TIPS FOR DESIGNING A SURVEY

EARLY COMMUNITY OUTREACH FOR DESIGN REVIEW

**June 2018**

This document is intended to serve as a resource for development projects conducting early community outreach for Design Review, as required by [Seattle Ordinance No. 125429](http://www.seattle.gov/dpd/cs/groups/pan/@pan/documents/web_informational/p3566993.pdf) and [joint SDCI Director’s Rule 4-2018 / DON Director’s Rule 1-2018.](http://www.seattle.gov/dpd/codes/dr/DR2018-4.pdf)

# General/Settings

* Use online tool or version that allows a large or unlimited number of submissions so everyone who wants to take the survey can (some companies offer this for free, others may require you to pay)
* Use a tool or version that allows you to export your data
* Limit the number of required questions
* Try to keep the whole survey to under 10 questions

# Privacy Guidance ([download the Seattle IT Privacy Guide](http://www.seattle.gov/Documents/Departments/Neighborhoods/Shared/Early%20Outreach%20for%20Design%20Review/Design_Review_Outreach_Privacy_Program_Recommendations.docx) [here](http://www.seattle.gov/Documents/Departments/Neighborhoods/Shared/Early%20Outreach%20for%20Design%20Review/Design_Review_Outreach_Privacy_Program_Recommendations.docx))

* Only ask questions that directly relate to the new development or to better understand the neighborhood context. Don’t collect personal or sensitive information.
* Do not include the City or Department logos or anything else that would give the impression that the survey was designed by the City.
* Display prominent notice of data collection and the Public Records Act at the top of the survey
* Be clear about which questions are required versus optional.
* Secure the information collected via survey by not sending it over email unless it is encrypted; and once collected, download and store in a secure system.
* Do not collect IP address or other system information linkable to an individual (this is an option with SurveyMonkey and other survey services).
* Limit use of open text fields. This limits the possibility of users mistakenly providing sensitive information like family names, addresses, health and income information, or other data points. Instead of open data fields, use radio buttons, multiple choice, or yes/no options.

# SAMPLE SURVEY

Landing Page

* Who, What, Where

“[Developer Org] and [Architect Org] are partnering on the redevelopment of [property address or name]. When it’s complete, the new building will be about [#] stories tall and will include approximately [#] market rate units, [#] affordable housing units, and [#] square feet of [retail, office, or other uses]. We’re just getting started planning now – construction could start in [season, year] and the building could be open as early as [season, year]”

[Developer and architect logos]

[Developer and/or architect website links]

[Map of location of project (embedded google map or static image)]

* Why

“We want to hear from the community about what you want to see at this property. Please share your ideas about designs and activities for the new building and any other thoughts that would help us understand your concerns and priorities for this property and neighborhood overall.”

* When [must be available for at least 21 days]

“This survey will be open from [month and day open] to [month and day closed]. After that, we’ll start preparing for the City’s [Design Review](http://www.seattle.gov/dpd/aboutus/whoweare/designreview/program/default.htm) process and other permitting steps.”

* Privacy Statement

“Information you share in this survey could be made public. Please do not share any personal/sensitive information.”

* More Info

“To find out more about this project and track our progress through the permitting process, search the project address/number “[project address/number]” in the [Design Review Calendar](http://www.seattle.gov/dpd/aboutus/news/events/DesignReview/SearchPastReviews/default.aspx) and the [Seattle Services Portal](https://cosaccela.seattle.gov/portal/welcome.aspx). To find out more about early outreach for design review, visit [DON’s webpage](http://www.seattle.gov/neighborhoods/outreach-and-engagement/design-review-for-early-outreach).”

# Questions

1. What is your connection to this development project? (select all that apply)
   * I live very close to the project
   * I live in the general area
   * I own a business nearby
   * I visit the area often for work or leisure
   * I don’t have a direct connection, but I care about growth and development in Seattle
   * Other [fill in blank, 100 character maximum]
2. What is most important to you about a new building on this property? (select up to two)
   * That it is nice looking
   * That it looks unique and interesting
   * That it brings new services or amenities to the area (businesses, open space, etc.)
   * That is affordable for residents and/or businesses
   * That it is designed to be family-friendly
   * That it is designed with environmental sustainability in mind
   * Other [fill in blank, 100 character maximum]
3. We will be providing retail space at the street-level. What types of businesses would you like to see? (select up to two)
   * Coffee shop, restaurant, pub, etc.
   * Personal services (hair/nails, gym, laundry, etc.)
   * Grocery store
   * Other shopping (convenience store, drug store, gift shop, etc.)
   * Small or local businesses of any type
   * Other [fill in blank, 100 character maximum]
4. We will be improving the sidewalks and landscaping at the street-level. Which are the most important for designing the public areas? (select up to two)
   * Good for pedestrians (enough space to walk, etc.)
   * Lots of plants/greenery
   * Lighting, “eyes on the street”, and other designs for safety
   * Attractive building materials at street-level (siding, windows, doors, signs, etc.)
   * Seating/places to congregate (sidewalk cafes, benches, etc)
   * Other [fill in blank, 100 character maximum]
5. What concerns do you have about the project? (select any/all that apply)
   * Construction noise/impacts
   * The current business/use/building is going away
   * That I will not like the way it looks
   * That it will not be affordable
   * That it may feel out of scale with other buildings nearby
   * That it will make driving and parking in the neighborhood more difficult
   * I don’t really have any specific concerns
   * Other [fill in blank, 100 character maximum]
6. Is there anything specific about this property or neighborhood that would be important for us to know?

[fill in blank, 300 character maximum]

1. What else would help make the new building successful for decades to come?

[fill in blank, 300 character maximum]

1. Would you like to be contacted about this project in the future? If so, please provide your email address.

[fill in blank, 100 character maximum]

Form Submitted Page

“Thank you for sharing feedback about our project! You input is helpful for us to hear as we start to plan for the new building. To find out more about this project and track our progress through the design review and permitting process, search the project address/number “[project address/number]” in the [Design Review Calendar](http://www.seattle.gov/dpd/aboutus/news/events/DesignReview/SearchPastReviews/default.aspx) and the [Seattle Services Portal](https://cosaccela.seattle.gov/portal/welcome.aspx). Have any other project-related thoughts or ideas to share? Contact [name] at [email address].”