

## Focus Group Guidelines

- ❖ Choose in-person or “zoom” meeting dates and create a plan of action with a clear timeline.
- ❖ Decide how to gather respondents and responses:
  - In person meetings?
  - Online surveys
  - Invite via official City communications
  - Social media
  - Word-of-mouth and friends/neighbors
  - GOAL: Gather significant and widespread input
- ❖ Review Comprehensive Plan survey:
  - Identify areas of the survey that address your focus group topics
  - Document frequency and content of open comments referencing your topics
  - Discuss trends that appear
  - Compile these findings in a document to be shared.
  - Consider: Are there gaps in this information?
  - Ask: What more do we need to know?
  - GOAL: Formulate guiding questions and a plan of action for citizen input
- ❖ Gather citizen input via surveys, “zoom,” and/or in-person focus group meetings:
  - Present your discoveries from the Comprehensive Plan Survey analysis
  - Present your guiding questions
  - Collect data and synthesize
  - Compile these findings in a document that can be shared.
  - GOAL: Develop a narrative on your focus group topics (and subtopics)
- ❖ Address Current Conditions and Future Vision:
  - Begin drafting portions of the Comprehensive Plan
  - Address: What are the current conditions for your focus group topic?
  - Establish: What is the future vision plan as expressed in citizen feedback?
  - Identify: What objectives should the City establish in order to accomplish citizen goals?
  - GOAL: Draft subsections of the Comprehensive Plan in relation to the focus group topic.
  - This draft can be written paragraphs or just a collection of bullet points.