

Town Plan Steering Committee

May 20, 2015

5:30 – 7pm

Present: Marshall Paulsen, Chris Granda, Alison Anand, Ian Bender, Kyle Youngberg, , Joy Reap, Brad Elliot, Kristen Novotny, Geoffrey Urbanik, Mark Fausel, Bruce LaBounty, Clare Rock (Town Planner)

Engagement Activities

Rock provided an update on the following items: Website, Facebook, Info Sheet, Talking Points & FAQ's, Postcards – all being finalized, anticipate to send out postcard before the end of May.

Members signed up for the following activities:

- Chalkboard wall monitors
- Tabling at Farmers Market volunteers
- Meeting in a Box/ “Community Conversations” hosts
- One-on-One Interviews
- 4th of July volunteers

Survey and One-on-One Interviews Discussion

Discussion with consultant Rebecca Sanborn Stone regarding survey data collection and confidentiality. As we are undertaking a variety of different forms of activities to gather input we should amass a decent representative sample of what people think in Richmond. It was acknowledged that we will not get everyone to respond. During the process of gathering the results we can review the results and see if there are stakeholder groups who are not responding and can modify our approach to reach them.

To help ensure people will not be sneaky we can add an “Honor Code” check box for people to check off on the surveys as a reminder that people are being asked to be honest and not fill out multiple surveys to skew the process. In the consultants work experience this has provided a conscience check for community members and that from working in many different communities they have rarely found people to abuse the system.

The surveys do not have to require people's names, as if people were required to give their names they may be less inclined to provide input. The most important information they provide is their demographic information (age bracket, business owner vs property owner, address or neighborhood location) as this will help quantify whether the surveys have reached a broad audience. Through the process of the surveys it's always good for the interviewer to give people a choice on how much of their interview they are willing to be public. Some of the responses could be used in promotion material to highlight how well the process is going.

We can set up Google analytics as a method to check IP addresses to ensure batches of surveys are not being sent from one addresses which would raise a red flag. We do not want to limit one survey from one address as we want multiple people from one household (kids and parents) to be able to fill out the survey.

We do not have the budget for a scientific survey but if we have a volunteer would like to undertake a scientific analysis of the results, we can provide them with the data to do so.

Chris Granda was also to provide input about the process of gathering information from surveys and that no survey will produce perfect results.

The consultant team will assist the committee in reviewing the results. They will present a coding system in order to organize the various responses in to topics/themes. It will be good for the committee to be part of the review process to see the types of responses we receive.

Discussion followed about the one-on-one interviews. Marshall asked whether to include a questions like “what don’t you like about Richmond/what don’t you want to see in Richmond?” Discussion followed and the committee agreed to add a question like this. Discussion followed about the potential of tapping others to do the interviews and when interviewing someone you can ask them to give you 3 names of people they think you should interview (this technique is called snowballing.) To get committee members comfortable with the interview process, members will interview each other at the next meeting and then be sent off to interview stakeholders following that meeting.

The consultants can also put together some talking point on the survey process so committee members can respond to people’s questions about the survey results.

Committee members should anticipate completing interviews by early August so they consultants may process results for the September event.

Wrap up & next steps

The next meeting will include a discussion on the Fall Vision Event. Joy reap requested the committee not meet in late June, this could provide the opportunity for members to conduct some interviews.