

# Updated Small Business Outreach Feedback Survey

# Goals of Outreach Feedback Survey

- Provide opportunity for attendees to be heard
- Seek continuous improvement of content and format of outreach events
  - Feedback from attendees was measured via hardcopy surveys previously
- Identify information gaps in our current outreach materials
- Ensure future events meet the needs of our stakeholders

# Feedback from Business Advisory Council

- Provide contact information for follow-up questions
- Measure improvement through KPI's tied to the survey
- Edit the open-ended questions to be more specific, for example:
  - “What would you like to learn in an outreach program?”
  - “What is the gap between you attending this outreach program and you successfully winning a contract from BART?”
- Target outreach events to specific audiences. For example:
  - Uncertified small business owners
  - Businesses that have already worked with BART in the past
  - Businesses tied to specific NAICS codes

# Overview of Survey

## Small Business Outreach Survey

Hi Everyone,

Thank you for attending today's outreach event. BART is dedicated to continuously improving the content and format of its outreach presentations. The primary aim of this survey is to evaluate the usefulness of today's outreach event, identify areas of strength as well as opportunities for growth. By participating in this survey, you will contribute to shaping the future direction of BART's outreach efforts.

Thank you for your time and input! Let me know if you have any questions by emailing [alexi.chacon@bart.gov](mailto:alexi.chacon@bart.gov).

Best,  
Alexi Chacon  
Senior Administrative Analyst  
Office of Civil Rights

**Image 1: Attendees will have a point of contact for follow-up questions**

# Overview of Survey

	Very Satisfied	Somewhat satisfied	Neither satisfied nor dissatisfied	Somewhat dissatisfied	Very dissatisfied
Relevance of meeting topics	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of presenter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Responses provided during Q&A	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Level of understanding of BART's Equity Programs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Image 2: Attendees will be able to rate their satisfaction on various aspects of the outreach event.

# Overview of Survey

4. What else would you like to learn in an outreach program?

Enter your answer

5. Is there anything else you would like to share about your experience at our outreach event?

Enter your answer

Image 3: Attendees will be able to provide deeper feedback through free response questions. Question 4 has been edited to reflected feedback from previous meeting.

Questions?