

## Cleveland Park Citizens Association (CPCA)

### 2010 Member Preferences Survey Planning Meeting Notes

January 9, 2010  
Cleveland Park Library

#### Attending

Barry Winer (Lead)  
Gabe Fineman  
George Idelson  
Clark Madigan  
Ruth Caplan  
David Isaacs  
Alan Weinstein  
Robbie Cronin  
Carol Phelps  
Peter Espenschied  
Eleanor Oliver  
Peter Lande  
Ted Thomas

#### Overview

This meeting was held to begin planning for a CPCA Membership Preferences Survey as announced initially a couple of months ago. More specifically, Barry Winer, 2<sup>nd</sup> VP of the CPCA responsible for the survey, presented a powerpoint (available as a pdf file at: <http://tinyurl.com/cpcasurveymtg010910> and [www.clevelandparkisus.org](http://www.clevelandparkisus.org)) and facilitated discussion and brainstorming to inform survey execution and content. Specific suggestions and ideas are detailed below. Next steps include formation of a small survey project team, development of a draft survey instrument for review and reaction by the membership and selection of a web survey vendor.

#### Detail Including Survey Question Ideas

In response to a suggestion, more time than planned was spent at the beginning of the meeting on survey objectives, goals and rationale. The objectives are detailed in the powerpoint but were also agreed in the meeting to include learning what members would like CPCA to do in different areas and learning more about the membership demographically and behaviorally in particular.

Discussion then turned to survey length and structure. Specific survey length (number of questions or time to complete) remains to be decided but will probably be between 15 and 45 minutes expected time to complete. A few attendees suggested structuring the instrument with short and longer form (or different section) options, an idea that will likely be incorporated in some form.

There was discussion at different points in the meeting about the survey's connection to the CPCA Governance Committee and its work to develop proposed revision to CPCA governing documents. A few

attendees expressed concern that survey results could come after GovCom recommendations and be in conflict. While we will work as hard as we can to ready some results to inform the GovComm's efforts, that may or may not be possible. The GovCom will be updating the membership further at the monthly CPCA Member Meeting on Tuesday, January 12. There was general agreement in the room that, though certainly preferable to have results in time to inform the GovCom's work, the survey will be valuable (assuming done well) for CPCA irregardless, serving to better define the membership and serve as a baseline to which future survey results and associated progress might be compared.

Other discussion areas related to a) survey execution focused on question types, b) the tentative plan to publish a draft of the survey for membership reaction and comment prior to finalizing, c) the survey distribution/response plan and d) promoting and marketing the survey to boost response:

- a) As discussed, we expect to use different types of questions ranging from multiple choice and agreement likert scales to possible limited rankings and open qualitative. It was suggested and generally agreed that keeping question formats simple with limited required "essay" type questions would be best to ensure strong response.
- b) Many (most) surveys don't include an early phase to publish a draft for public review and comment. However, in the interest of transparency, we will do that with this survey to maximize opportunity for CPCA members to review, comment and suggest changes prior to finalization.
- c) The powerpoint presentation includes an overview of a plan to distribute the survey in two phases. The first would be via email and a web-based response period. The second phase would center on mailing (via US Mail) the survey to non-respondents from Phase 1. In response to a suggestion, it was agreed that Phase 1 should also include proactive snail mailing to members for whom we don't have email addresses.
- d) Several ideas were suggested to promote the survey and maximize response rate beyond those in the powerpoint. These included possible flyers, email blasts to all member emails possessed by the Association (this idea was discussed and agreed to all by all present) and considering coordination with the NW Current. On the Current idea, others expressed caution about not promoting/marketing to Cleveland Park too broadly. This will be taken up further by the survey project team.

Finally, estimated timing for the next several steps (dependent on the team, schedules and individual capacity) is as follows:

Form Team: Jan 10-Jan 17

Draft Survey: Jan 13-Jan 22

Survey Draft Publication and Member Comment/Review Period: final 1-2 weeks of January

1<sup>st</sup> Phase Survey Distribution: First 2-4 weeks of February

2<sup>nd</sup> Phase Survey Distribution: Immediately following the 1<sup>st</sup> phase for ~ 2-4 weeks

The target (which may or may not be possible) is to have some results by March/April, when they might be useful to inform governance committee work but we won't achieve that goal at the expense of survey credibility, quality and utility.

The final part of the meeting focused on survey content with brainstorming of possible questions. There was good discussion about the high-value of demographic and behavioral questions and potentially lower value of psychographic/attitudinal questions. More specifically (and only as incremental to the

powerpoint which includes several “starter” ideas), specific demographic , behavioral and other question ideas (not decisions) raised at the meeting included:

#### *Demographic Question Ideas*

- Renter or Owner?
- How long a CPCA member?
- How many children in the household?
- # of cars owned?
- Voter registration status
- Race or ethnic origin

#### *Behavioral Question Ideas*

- Whether /how much cars, metro or other means are used for transportation
- Did you shovel your own sidewalk or have it shoveled for you in recent storms?
- How many CPCA meetings have you attended in the past X years?
- Which of the following reasons explains why you don't attend CPCA meetings more frequently (multiple choice including an 'other' option)
- How many times have you voted in CPCA election or at a CPCA meeting?
- Do you recycle?
- Other “green” behavioral questions
- Where do you buy the bulk of your groceries?
- Where would you like to buy most of your groceries?

#### *Other Question Ideas*

- Which of the following are preferred meeting times for you? (Mult. Choice incl. an 'other' option)
- Question(s) about a member directory (i.e., would you favor it? Would you agree to be included in it?)
- Other CPCA procedural issues
- What is the single most important Cleveland Park issue to you? (proposed as a possible final, 'catch-all' question)
- Why are you a member of the CPCA? (Mult. Choice incl options like “to get to know my neighbors”)
- A parking question
- Different issue questions
- Different types of “what should CPCA do about X” questions. [the group discussed some questions like this being important and whether such questions should have a near or longer term focus]

The meeting ended with a call for volunteers to help with different facets of the work that'll be required. Nearly all in attendance raised their hands. We'll need people to help with survey design, survey distribution, survey promotion/marketing, data entry , data analysis and packing of results for membership distribution. Barry indicated he'd be working to form the core project team, with a target size of 5-7 people, in the next week.