

Using Keypad Polling to Engage the Public and Make Meetings More Productive

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Goals of This Presentation

- Provide an overview of keypad polling, including pros, cons, and cost;
- Discuss the types of information keypad polling can provide for planning projects;
- Provide a live demonstration of keypad polling.



What are the Pros and Cons of Keypad Polling?

PROS:

- Provides immediate feedback;
- Increases meeting transparency;
- Ensures that the entire audience participates in the meeting;
- Improves meeting dynamics and prevents meetings from being dominated by a few, loud voices.

CONS:

- Requires a capital outlay to purchase or lease the equipment;
- Multiple choice questions are limiting, not open-ended;
- Some people are hesitant to embrace technology in meetings;
- Poorly-worded questions can result in misleading responses.

How Much Does Keypad Polling Cost?

- A “Starter Kit” consisting of 10 keypads, a USB Radio Frequency (RF) receiver, and proprietary software costs approximately \$1,000.
- Keypads start at \$40/each, but LCD display models cost more.
- Keypads can be rented for approximately \$4/day.
- Most software packages function as plug-ins to Microsoft Powerpoint.

How do I use Keypad Polling for Planning?

- You have to know what kind of information you want from your audience!
- Generally, keypad polling can help answer four types of planning-related questions:
 - 1) *Demographic* Questions;
 - 2) *Fact* Questions;
 - 3) *Experience* Questions;
 - 4) *Perspective/Opinion* Questions.

What are Demographic Questions?

- Demographic questions ask participants to provide objective information about themselves.
- These questions provide facilitators with information about the audience.
- Demographic questions also allow audience members to learn about each other.
- These questions allow for cross-tabulation of responses.

Example Demographic Question

Do you own or rent your home?

1. I own my home.
2. I rent my home.
3. I am homeless.

What are Fact Questions?

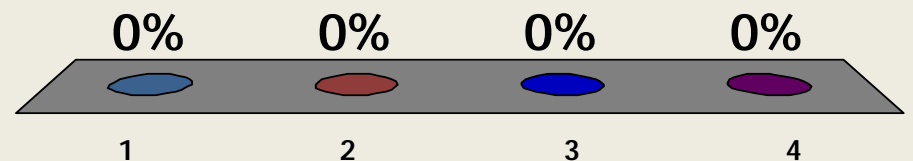
- Fact questions have objective answers based on defensible data.
- These questions are not intended to be “trivia.” Rather, they introduce new facts to an audience in a fun and engaging way.
- Fact questions help to break stereotypes and diversify the audience’s knowledge.

Example Fact Question

What percentage of Maine residents speak French at home?

1. 1.4%
2. 2.2%
3. 3.5%
4. 5.3%

Source: U.S. Census Bureau, American Community Survey



What are Experience Questions?

- Experience questions ask:
 - Whether the audience has had a certain experience;
 - OR
 - How frequently the audience has had a certain experience.
- These questions provide both facilitators and the audience with information about audience members' background and past experiences.

Example Experience Question

**When was the last time you visited the State of
Maine?**

1. Less than 6 months ago
2. 6-12 months ago
3. 1-3 Years ago
4. More than 3 years ago
5. I've never visited Maine.

What are Perspective/Opinion Questions?

- Perspective/opinion questions ask for the audience's assessment of an issue or circumstance.
- Planners use these questions to help determine public opinion for both comprehensive and project-level planning projects.
- Perspective/opinion questions could take the form of multiple choice, a preference list, or even a visual preference survey.

Source: Campt and Freeman, National Civic Review (Spring 2010)

Example Perspective/Opinion Question

How aesthetically attractive do you feel Brunswick's downtown is compared to other Maine communities?

1. Much more attractive
2. Somewhat more attractive
3. The same as other communities
4. Somewhat less attractive
5. Much less attractive

The End

Questions?

Thank you and enjoy the conference!