

Envision Littleton – Survey Engagement Recommendations

Overview

In the May NGAC meeting, the committee discussed the Envision Littleton website and its efficiency in educating and engaging with the public based on the NGACs previous citizen engagement recommendations. With a goal to attract and retain the next generation in mind, an overview of the discussion has been broken down into accessibility, education, and impact.

Accessibility

- The online format is easily accessible for a broad variety of young citizens.
- The brevity of the surveys are approachable, allowing citizens to engage for a short period of time. This brevity allows for engagement that appeals to young users who may find extensive and complicated surveys and videos tedious.
- The questions asked in the survey were not overwhelming, and the amount was useful in keeping citizens engaged throughout the length of the survey.
 - Some NGAC members believed the questions to be too brief and open-ended, allowing for creativity in response, but may limit individual who are not well educated on the Envision Littleton plan and the greater impact it will have.
 - Some NGAC members felt the questions were too leading and believe more open-ended responses are necessary for good feedback.
 - NGAC members found that adding in your own input as an “other” choice was useful.
 - Some NGAC members felt that the questions and videos did not give a full picture of how the specific video/survey fit within the bigger Envision Littleton plan and project timeline.
- NGAC does recommend that the video content and surveys should be accessible in a paper or non-online format to bridge the digital divide.
- NGAC also recommends adding subtitles to the videos for the visually impaired.

Education

- The accompanied videos were well produced and helpful in educating citizens about the general nature of the issues the videos and surveys addressed.
- Although it is beneficial to have shorter videos, the NGAC members felt like they did not include enough details regarding what was happening and what the citizen would be engaging about. For instance, there is context missing in the videos regarding the larger envision plan that could have encouraged better understanding prior to taking the surveys, which may provide more informed survey responses.
- Some NGAC members mentioned having one page of videos and surveys felt a little disconnected from the rest of the Envision Littleton project pages. It may be useful to better incorporate the videos and surveys into the Envision Littleton website or make it easier for community members to learn more about the specific aspect of the project if they had additional questions after viewing each video

Impact

- The survey interface was not as well produced as the videos and seemed basic by comparison. A modern interface would have a lasting impact and better engagement.
- Some NGAC members feel like they are repeatedly responding to the same survey questions regarding the Envision plan and ULUC. It may be helpful to provide information about how it would be used to guide the Envision Littleton plans at this stage of the project.
- The NGAC does question if demographic information collection may help assess the results of these surveys and how the demographics may be informing the results.