

Envision Prince George's Outline for Conducting An Individual Survey

Ask a friend, neighbor, colleague or family member to take part in the survey.

- *Do you have 10-15 minutes to participate in a survey we are taking about how to improve both the economy and the quality of life in Prince George's County?*

Explain that you are a participant in *Envision Prince George's* and that is the group conducting these surveys

- *I am a participant in a county-wide initiative called Envision Prince George's and we are conducting a wide variety of programs and activities to learn what county residents want in the future and get them more involved in important issues*
- *As part of this initiative, we are asking thousands of Prince Georgians to give us their views about how to create the future we all want to see.*

Read a description of *Envision Prince George's* and then ask them the first questions and record their responses.

- *I want to start by reading you a description of the purpose of Envision Prince George's and then ask you to comment briefly on its two goals*
- *"Envision Prince George's is a call to action to develop and implement a vision for our county with a vibrant economy and high quality of life for all"*
- *As you heard, one goal is for Prince George's County to have "a vibrant economy." What are a few key phrases that come to mind about what a "vibrant economy" would look like in the future for Prince George's County?*

Record the key phrases the person uses in their response and then direct them to the question about the second goal

- *The other goal is to have a "high quality of life for all." What are a few phrases that come to mind about what the key elements of a "high quality of life for all" would be?*

Record the key phrases the person offers and then direct them to the next question about the county's main assets.

- *Thanks for those comments. Now I want to ask you another question.*
- *What do you think are the main strengths, or assets, that we have in Prince George's County that we can build on during the next ten to twenty years to achieve the future we want?*

Record the main assets that they mention and then ask the next question about challenges.

- *Okay, next we want your views about the challenges we face as a county.*
- *What do you think are the main challenges, or problems, we have to overcome in order to meet these two goals of a vibrant economy and a high quality of life?*

Introduce the question about which groups have the greatest responsibility for implementing a positive vision of our future.

- *I'm now going to read a list of different groups or segments in our community and want you to pick the two that you think have the greatest responsibility for implementing a positive vision of our future.*
- *The groups of people are:*
 - *Community advocates*
 - *Property owners*
 - *Non-profit organizations*
 - *County officials*
 - *Faith leaders*
 - *Business leaders*
 - *County residents*
- *Which two of these seven groups would you say have the greatest responsibility for implementing a positive vision of our future?*

Record the answers to the previous question and then explain that you are going to ask a series of questions where the person should answer with a number from 1-5.

- *I am now going to read four different statements and with each one I want you to answer with a number between 1-5 with 1 being the lowest and 5 the highest.*

Read each of the following questions and record their answer from 1-5:

- *How important is it that we develop a countywide vision for the future and strategies for implementing it?*
- *How confident are you that a vision we develop for Prince George's County can be successfully implemented?*
- *How confident are you that if large numbers of county residents work together we can have a positive impact on the quality of life in our county?*
- *How willing are you to take actions and be involved in implementing a vision for our future?*

Ask a concluding question and record any final comments they have.

- *Do you have any other comments you want to make about your vision for the future of Prince George's County and what we should do to meet the twin goals of a vibrant economy and a high quality of life?*

Record any final comments and then ask record the basic demographic information below.

Age:

15-21 _____

22-34 _____

35-44 _____

45-54 _____

55-64 _____

65+ _____

Gender:

Male _____

Female _____

Race/Ethnicity:

African-American _____

Caucasian/White _____

Latino/Hispanic _____

Asian-American _____

Other (please specify) _____

Which community does the person live in? _____

Thank them again and explain how they can learn more and be involved in *Envision Prince George's* if they wish to do so. If they want to be involved, have them fill out a card with their name, email address and phone number.

- *Thank you so much for your time. Your results will be compiled with those of other Prince Georgians and become part of the work we are doing to create a positive vision for the future.*
- *Would you like to be on our mailing list and get occasional information about what we are doing and how you can participate?*
- *I want to leave some information with you about EPG that tells you more about what we are doing and how you can get involved if you wish. It also gives the link to our website which contains a great deal of information about all we are doing.*