



FACILITATION GUIDE: BUSINESS SURVEY

PARTNER WITH LOCAL BUSINESS TO CREATE SURVEYING OPPORTUNITIES

Activity Type: Understand, Vision

Participant Audience: Residents, Organizational Partners

Objectives

Local business owners and workers often spend most of their waking hours in the community, and have a stake in its success. Businesses, which are usually frequented by community members, are good places to collect data. By partnering with business that residents have identified as key gathering places, you can expand the reach of your resident engagement.



Using the Tool

Materials needed

1. Surveys: The type of survey will depend on the information you're gathering and the type of business you're conducting the survey at. There are a few suggested survey types in the facilitation process section.
2. Survey drop box

Facilitation Process

1. Identify and approach local businesses owners about collaborating with you.
2. Ask business owners about the best way to collect data at their shops.
 - If the business is a coffee shop or restaurant, they can host placemats with surveys or colouring maps.
 - If the business does not have seating, but uses a service countertop (e.g. a bank or grocery store), the business could host a survey drop box.
 - Businesses can mount a large map of the neighbourhood in their entryway with markers and stickers (see Asset Mapping tool) to prompt patron feedback. If you go with this option, you will need to provide maps, markers, and stickers.
3. Regularly check in at the business to collect survey results or restock supplies.



Tip: Choose locations that already act as community hubs (e.g. a popular coffee shop or restaurant).



Tip: Consider putting the business logo on the survey materials and social media promotions



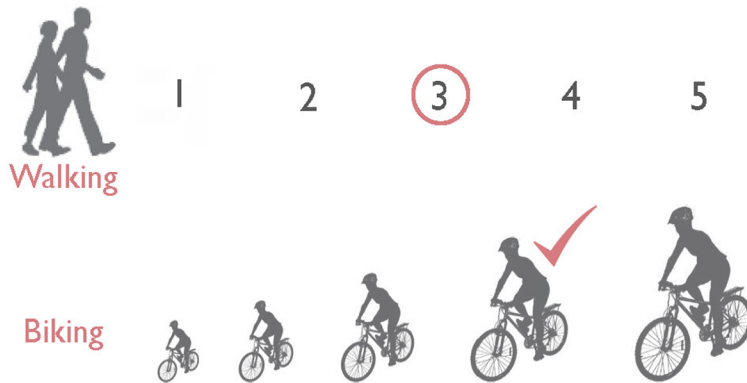
Sample Materials

1. Board Survey and Placemat Survey (via Sustainable Calgary)



2. Fun & easy-to-fill surveys as shown below (via Sustainable Calgary)

How popular is this activity in your neighbourhood?



Centre d'écologie urbaine de Montréal



Sustainable Calgary



the centre for active transportation

This resource was made possible through a financial contribution from the Public Health Agency of Canada. The ideas expressed here do not necessarily represent those of the Public Health Agency of Canada.