



# HOW-TO

# Questionnaire



## GET READY! Agree on your goals for using this tool.

Remember to work with your Partnerships for Parks (PFP) Outreach Coordinator (OC) when using input-gathering tools. Your OC can answer questions, offer suggestions, and help you work well with Parks throughout the capital process. To find your OC, visit the People Make Parks (PMP) Website.

### SUGGESTED MATERIALS:

- > One-page questionnaire
- > Pens
- > Clipboards

### OPTIONAL:

- > Computer with Internet access to create Zoomerang or Survey Monkey Questionnaire

## BEGIN PLANNING: AT LEAST 3 MONTHS BEFORE

- Review the Event Planning Tool, Timeline, and Checklist.
- Discuss your goals in using a Questionnaire. Use the questions below as a guide:
  - > WHY do we want to use a Questionnaire?
  - > WHO do we want to reach with a Questionnaire, and WHAT is the best method (in-person, Website) to reach them?
  - > WHAT information or feedback about our park do we want to collect with a Questionnaire?
  - > WHEN do we want to conduct the Questionnaire, so that the most people can participate?
  - > WHERE do we want to conduct the Questionnaire to encourage strong participation?
  - > DO WE NEED to create the Questionnaire in multiple languages - or have an interpreter available when we administer the Questionnaire – to reach non-English speakers/readers?

## ORGANIZE: AT LEAST 2-2 ½ MONTHS BEFORE

- Discuss the information you'd like to gather with a Questionnaire. Examples include:
  - > How do you currently use the park?
  - > What matters to you most in renovating the park?
  - > What would you like to be able to do in the park that you can't do now?
  - > What are your favorite parts of the park?
  - > What parts of the park do you see as most problematic?
  - > How do you get to and from the park?
- Walk through the park and note places or features for which you'd like feedback.
- Talk to your Borough Capital Liaison, the Park Manager, and/or the designer, if one is assigned, to get their input on Questionnaire topics as well. Learn more about these people and their roles in the PMP Glossary.
- Decide if, in addition to in-person Questionnaires, you want to offer an online version to expand your reach to more community members.
- Choose five to seven questions for the Questionnaire. Keep language simple, so that the largest number of park users can understand it. Make sure it can be completed in less than 10, and preferably five, minutes, to keep people's attention.
- If offering Questionnaires in languages other than English, begin the outreach process to find an interpreter.
- If creating a free online Questionnaire with Survey Monkey (<http://www.surveymonkey.com>) or Zoomerang, (<http://www.zoomerang.com>), build it now, so that you have time to test it before the official launch.

## **OUTREACH: ONE MONTH BEFORE**

- Practice administering the Questionnaire by inviting your OC and representatives from local organizations to participate in a run-through.
- Afterward, ask people for feedback about their experience.
- Based on that feedback, and your own observations, make changes to the Questionnaire as needed.

## **GET SET!** Check last-minute details leading up to the event.

### **PREP FOR THE EVENT: 2-3 WEEKS BEFORE**

- Review the Event Planning Tool, Timeline, and Checklist to be sure your group is on track.
- Print enough copies of the Questionnaire for the number of people you think will participate.

## **GO!** Host the event & make sure everyone is heard!

- Station group members in a central or highly visible location(s) where it is easy to engage passersby.
- As people approach – or if you approach park users -- introduce the Questionnaire and explain how it relates to the capital project.
- To encourage participation, assure people that it takes from five to 10 minutes to complete.
- After the activity, explain to people how the Questionnaire will be shared with Parks and used to inform a new design. Let them know how they can stay involved with your group and the capital project going forward.
- Collect the Questionnaires for review and reporting.

## **RUN WITH IT!** Explore and share what you learned.

### **DEBRIEF: WITHIN 1-2 WEEKS**

- Analyze the Questionnaire responses by entering them into a computer program such as Microsoft Excel. Assign a number to each response for easier analysis. For example, make a Yes = 1 and No = 2. Work with your OC or an outside volunteer or consultant if you need help with data analysis.
- If using Zoomerang or Survey Monkey, those programs can analyze the data for you.

### **ANALYZE AND DOCUMENT: WITHIN 1-2 MONTHS**

- Read the Event-Planning Tool to learn what to include in your 1- to 2-page Questionnaire summary.
- Draft, review, and revise the summary, until you're ready to show it to your OC. With his or her help, further edit, if needed, to create a final version.
- If you've only used a Questionnaire to gather input, start planning future events or explore other tools you can use to discover what your community wants in a new park.
- Once you've gathered input using at least three tools, on different days, and/or from at least 50 people, depending on the size of your community and park, you should have enough to write a full Visioning Report that can be shared with the public, your community board, and Parks.

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