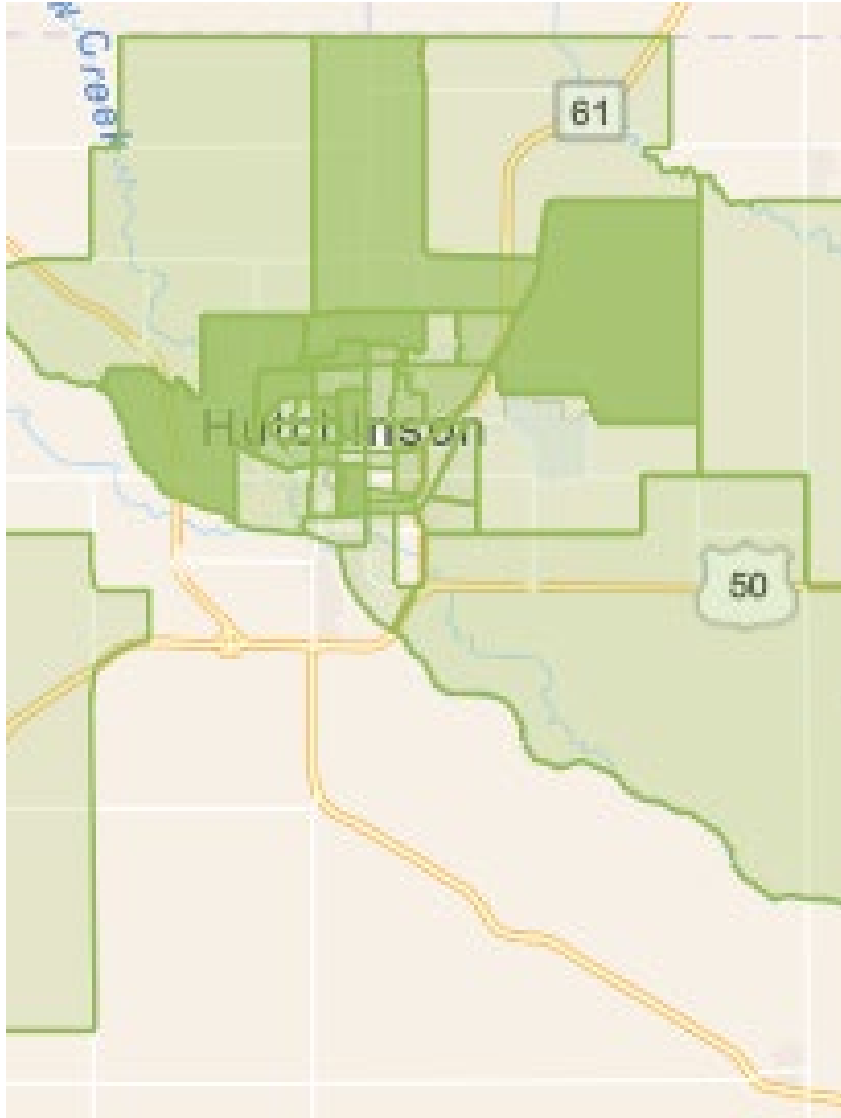


CITIZEN ENGAGEMENT SURVEY



THE CITY OF HUTCHINSON CONDUCTED A SURVEY WHICH SOUGHT TO UNDERSTAND HOW TO BEST ENGAGE OUR RESIDENTS. AS WE REDISCOVER A NEW NORMAL, WE WANT TO KNOW HOW RESIDENTS PREFER TO BE KEPT INFORMED AND INVOLVED WHEN IT COMES TO LOCAL ISSUES.



ABOUT THE SURVEY

- Survey consisted of 9 multiple choice questions
- Self selected online survey through third-party “Polco”
- Promoted on local media, hutchgov.com, Facebook, Instagram, Twitter, and LinkedIn
- Shared and promoted by several community partners
- Was open from March 18 through May 2, 2021.
- Sample: 264 respondents from all over Hutchinson (and a few just outside)



CURRENT BARRIERS TO ENGAGEMENT

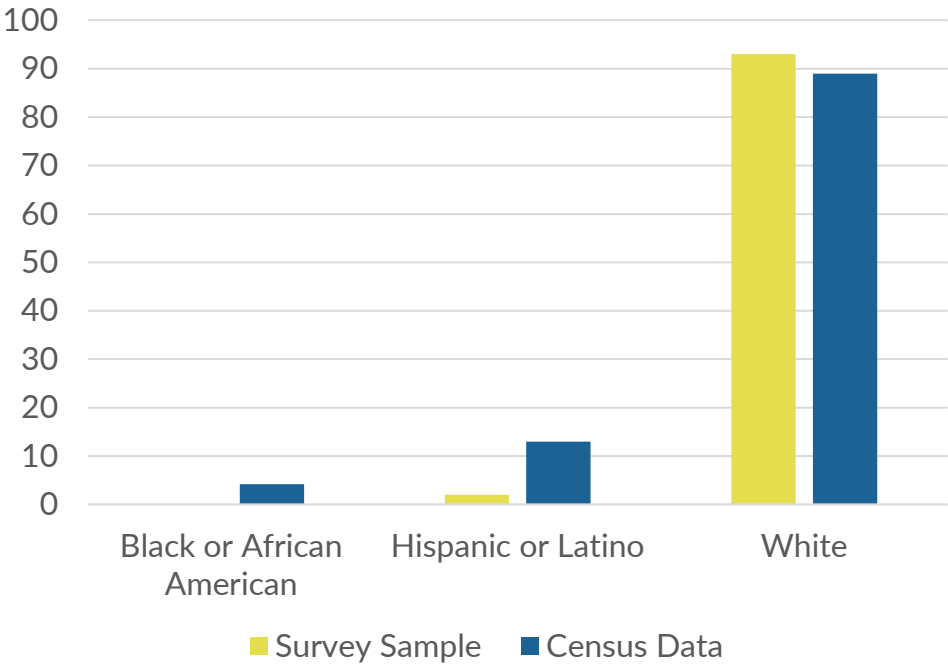
17.3% of households in Hutchinson do not have a broadband internet subscription at home.

Source: Census.gov

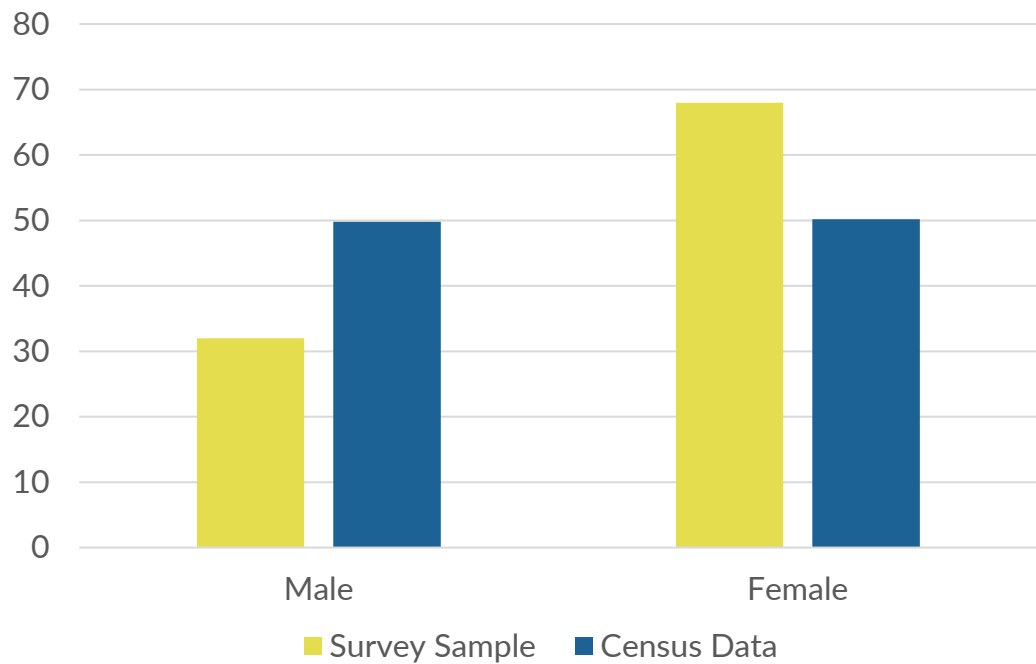


REPRESENTATIVENESS OF SAMPLE

Survey Sample vs. Census Data on Race



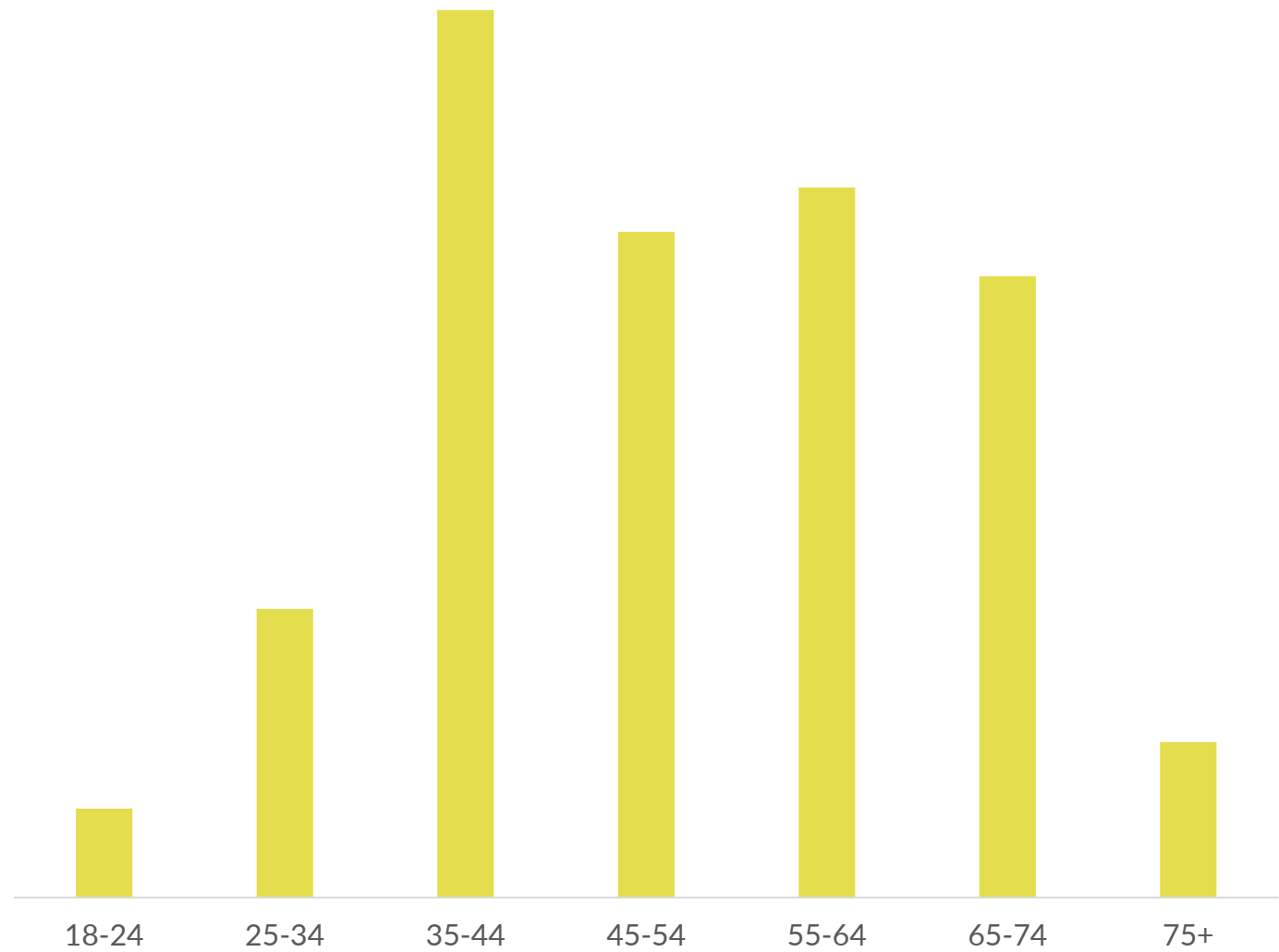
Survey Sample vs. Census Data on Gender



Source: Census.gov



SAMPLE BY AGE

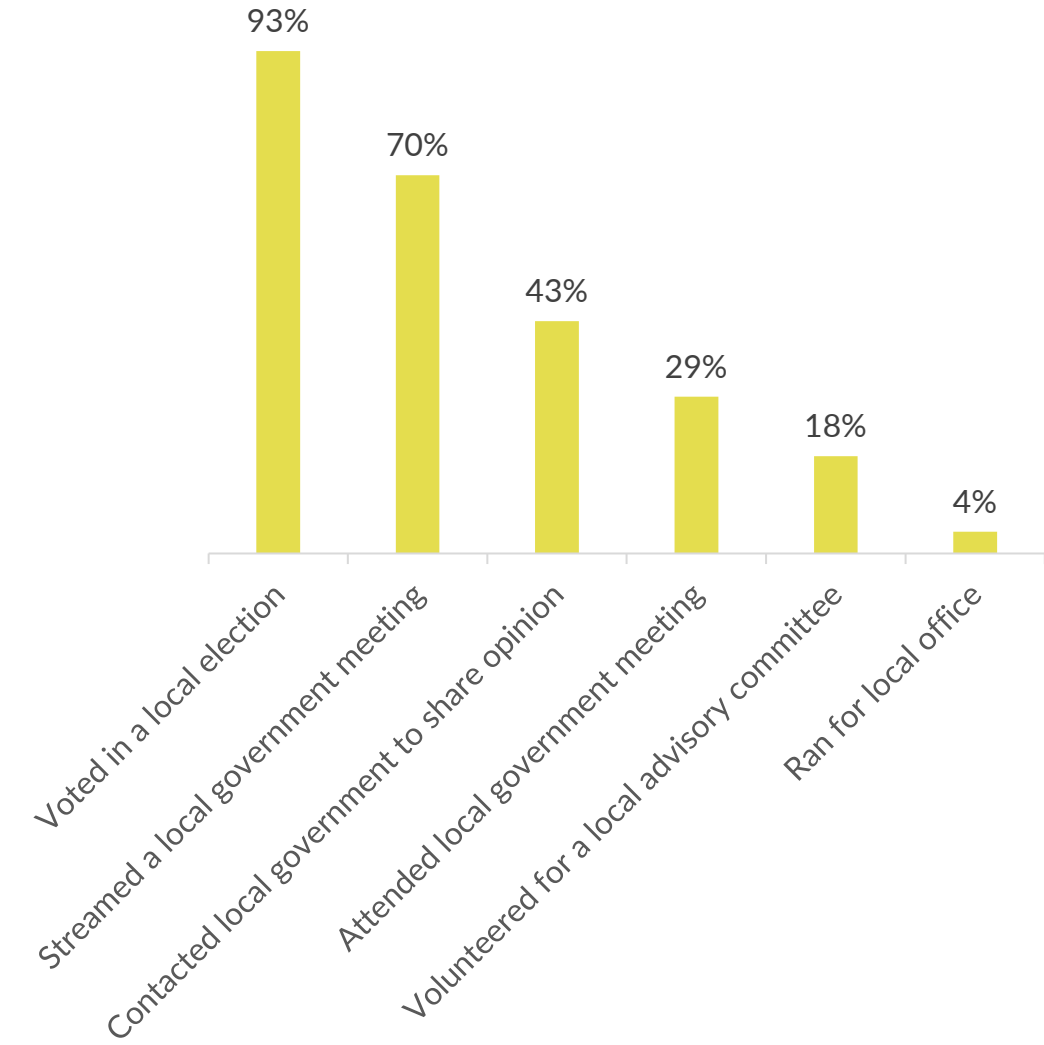


WHAT IT IS NOT:

A SCIENTIFICALLY REPRESENTATIVE SAMPLE, GENERALIZABLE TO THE HUTCHINSON POPULATION AS A WHOLE.

WHAT IT IS:

ANOTHER WAY TO GATHER INPUT FROM RESIDENTS, TO BE CONSIDERED WITHIN THE CONTEXT OF A LARGER DISCUSSION.

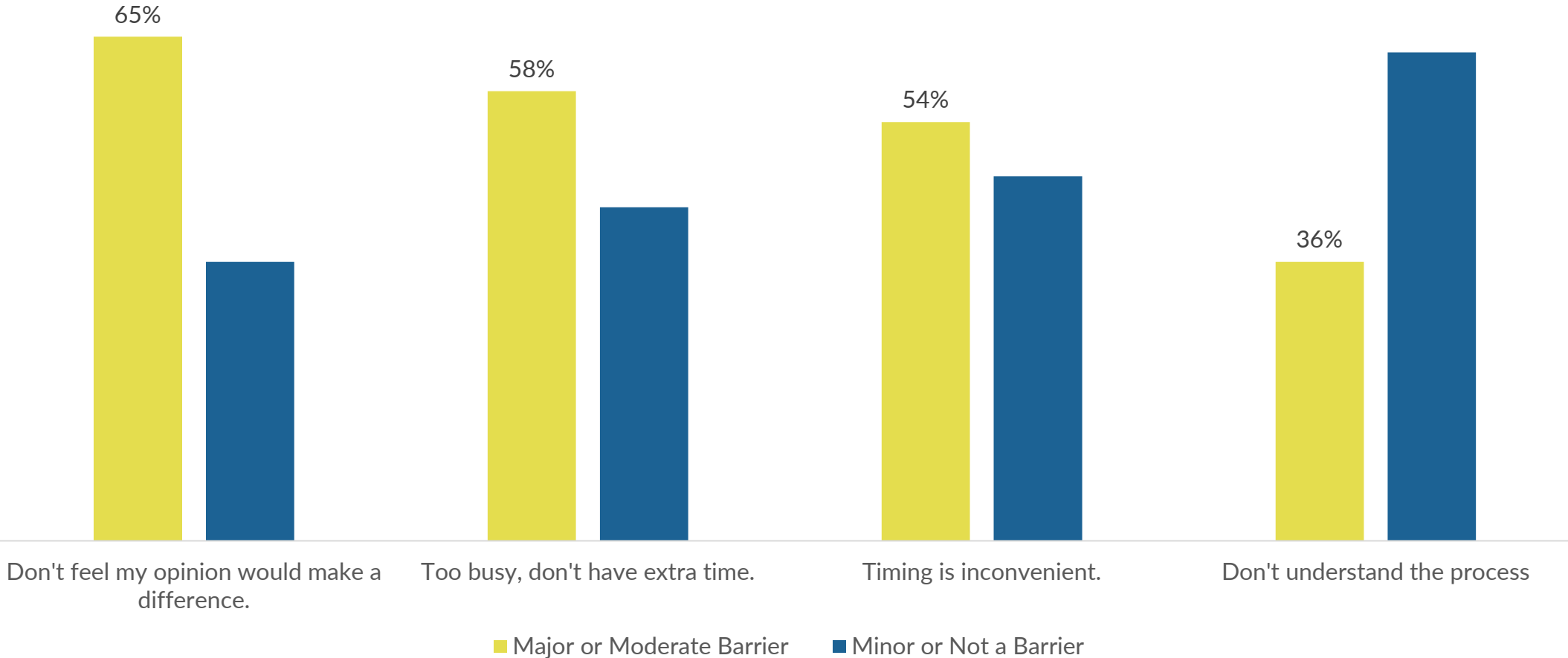


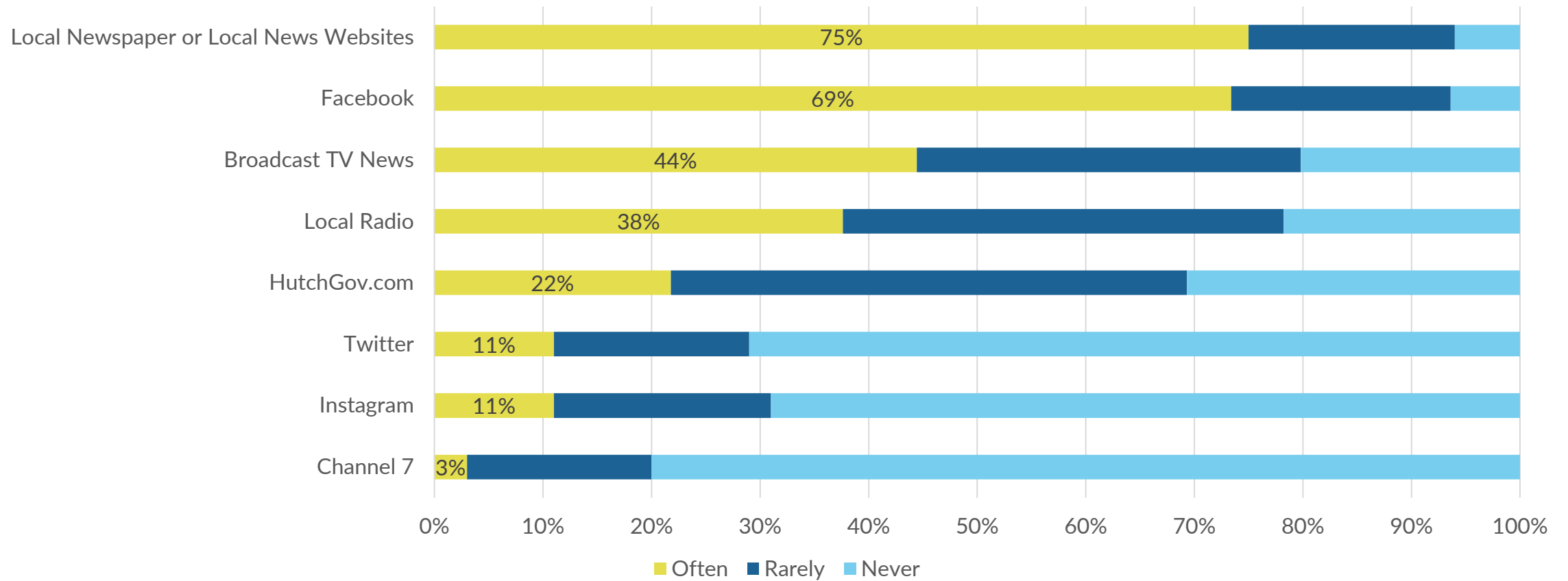
CURRENT ENGAGEMENT

Which of the following have you done in the past 2 years?



CURRENT BARRIERS TO ENGAGEMENT



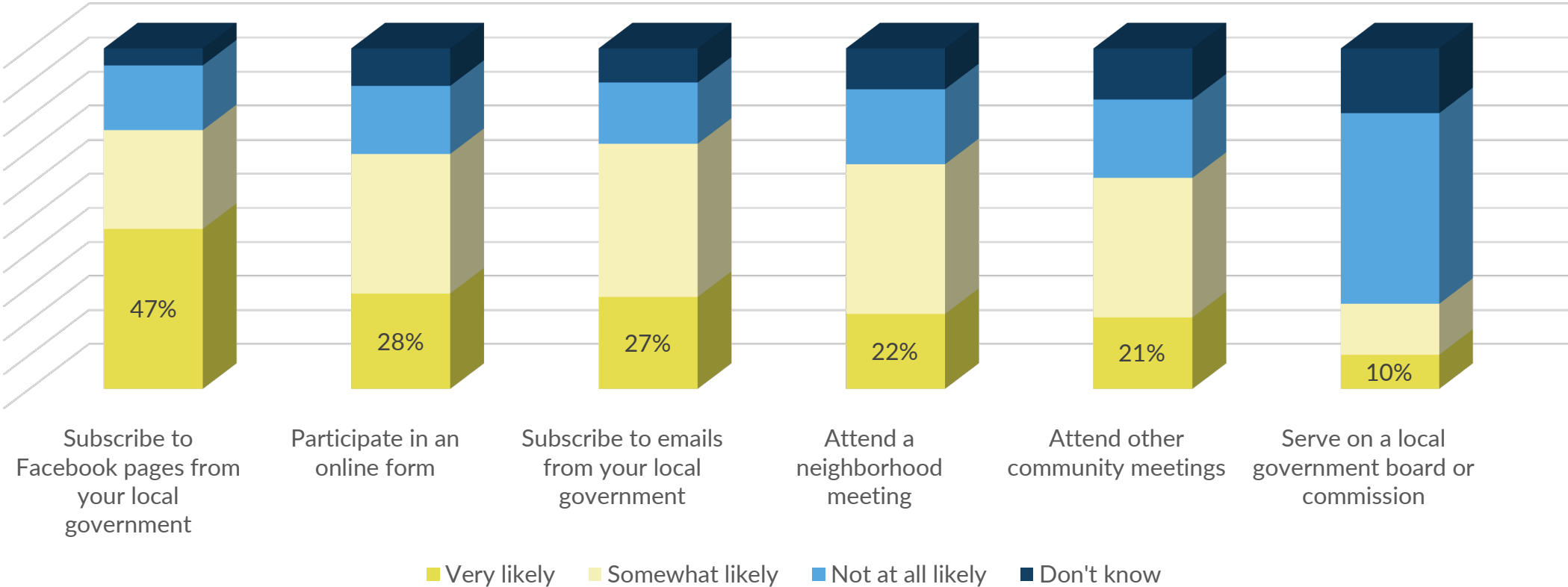


CURRENT SOURCES OF INFORMATION



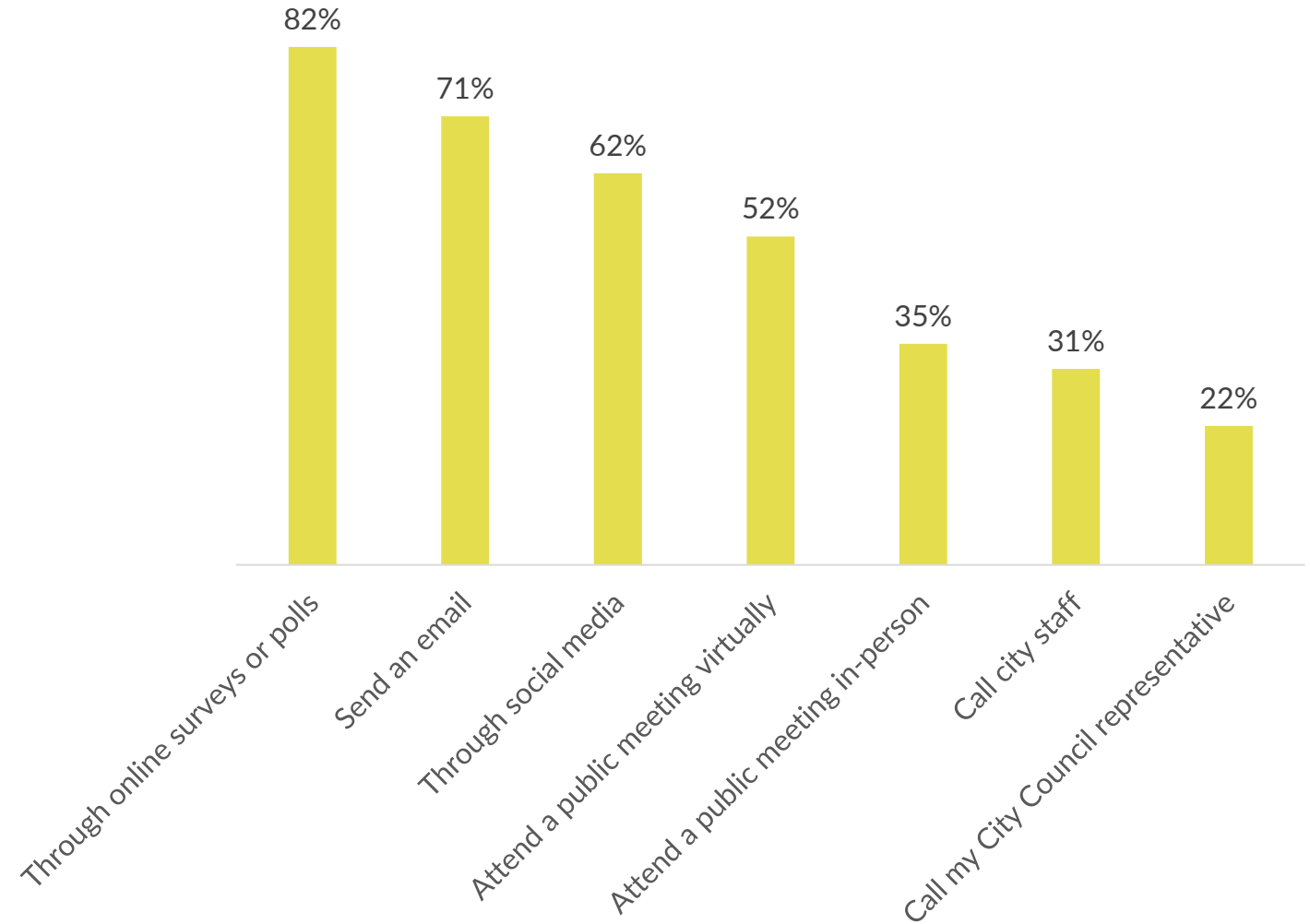
LIKELY FUTURE ENGAGEMENT

How likely, if at all, are you to do the following in the next year?



LIKELY FUTURE ENGAGEMENT

In what ways are you most likely to engage with your local government?



TAKE-AWAYS

There is no one way to reach everyone, it is important to continue with a multifaceted communications strategy.

Engagement has increased with technology and there is more room for growth there, but some people are still being missed.

Everyone has a different level of interest in engagement with local government, but information needs to be available to them.

By creating more opportunities for engagement that people can do on their own schedule, without travel or a large time commitment – we can increase input from residents beyond just when there is a problem.



NEXT STEPS

Work with IT to procure technology for more effective virtual/hybrid meetings.

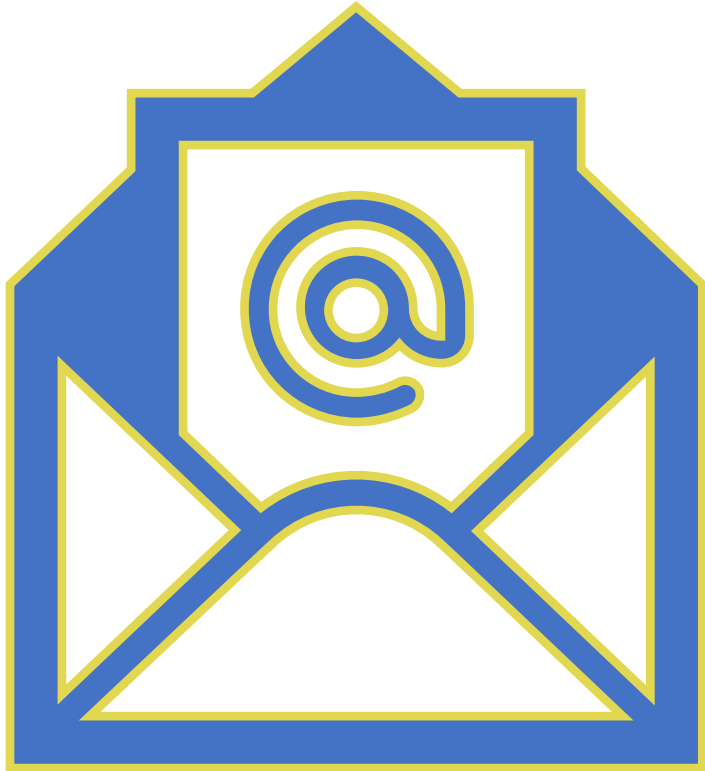
Work closely with Human Relations Officer to experiment with new ways to reach disenfranchised communities.

Increase use of polls and surveys to help gather input from the community at large.

Launch more responsive system to handle community complaints.

Create more intuitive website.

Look for creative options for reaching areas with low internet connectivity.



CONTACT

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To sign up for future surveys go to
<https://polco.us/Hutch>

