



# 2024 CITIZEN SURVEY PREVIEW

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# AGENDA:

- 2024 Survey Consultant
- Survey Instrument
- Communication Plan
- Timeline





## Stephen R. Neely, PhD



- **Research Consultant, Forward Analytics**

Dr. Neely holds a MBA & Ph.D. in Public Administration from North Carolina State University. He serves as a Professor of Public Administration teaching undergraduate and graduate level classes in in the areas of public policy, quantitative analysis, and survey research.

As a research consultant, he conducts research in the areas of public affairs, public policy, social media, education and K-12 education policy. He has written numerous peer-reviewed public administration publications, opinion papers, lectured at national and local conferences, and has conducted national, state and municipal level survey research.



## SURVEY INFORMATION

- Closely duplicates 2019 & 2022 survey for comparison purposes
- Review modified questions regarding Parking/Traffic concerns, capital projects/budget & strategic planning priorities
- Approximately 30 survey questions & 7 demographic questions
- Survey will run approximately 3 weeks



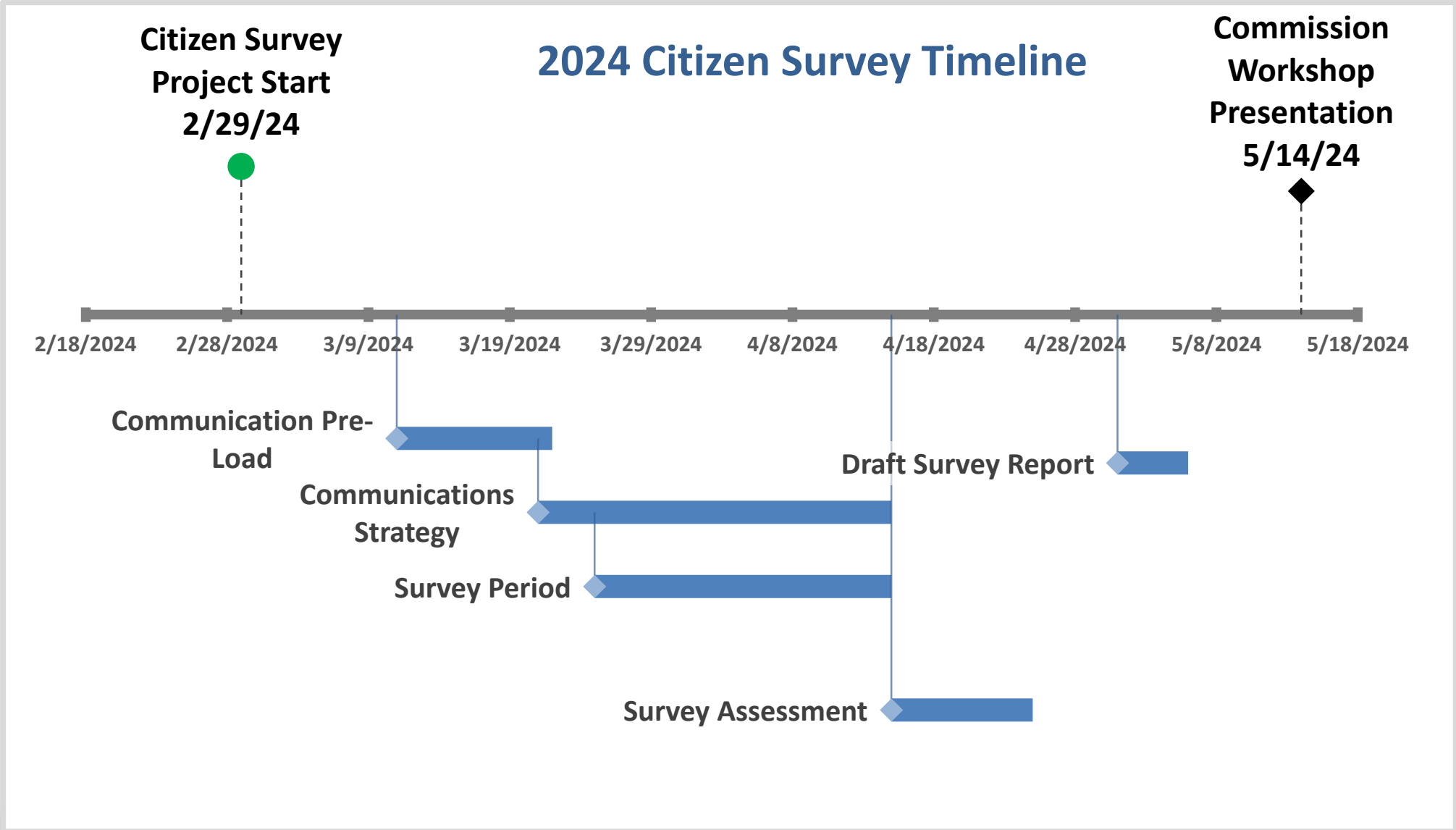
# Communication Plan



## Multi-pronged Communication Strategy:

- ✓ Project Page on Website
- ✓ Graphics for flyers & rack cards
- ✓ Blog Post via DunediNEWS
  - Pre-survey posting March 21
  - Continued posting during survey period
- ✓ Direct Email Campaign
  - Special DunediNews edition
  - Community email list distribution
- ✓ Social Media Posting
- ✓ Group Sharing
  - Schools, Social Organizations, Boards & Committees
- ✓ Community Ambassadors

# Survey Timeline





# QUESTIONS