

# Community Surveys

Springsted partners with The Center for Community Opinion to offer clients the opportunity to conduct scientific, random sample surveys of community residents. The data from this analytical tool provides a valid measure of opinions regarding the city or county at a specific moment in time and assists the administration, council or board in its decision making process.

## The Process

The first step is to develop complete voter file demography to ensure the study's sample accurately mirrors the demography of the community. By encouraging broad-based district input, we customize the instrument for the its unique needs and goals. Typically, 200-400 individuals are called, depending on the number of registered voters in the city or county and resources available for the study. Before interviewing begins, a team of professional phone interviewers is assembled and the questionnaire field tested. Once interviewing is completed and data analyzed, a prose report is prepared for the client. The report includes findings, conclusions and recommendations.

## The End Product

Springsted and The Center for Community Opinion provide clients with an outstanding analytical tool, including the following outcomes:

- Written and electronic files summarizing the demography of registered voters living within the city or county
- Questionnaire customized for the unique needs and planning goals of the community
- Sampling techniques ensuring a valid survey mirroring the opinions of the city or county as a whole
- Phone interviews conducted by professional call centers
- Summary data provided for both broad sample and key demographic groups within the community
- Presentation of data and recommendations by experts experienced in survey projects

## The Cost

A number of variables affect the fee of performing a community survey: cost of underlying data, number of questions, number of calls made, type of questions (i.e., closed or open-ended) and travel expenses for report presentation. Springsted prepares quotes for community surveys after discussing these variables and understanding the client's needs.



## Organizational Management and Human Resources Services

### Planning & Strategy

*Services provided by Waters & Company, a wholly-owned subsidiary*

- Community Surveys
- Executive Recruitment
- Facilitation
- Organizational Improvement Studies
- Resource Sharing Through Intergovernmental Cooperation
- Strategic Planning

### Managing & Performance

- Compensation and Benefit Systems
- Performance Evaluation Studies
- Personnel Policies
- Position Classification and Evaluation Studies