



City of Alexandria, Virginia
Office of Communications & Public Information

Website Survey Strategy

The Office of Communications & Public Information (CPI) is planning to conduct an online survey to obtain feedback on the City's primary website (alexandriava.gov) from both public users and City employees. The results of the survey will be used to evaluate the current website, and influence the future direction of its look and feel, and functionality. The ultimate goal is to redesign the City's website if necessary to prominently position popular tasks, services, and topics; make navigation more efficient and consistent; and improve the overall user experience for site visitors.

Survey Composition

- The online survey will be composed of ten questions covering topics such as:
 - Satisfaction with availability of information and/or services, the organization of content, and the overall user experience.
 - How individuals use and navigate our sites
 - Frequency of use
 - Reasons for using our sites
 - Knowledge of the City's websites and social media presence
- CPI will customize and use our existing SurveyGizmo tool to develop and conduct the survey.
- CPI will offer an incentive to complete the survey in the form of a set number of ACVA's "Key to the City" passes that will be randomly awarded to those who complete the online survey over the course of a pre-established time period.

Presentation & Distribution

- The survey will be conducted in two phases: 1) Prominent survey links shown to a random selection of alexandriava.gov visitors, and 2) Self-selection opportunities made available through City websites, social media, eNews, and direct references.
- Completed surveys will be divided into groups according to the method in which they were initiated to evaluate and equally measure random selection vs. self-selection responses, and determine the most effective method used to publicize the survey.

Timeline

- CPI has tentative plans to begin the random survey phase on July 1. According to leaders in the survey industry, 300 completed surveys is an adequate sample size from which to make assessments. CPI plans to conduct the random selection phase for two weeks with hopes of getting 300 completed surveys.
- If after two weeks, we have not received 300 completed surveys, CPI will determine whether to extend the random survey phase and increase the randomization odds, or to move on to phase 2: self-selection.
- Self-selection will consist of promoted links to the survey on alexandriava.gov, AlexNet, eNews, Facebook, Twitter, and other online mediums.
- Upon completion of the survey period, CPI will analyze the data and present its findings to staff and senior management.
- CPI plans to form focus and advisory groups to key in on identified issues or new ideas, and make educated recommendations to further refine the planning of City website development.
- CPI will make a final assessment of all information and recommendations to guide and plan the future of alexandriava.gov and other City websites.