

TOWN OF BLOOMFIELD

POLICY MEMORANDUM

SUBJECT: Town-wide Surveys

NO: Policy # 110.07

DATE: February 27, 2018

AMENDED:

DISTRIBUTION: All Departments, Subcommittees,
Boards and Commissions

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Asst. to the Town Manager

APPROVED: Town Council – 4/9/18

I. PURPOSE

This policy establishes a consistent procedure for developing/managing town-wide surveys. Such a policy allows us to use best practices in this area, to benefit both the Town and the survey users. Surveys are used often as tools for assessment and improvement of programs and services and to solicit input from various stakeholder groups.

Accordingly, this survey policy fulfils the Town's commitment to ensuring that surveys conducted under the auspices of the Town are of the highest standard, meet ethical norms, foster transparency and objectivity and deliver results that add significant value to the decision-making processes.

II. RESPONSIBILITY

Anyone planning to administer a survey to Town of Bloomfield employees or residents must first obtain survey approval as part of the review by the Town Council.

The Town Council review ensures that appropriate privacy and data security protections are used. The right of participants to be appropriately informed prior to participation is also protected.

III. FORMS

New Survey Request Form

IV. PROCEDURE

- Be clear about what information you need from the survey and ask questions relevant to that purpose. Stay focused on your original purpose and avoid asking extra questions that are not pertinent to your study.
- Keep the survey short.
- Make sure you're not asking leading questions.
- Ask one question at a time (avoid double-barreled items).
- Use open-ended questions sparingly.
- Keep the language simple, avoid technical terms or jargon, and spell out/explain acronyms.
- Be specific with response options.