



CITY OF MUKILTEO

# PROSA

## SURVEY + OUTREACH RECOMMENDATIONS

**CEP 460**  
**Autumn 2024**



# Team members



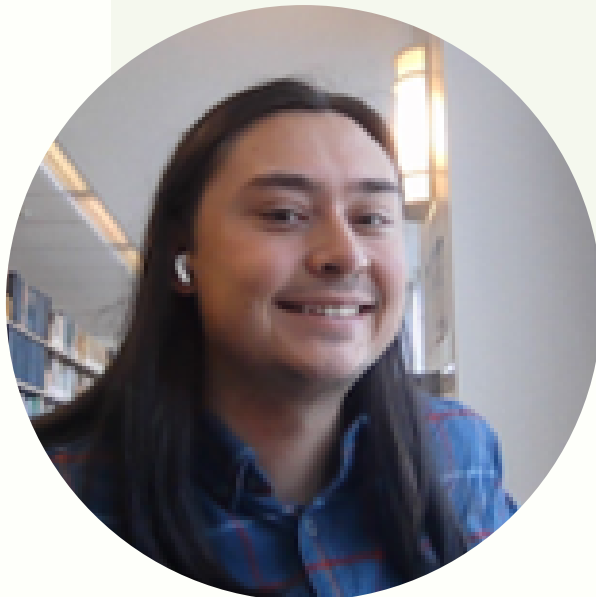
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# Agenda



- 1 PROSA context
- 2 Goals
- 3 Best Practices
- 4 Case Studies
- 5 Rewritten Survey + Recommendations



# PROSA Context



- Create a system meeting community needs in parks, arts, and recreation
- Identify new amenities and future park facilities
- Guide recreation activities and services
- Support arts and culture
- Ensure funding eligibility



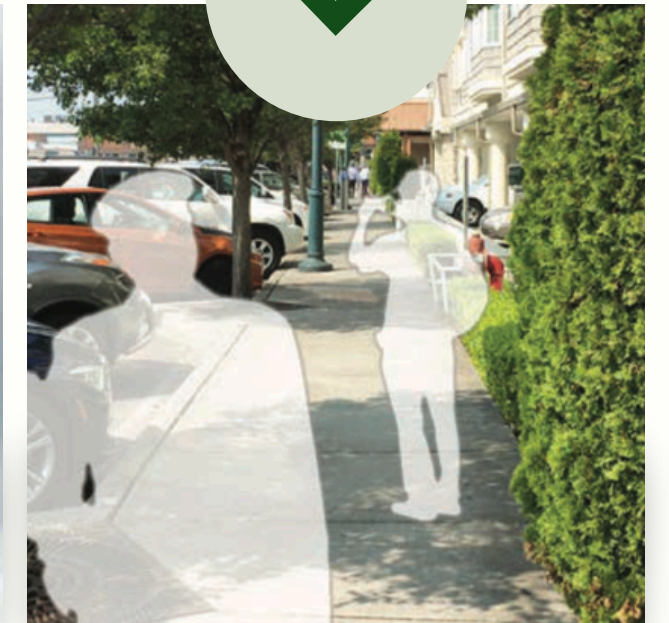
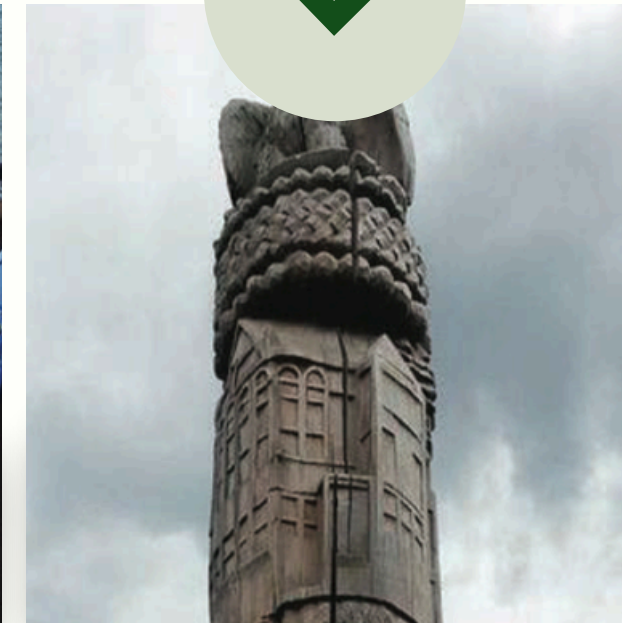
Why is this important?



Previous Survey



Previous Outreach methods



# Scope + Goals

## Outreach + Survey Recommendations

Identify suggestions for both survey construction and distribution based on current literature and local case studies.

## Rewrite Survey Questions

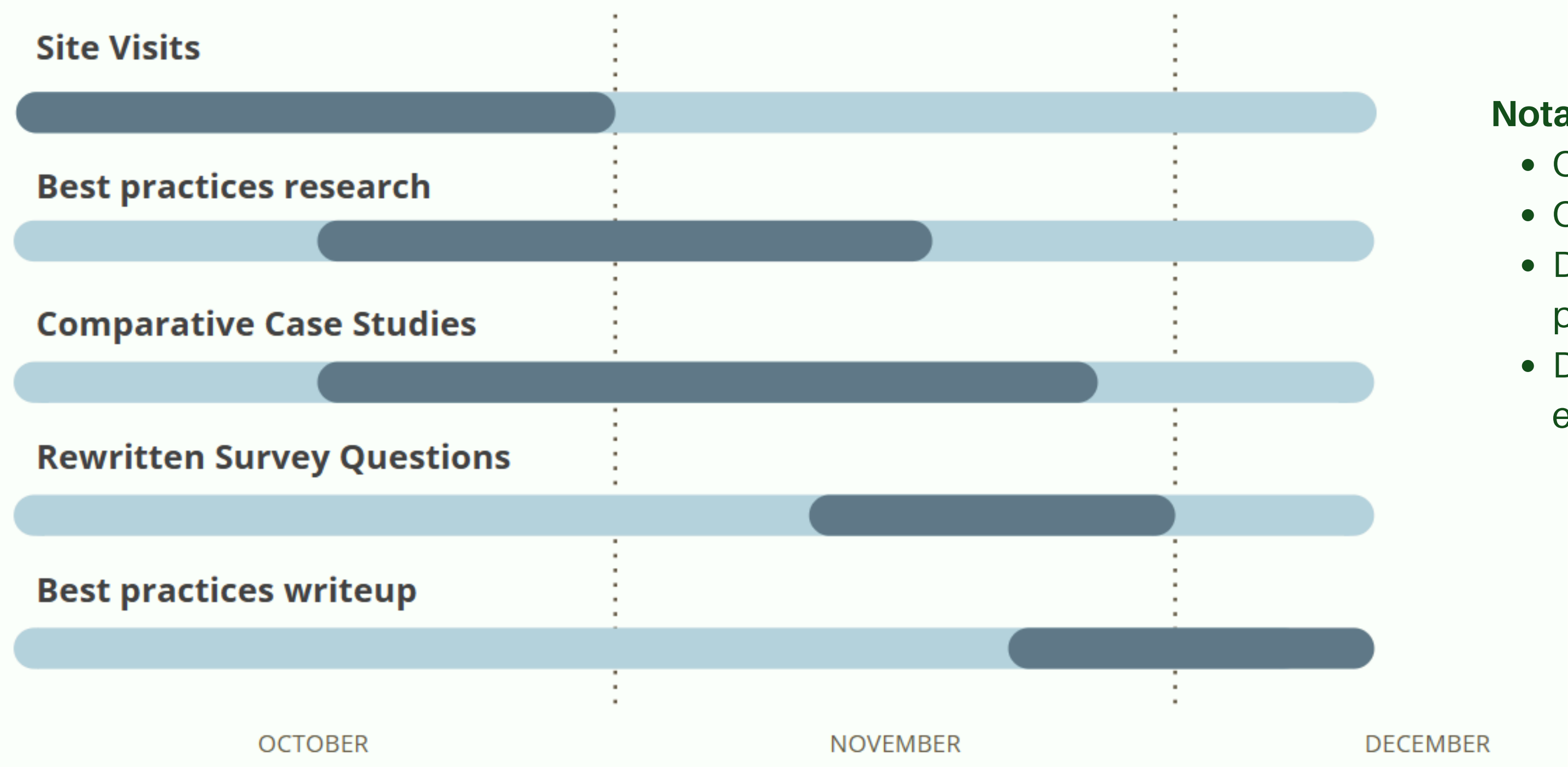
Reword survey questions in order to create a clearer, more effective survey with less potential sources of bias.

### Methods:

- Literature review
- Case studies
- Boo Bash survey
- Mukilteo community observations



# Timeline



**Notable dates:**

- Oct. 12: First site visit
- Oct. 27: Boo bash visit
- Dec. 2: Final presentation
- Dec. 12: Final product expected completion

# **Best Practices Research**

for outreach + surveys

# Survey Length + Time

- Streamlined surveys improve participant engagement and data quality.
  - Shorter surveys lead to more people completing surveys (Kost et. al).
- Survey length can be estimated with Pew Research's survey length methodology.\*
  - Stand-alone multiple choice- ~11 seconds
  - Battery item- ~7 seconds
  - Open-ended question: ~50 seconds to ~80 seconds
  - Check-all question: ~21 seconds
- 2017/2023 PROSA surveys length estimated at **just under 15 minutes** using this methodology.

\*Further research is required into the different amounts of time required for PEW research questions and PROSA questions.



# Survey Translation

Current research underscores the importance of:

- understanding target audiences
- using simple, **clear** language
- **not using online translation** machines
- translating for **cultural relevance**
- community/peer **review**
- making **time and budgeting** for translation
  - a 2019 King County report estimates 0.25-0.35 cents per word or \$50 per hour of translation

(City of Seattle n.d. a; City of Seattle n.d. b)



# Survey Distribution

Surveys should be distributed:

- utilizing **community** partnerships and organizations  
(The Social Change Agency n.d.)
- in **already-occurring** meeting places and groups  
(The Social Change Agency n.d.)
- using **multi-modal** outreach methods (Dillman et al. 2016)
  - mail
  - email
  - internet
  - flyers

# Survey Distribution Sites

- Churches
  - Slavic Christian Church Awakening
  - Sulamita Slavic Church
- Rosehill Community Center
  - Mukilteo Youth Advisory Committee (MYAC)
  - Mukilteo Seniors Association
- Parks
  - Lighthouse Park
  - Harborview Park
- Downtown
- Social media (Facebook)
- News outlets
  - Lynnwood Times
  - Mukilteo Beacon
- Senior centers and living facilities
  - Harbour Pointe Senior Living



# Survey Compensation

Research findings indicate that survey compensation:

- increases racial and age **diversity** of participants (Kost et al. 2018)
- is most effective when the compensation is **money** (Abdelazeem et al. 2023)
  - though vouchers and lotteries are also effective
- may be most effective when the compensation is **prepaid & unconditional** (Abdelazeem et al. 2023)
  - though promised payment is also effective (Yu et al. 2017)
- likely **does not impact** result quality or nonresponse bias (Abdelazeem et al. 2023); (Kost et al. 2018)

# Takeaways

## 01

**Materials should be translated and reviewed by native speakers.**

Ensures culturally-relevant, accurate translation.

## 02

**Survey respondents should be compensated.**

- Prepaid money is likely the most effective, but expensive.
- A voucher/lottery uplifting a local business is recommended in this case.

## 03

**Surveys should be distributed using multiple modes and at multiple sites.**

Meeting people where they are at boosts participation.

# Takeaways

## 04

**Survey should be mailed to every Mukilteo resident, if possible.**

This ensures statistically-significant, generalizable data.

## 05

**Survey length should be kept below 15 minutes.**

- This can be measured through existing methodology.
- Shorter surveys lead to less people stopping midway, leading to non-responses.

# Case Studies

## CASE STUDIES

# Overview

What are other cities doing for outreach methods?

How are other cities organizing their surveys?

What has been successful? What has not worked?

Cities/Cases	Population	# of Responses	Respondents/ City Pop.
Mukilteo (2017)	21,011	850	4%
Mukilteo (2023)	21,011	176	0.8%
Snohomish	10,243	97	0.9%
Lynnwood	43,867	324	0.7%
Kirkland	91,194	3001	3%
<b>Mountlake Terrace</b>	<b>21,516</b>	<b>1045</b>	<b>4.9%</b>



## CASE STUDIES

# Assumptions + Guidelines

### Questions that take longer to answer cost more 'points'

Question format	Assigned points
Stand-alone question	1
Battery item	0.67
Open-ended question	5 or 8 depending on requested length of answer
Check-all question	2
Vignette	1 per 50 words in length
Thermometer rating	1.5

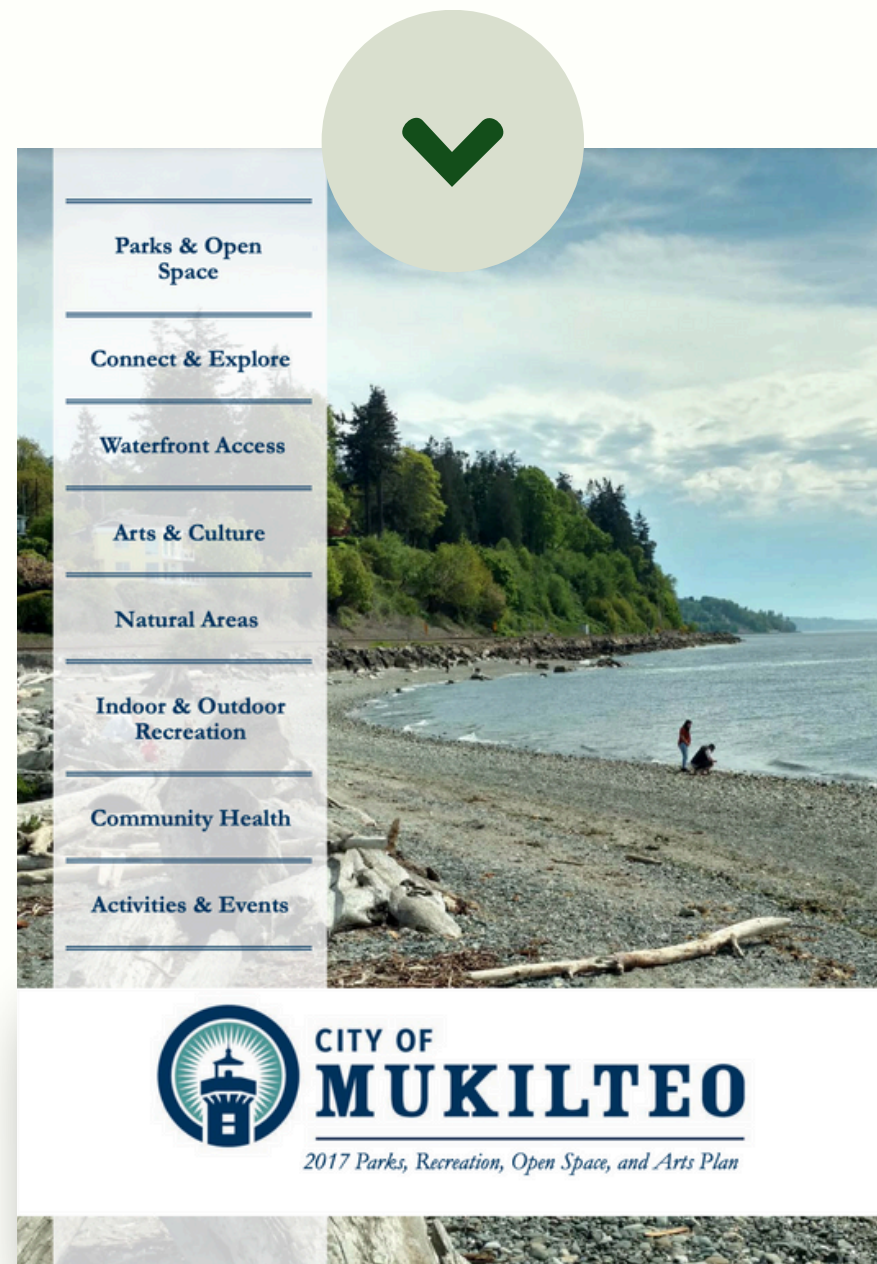
PEW RESEARCH CENTER

- Data + Numbers are from general survey —noted down if there were other surveys
- Survey length calculated from Pew Research Practices (2022)
  - Open-Ended Questions counted as 5 points
  - Points Budget is 85 points
  - Priority ranking is counted as a “check-all question”

## CASE STUDIES

# Mukilteo

2017/2023 PROSA Plan



## Outreach Methods:

# of Responses

**850 / 176 responses**

Responses/Population

**4% / 0.8%**

(2017)

- Online survey
- Public Outreach Email
- Tabled at community events
  - Farmer's Markets, Touch-a-Truck, Town Hall Open House

## Survey Organization:

# of Survey Questions

**27 questions**

Survey Length Score

**81.60**

Survey Topics

- Demographics: 5
- Current Use + Amenities: 11
- Arts: 4
- Desired Changes: 7

Survey Question Types

- Stand-Alone: 6
- Check-All: 11
- Battery: 9

# CASE STUDIES

# Snohomish

## 2023 PROS Plan



### Parks, Recreation, and Open Space Long Range Plan



## Outreach Methods:

# of Responses  
**97 responses**

Responses/Population  
**0.9%**

- Web-based Survey started in 2022
- Signs posted in parks
- Tabled at weekly Farmer's Market and at Comp. Plan events
  - "Design-A-Park" stations
- Used interactive map to collect survey information

## Survey Organization:

# of Survey Questions  
**10 questions**

Survey Length Score  
**75.55**

### Survey Topics

- Demographics: 4 (question)
- Existing Parks System: 3
  - (Current use + amenities)
- Non-Snohomish Parks Use: 3
  - (Desired Changes)

### Survey Question Types

- Stand-Alone: 4
- Open-Ended: 6

# CASE STUDIES

# Lynnwood

## 2016 PARC Plan



## Outreach Methods:

# of Responses

**324 responses**

Responses/Population

**0.7%**

- Random mailing sample
- Online surveys
- Community events and locations
  - Food banks. COVID-19 Clinics, etc.
- Public Open houses
- Wide variety of translation
- 3 different surveys
- Signs in Parks

## Survey Organization:

# of Survey Questions

**20 questions**

Survey Length Score

**69.11**

### Survey Topics

- Demographics: 5
- Funding: 1
- Existing parks and rec. system: 3
- Changes: 7
- Open comment/ Suggestions: 1

### Survey Question Types

- Stand-Alone: 9
- Check-All: 14
- Battery: 6
- Open-Ended: 2

# CASE STUDIES

# Kirkland

## 2021 PROS Plan



**Kirkland, WA Comprehensive Parks, Recreation, and Open Space Master Plan Report**



December 2021

## Outreach Methods:

# of Responses

**3,001 responses**

Responses/Population

**3%**

- Mailed surveys and postcards
- Open link survey
- Public meetings
- Focus groups and Stakeholder interviews
- Event tabling
- Digital engagement
- Youth-specific outreach/survey

## Survey Organization:

# of Survey Questions

**32 questions**

Survey Length Score

**96.32**

- Demographics: 10
- Living in Kirkland: 3
- Current Usage: 2
- Current Condition: 5
- ADA Evaluation: 2
- Communication: 4
- Fees: 3
- Desired Changes: 2
- Open Comment + Suggestions: 1

CASE STUDIES

# Mountlake Terrace

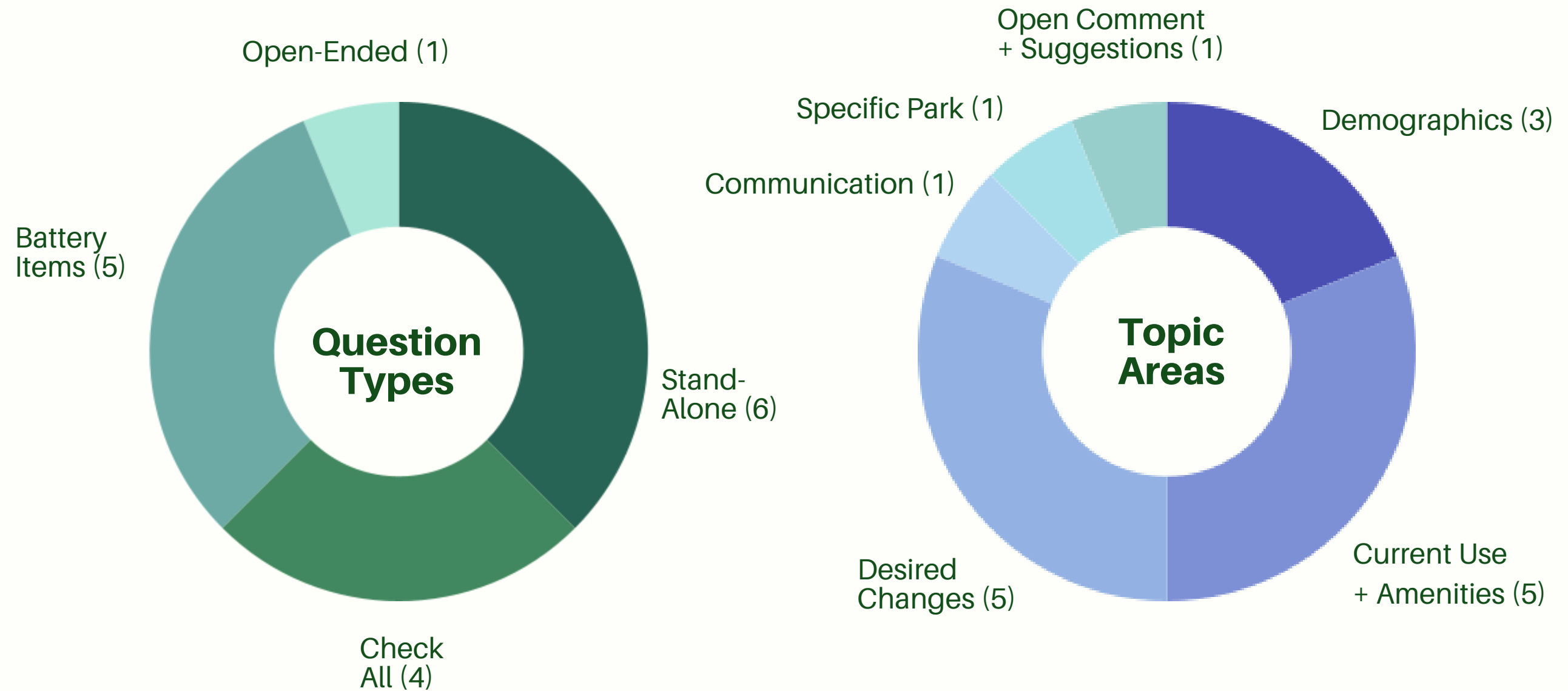
2022 RPOS Plan



## Survey Organization

# of Survey Questions  
**16 Questions**

Survey Length Score  
**51.83**



## CASE STUDIES

# Mountlake Terrace

2022  
RPOS Plan



## RPOS PLAN

City of Mountlake Terrace



## Survey Organization

# of Survey Questions  
**16 Questions**

Survey Length Score  
**51.83**

- Brief 5-10 minutes
- Open-ended questions

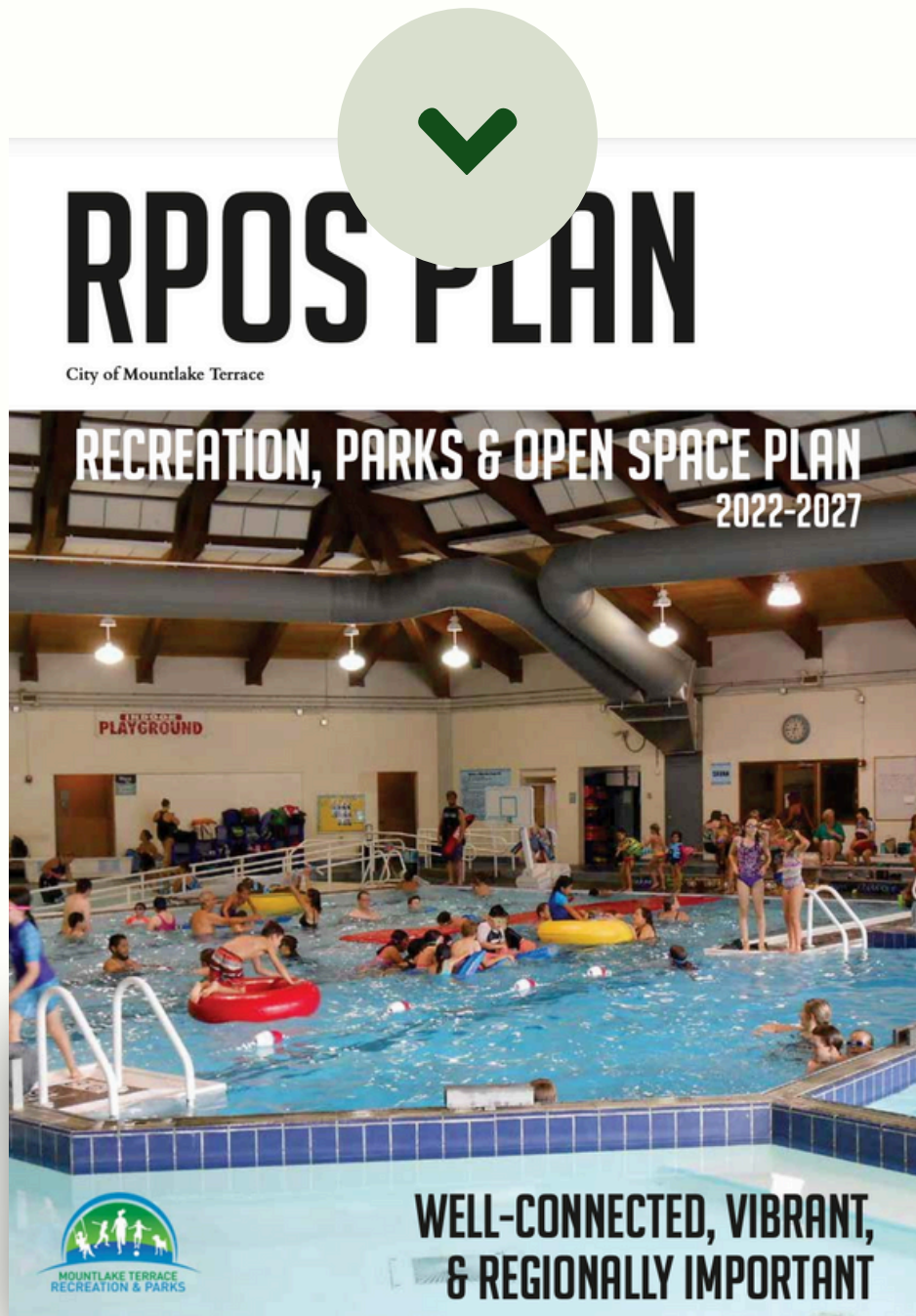
### Four Different Surveys

1. (General) RPOS Survey
2. Teen Survey
  - Conducted through schools
  - 6 questions; 66 responses
3. Veterans Memorial Park Survey
  - 249 Responses
4. Veterans Memorial Park Design Concepts Survey
  - 46 responses

## CASE STUDIES

# Mountlake Terrace

2022  
RPOS Plan



## Outreach Methods

# of Responses

**1,045 responses**

Responses/Population

**4.9%**

- Mailed surveys
- Online survey
- Reminder Postcards
- City website and social media
- City newsletter
- Multiple language options



## CASE STUDIES

# Takeaways

## 01

### Use Mountlake Terrace Case Study as a Model

Adapt the strategies for Mukilteo

- Similar population
- Similar topics
- Greater response rate

## 02

### Response Rate Goal Should be 4-5%

- 4% is more conservative
- 5% is more ambitious
- Achieved by Mukilteo (2017) and Mountlake Terrace



## CASE STUDIES

# Takeaways

### 03

#### **Split Up Outreach For Specific Groups/Parks**

Precedent for splitting up outreach methods and surveys for specificity

- Cuts down questions from general survey
- Will yield fewer responses for specific ones
- More specific, pertinent input for underrepresented groups
- Also, used for specific input on parks

### 04

#### **Open-Ended Questions Are For Specific Outreach**

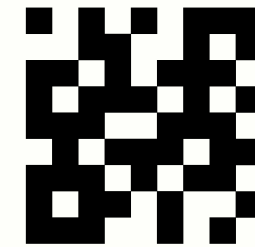
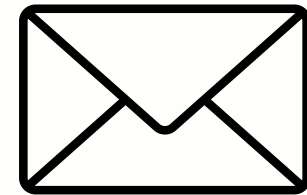
They should not be used for general survey other than for an optional open comment



# **Final Deliverables**

# Outreach Recommendations

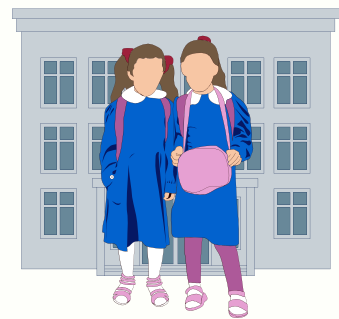
## Multi-Channel Distribution



Increase reminders

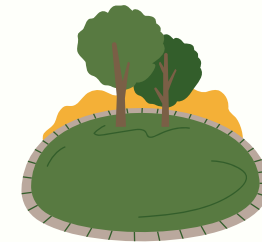
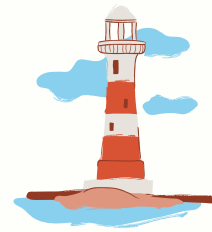


## Community-Specific Outreach Plan



# Outreach Recommendations

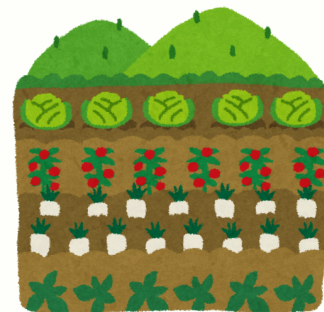
Adapt Park Specific Surveys



Increase Public events and Tabling



Collaborate with Local Organizations



# Survey Restructuring

## General Survey

On Mukilteo's overall parks, amenities, and public needs

## Youth Survey

- Tailored for youth-specific feedback (ages 0–18)
- Specific outreach strategies for youth-engagement

## Lighthouse Park + Waterfront Design Survey

Specific to localized facilities and improvements in Lighthouse Park and the waterfront area.

# Rewritten Survey | Altered Questions

5 | Reworded Question

8 | Moved to Youth Survey

9 | Reworded Question

10 | Removed

11 & 12 | Reworded Question, Altered  
Answers

13 | Reworded Question, Altered Answers

14 | Added

15 | Reworded Question, Altered Answers

16 | Altered Answers

22 | Removed

# Rewritten Survey | Edits and Reasoning

- Changed language from passive to active, negative to positive connotation
  - E.G. "I do not feel safe" - "Concerns about safety"
- Altered survey questions to reduce survey length or increase completion rate
  - E.G. Park Amenities combine with Outdoor Amenities
- Simplified survey answers to improve data collection
  - E.G. 1-10 in lieu of 1-100, Neutral option on survey question
- Highlighted certain questions that could be moved to their own surveys to improve data collection
  - E.G. Separated questions directed specifically towards the youth from the survey and highlighted unfocused/distracting questions.



# Rewritten Survey [Draft Slide]

## Altered Questions:

9. From the following list, please check ALL of the parks and facilities you or members of your household currently use:

13. Indicate how well the needs of YOU or YOUR HOUSEHOLD are being met for each of the PARK AMENITIES

23. Do you think the City should explore additional funding of parks, open spaces and recreation facilities if significant needs and effective project proposals are identified?

## Reasons for Edits:

- Changed language from passive to active, negative to positive connotation
  - E.G. "I do not feel safe" - "Concerns about safety"
- Altered survey questions to reduce survey length or increase completion rate
  - E.G. Park Amenities combine with Outdoor Amenities
- Simplified survey answers to improve data collection
  - E.G. 1-10 in lieu of 1-100, Neutral option on survey questions

# Goals for Next Quarter(s) Classes

1. Create Outreach Strategy using this quarter's research
2. Create revised, multi-modal survey
  - a. mail
  - b. email
  - c. community orgs
  - d. news outlets
  - e. tabling & flyers
3. Execute outreach strategy
4. Analyze data
  - a. identify limitations, themes, and draw conclusions
5. Apply survey feedback to PROSA plan

# THANK YOU!

CEP 460  
Autumn 2024



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