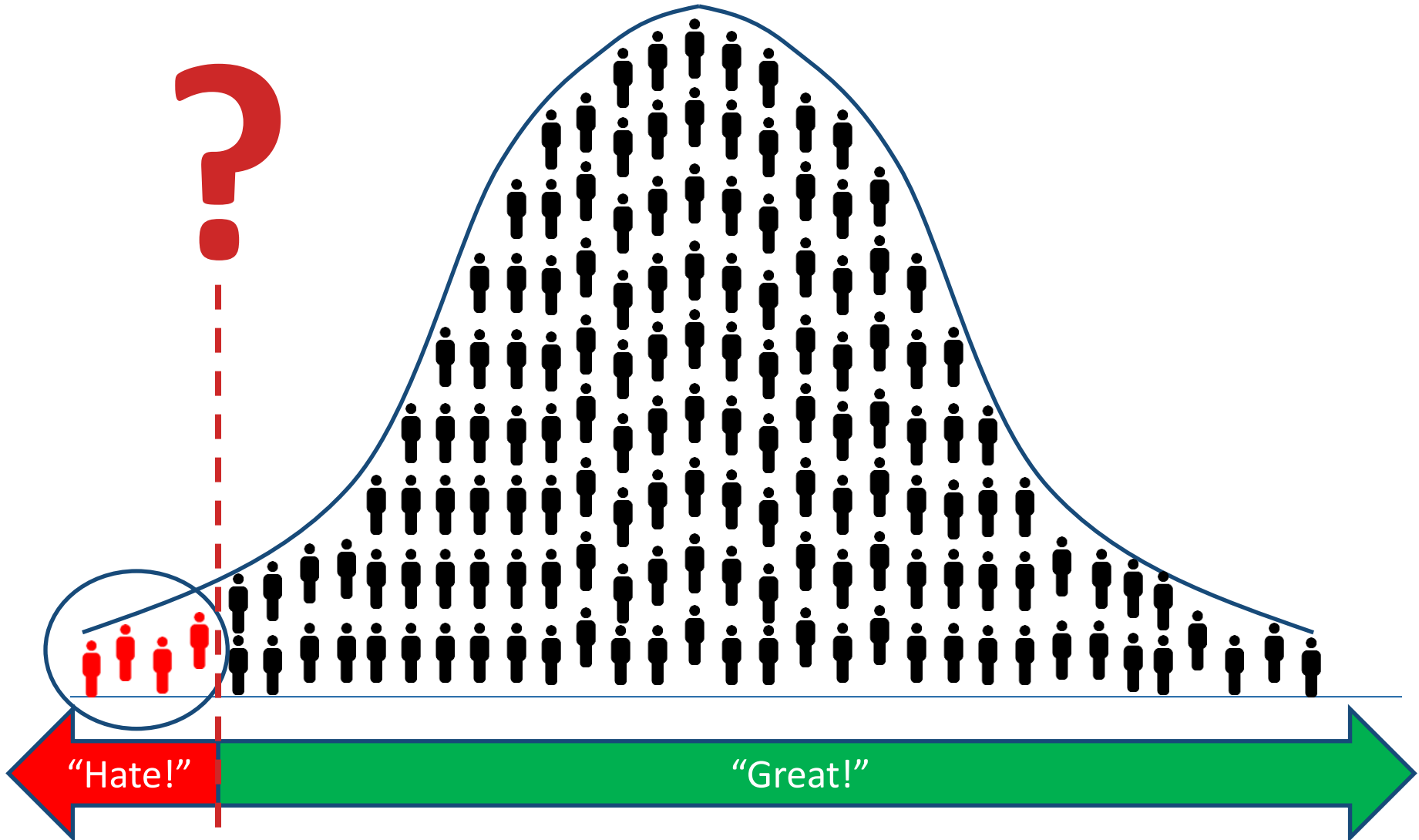
But It Always Feels Like

"Hate!"

"Great!"
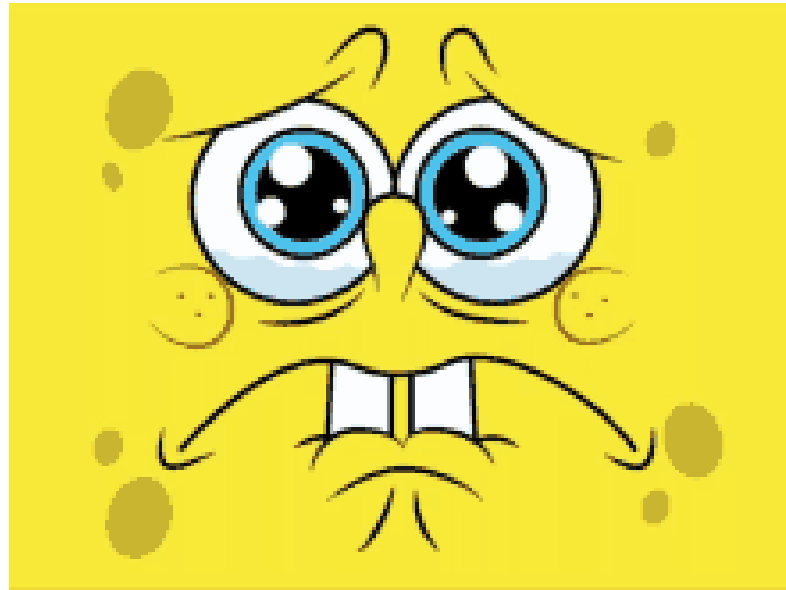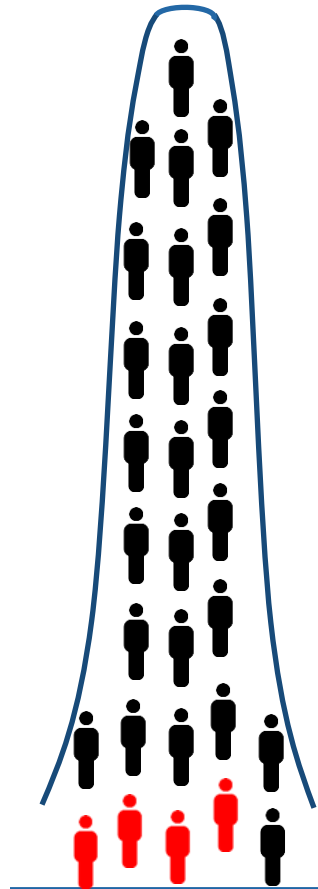
So You Need To Hear From The Many
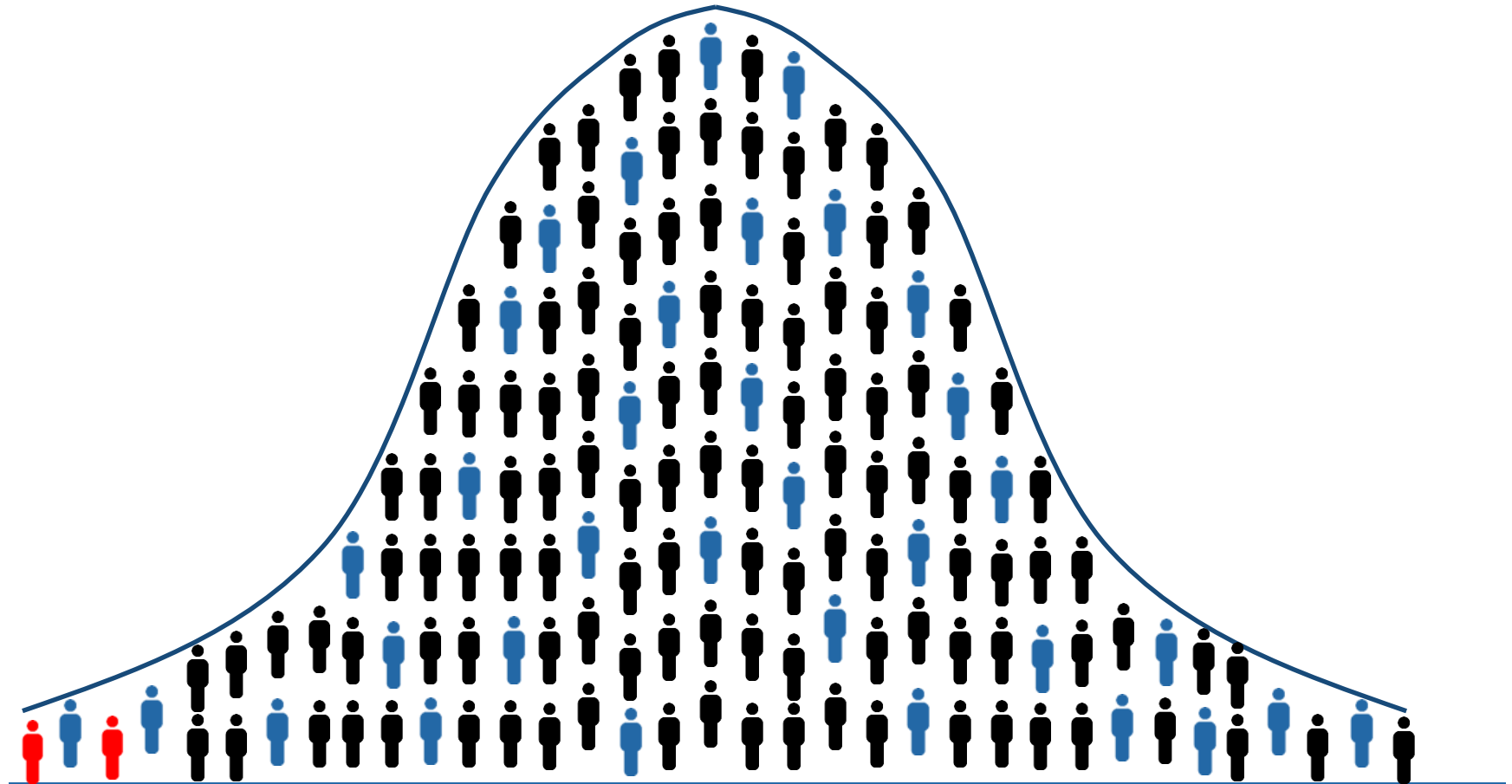
INTRODUCING FLASHVOTE

Statistically valid community input in 48 hours

We've Pioneered Scientific Panels

2013: **FlashVote** creates first survey panel

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2018:

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Growing and Improving Pew Research Center's American Trends Panel

The panel was the main data source for most of the Center's reports on U.S. political and social attitudes and behavior in 2018

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2022: **FlashVote** has customers in **25+ states**

RESULTS PLUS Q&A

Your First Survey Results

https://www.flashvote.com/sandy-ut/surveys/building-needs-11-22

Your Questions?

The scientific way to survey and engage communities

Thank You

kevin@flashvote.com, 510-593-4901