

## TOWN OF SUDBURY

*Office of the Town Manager*

*www.sudbury.ma.us*

278 Old Sudbury Road  
Sudbury, MA 01776-1843

978-639-3381

Fax: 978-443-0756

Email: [townmanager@sudbury.ma.us](mailto:townmanager@sudbury.ma.us)

Melissa Murphy-Rodrigues, Esq.  
Town Manager

## **Sudbury Partners with FlashVote**

*New Program Enables Town of Sudbury to Conduct Statistically Significant Surveys  
Regarding Town Services and Issues*

April 19, 2018 – The Town of Sudbury has announced its partnership with FlashVote, a scientific survey service provider, to collect statistically significant resident feedback on municipal matters. The service will send 1-minute surveys to residents who sign up to participate, tabulate all responses and provide the feedback to the town as well as those who participated in the survey.

“I’m excited to try this great tool,” said Town Manager Melissa Murphy-Rodrigues. “We already use surveys to get a sense of resident opinions. FlashVote will help us reach more residents, get better participation and get better results. The more responses we get, the more we can learn.”

### **How It Works**

FlashVote’s tagline asks, “Do you have one minute a month to help make your local government better?” In this case, participation involves providing answers to a survey about an important municipal topic. After a resident has signed up, they will receive notification whenever there is a new survey. They will have 48 hours to participate before voting closes. Once the survey is closed, anyone who participated will receive the results and be able to see how their responses compared to the group. The town will also receive valuable insight into resident opinions on the matter.

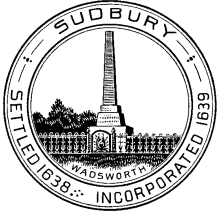
### **Accessibility**

The goal of the service is to make civic participation accessible for everyone. Residents can sign up quickly via the web (<https://sudbury.ma.us/flashvote>) or by phone (775-235-2240). The surveys themselves are sent via email, text message or phone call, whichever methods are selected by the user. A brief and user-friendly process makes it easy for busy residents to participate, even if they only have a minute to do so.

### **Topics**

The surveys will cover a wide range of topics. Some possibilities include transit, recreation, safety, housing or health. Some issues will be familiar to recipients and others will be new, in either case, each survey is designed to require no more than one minute of participation.

“FlashVote works to engage residents by making participation simple and anonymous,” explains Co-Founder and Sudbury native Kevin Lyons. “We collect and protect some demographic information as an independent service provider, which makes it possible to report statistically significant data. Personal information is not shared with the town, but it allows localized reports. For example, it may show that residents on the northern end of Sudbury are more concerned



## TOWN OF SUDBURY

*Office of the Town Manager*

*www.sudbury.ma.us*

278 Old Sudbury Road  
Sudbury, MA 01776-1843  
978-639-3381

Fax: 978-443-0756

Email: [townmanager@sudbury.ma.us](mailto:townmanager@sudbury.ma.us)

Melissa Murphy-Rodrigues, Esq.

Town Manager

about the availability of open recreational space than those residing in southern neighborhoods. The town gets important feedback, but individual responses remain anonymous.”

“We’re hoping to get strong resident participation. Sudbury has so many residents who really care about the town and want to contribute,” said Town Manager Rodrigues, “this service makes it easy to take part in something that could have a truly important impact on the community.”

Residents are encouraged to sign up or learn more at <https://sudbury.ma.us/flashvote>. The first survey is expected to go live in April 2018.

#####