

COUNTY OF YORK

MEMORANDUM

DATE: June 7, 2024

TO: Mark L. Bellamy Jr., County Administrator

FROM: Timothy Wyatt, Director of IT 

SUBJECT: *FlashVote* - Statistically Valid Surveys

This to notify you of a new tool at our disposal called *FlashVote*. Historically the Board of Supervisors and administrative staff have had to rely on anecdotal information from neighbors and friends, as well as citizen initiated emails, calls, or comments at public meetings when making policy decisions. As such, Board members were likely left wondering on many occasions how the average York County citizen feels about specific issues. This new resource, *FlashVote*, can help answer that question for both the Board and County staff since it uses unbiased statistically valid surveys in order to obtain an accurate reflection of the thoughts and concerns of citizens on particular issues.

Citizen engagement tools are good for interacting with individual members of the public, but there are better ways to understand a community as a whole. Scientific surveys, like *FlashVote*, are useful to obtain input from citizens who may not otherwise take the time to contact Board members. *FlashVote* uses web, text, and/or phone calls that guarantees statistically valid community input in 48 hours for decision-quality data.

County staff will shortly launch an awareness campaign to inform the community of this new resource and how they may participate. The registration process is quite simple. With a single click, citizens will be taken to *FlashVote's* website where they can enter their address and other optional demographic information. This demographic information will be used if 30% of our population is 65+ years old and a survey's results are only 15% from that group. *FlashVote* would then specifically engage additional 65+ year old citizens to be statistically valid. Citizen information obtained during the process is held strictly by *FlashVote* and never shared with the County, which guarantees the results are not being selective. In return for participation, citizens will have their viewpoints heard and will be notified as soon as the results are produced.

An example of how this service could be utilized would be to pose questions related to citizen recycling options. In such a case, one of the questions might be "Which of the following materials do you regularly recycle, if any?" Based on the collected information, decision makers would understand the impact, if any, of reducing recycling materials to only cans and cardboard items.

This service will be critical in obtaining important data from members of the community that previous outreach efforts have not engaged. It is our hope that this will become another valuable tool to connect our citizens and their Board in order to make informed decisions. For more information on this new resource, you may want to visit <https://flashvote.com> or reach out to us with any questions you may have.

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