



## Example methods for acquiring public input

Method	Pros	Cons
Telephone surveys	Quick results. Statistical results.	Limited content can be covered. Costly.
Mail surveys	ID's issues. Gives exposure.	Results rarely are statistical.
"Clip-out" mail-in survey form (printed in newspaper or newsletter)	ID's issues. Gives exposure.	Results rarely are statistical.
Flyers and posters in public places	ID's issues. Gives exposure.	Results rarely are statistical.
Voice mail or email comments	Available 24 hours. Easy to do.	Results not statistical. Prone to abuse.
Online survey	Widely available 24/7. Can provide information.	Public has to seek out site.
Town meetings	Traditional and respected format.	Difficult to get large or representative gatherings. Group dynamics can be challenging.
Citizen Advisory Committee	Very in-depth coverage. Develop ownership from committee members.	Limited numbers involved. High maintenance. Groups can be biased.
Listening groups / Focus groups	In-depth coverage. Can target key groups. Gives exposure.	Time consuming. Focus groups take trained staff.
Citizen Jury (trademark of Jefferson Institute).	Allows for understanding of complex issues.	Costly.
Input from existing boards and organizations	Makes use of existing networks. Can target key groups	Prone to "status quo" results.
Individual interviews	In-depth coverage. Can target key groups.	Limited numbers Time consuming.

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