As we plan and develop transportation solutions, learning about affected and interested communities helps us be responsive to their needs, concerns, and aspirations. The best way to learn about a community is through conversations, and asking questions is usually how productive conversations start and continue.

Non-scientific polls and surveys are a relatively efficient way to ask questions and get public input. When bundled with a public meeting using GoToWebinar, the process of building, distributing, collecting, and analyzing results of polls and surveys has never been easier.

**Why Ask Questions?**
- Start or continue a conversation
- Fill knowledge gaps
- Demonstrate or check for understanding
- Get feedback on a proposal or activity
- Show care/respect by giving everyone a voice

**GOTOWEBINAR Polls and Surveys**

Polls are a simple and quick way to engage an audience during a virtual public meeting. People tend to enjoy answering nonintrusive questions about themselves, and all participants get to learn about the audience in real time. GoToWebinar polls are anonymous.

Keep polls light on text. Questions and responses should be easy to understand at a glance to get the most participation. GoToWebinar accommodates only multiple choice poll questions with either one answer or multiple answers.

Up to 20 polls can be uploaded to the GoToWebinar Control Panel before or during the meeting. GoToWebinar polls are launched, answered, and reviewed during the meeting.

Online attendees view the poll on a device screen and answer using a mouse or touchscreen. After a poll is closed, the results are shown to attendees immediately or later in the meeting.

Surveys can cover several topics and typically involve multiple questions, which may build off other questions to obtain more fine-grained details from survey takers.

Up to 25 survey questions can be uploaded during GoToWebinar setup. Available question types include:
- Multiple choice with one answer
- Multiple choice with multiple answers
- Rate on a scale (e.g., 1 to 5)
- Open ended

There are three options for launching a survey in GoToWebinar:
- Immediately after the meeting
- In the follow-up email to attendees (registered only);
- In the follow-up email to absentees (registered only)

Survey questions can also be added to fields on the GoToWebinar registration form.
ENGAGING WITH QUESTIONS using polls and surveys in GoToWebinar (continued)

Depending on customizations added when creating the GoToWebinar registration form, completed surveys will include details about the survey taker (name, email address, etc.). Survey data can be exported from GoToWebinar to Excel or CSV files for detailed analysis of the responses gathered and generating charts.

WRITING TIPS FOR SURVEY AND POLL QUESTIONS

LIMIT OPEN-ENDED QUESTIONS
These questions require thought to answer. If open-ended questions are used, put them at the end of the survey so survey takers are more apt to respond to most of the questions.

KEEP A NEUTRAL TONE
Avoid adding opinion or otherwise leading information to questions that could influence survey takers to answer in a certain way.

BALANCE ANSWER CHOICES
The answer choices provided can be another potential source of bias. Be sure to cover the full spectrum of potential responses (e.g., strongly approve to strongly disapprove).

AVOID TWO QUESTIONS IN ONE
Instead of asking survey takers to assess two different things at the same time, create two questions.

MAKE QUESTIONS DISTINCT
Vary the types of questions you ask and how you ask them. Spread out questions that look similar.

OPT FOR OPTIONAL ANSWERING
Forcing questions to be answered makes survey takers more likely to quit the survey or select an answer at random.

Survey taking should be a quick and easy experience

- Avoid too many questions. Try to keep the number of questions to 10–12 so that survey takers do not give up before completing the survey.
- Make sure questions are relevant to the audience so they care enough or are able to answer the questions. Avoid asking the same kinds of questions over and over.
- Ask for input from others. Are all questions clear? Do the answers cover all potential responses? Is the time to complete reasonable?

GOTOWEBINAR QUESTION TYPES

Survey questions can be open-ended or have a fixed set of responses to choose from, such as yes/no options, multiple choice, and rating scales.

MULTIPLE CHOICE: SINGLE ANSWER
The materials presented during the meeting were easy to understand.

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

MULTIPLE CHOICE: MULTIPLE ANSWERS
How do you prefer to get news about public meetings and events (check all that apply)?

- Letter
- Email
- Community group
- Newspaper
- Social media
- None of the above

OPEN ENDED: SHORT PHRASE
If you use social media, which do you use most?

- Twitter and Facebook

FOOTNOTE: If you choose to include questions, it is important to keep them thought-provoking and engaging. This can help to ensure that the survey takers are more likely to complete the survey.

CHOICE: RATE SCALE
How would you rate the effectiveness of the virtual meeting in conveying the project information (5 is best)?

- 1
- 2
- 3
- 4
- 5

OPEN ENDED: ESSAY
Provide any additional comments here:

I’m glad to see that sidewalks and bikeways are included in the project. Also, we need an easier way to cross the street by the library.