

Take10CLT Supplementary Evaluation Appendix

Introduction to this Supplement

This Supplementary Evaluation Appendix contains the raw data that was collected to inform the Take10CLT Evaluation Report. Complete frequencies of responses for the Ambassador Pre- and Post-Surveys as well as the Citizen Survey are provided in the sections below. The Ambassador Post-Survey section of this document also provides information on the frequency of themes for open-ended (write-in) responses. Although there were also open-ended questions on the Pre-Survey, this information was not incorporated into the Evaluation Report and so is not included in this document; however, highlighted themes from the Pre-Survey can be found in Meet the Ambassadors document located in Appendix B of the Evaluation Report. Similarly, although the Citizen Survey also included three open-ended questions, two of them are not included in this document because there were so few responses that no themes emerged.

Contents

Introduction to this Supplement	1
Take10CLT Ambassador Pre-Survey Quantitative Data.....	2
Take10CLT Ambassador Post-Survey Data	5
Take10CLT Citizen Survey Quantitative Data	21

Take10CLT Ambassador Pre-Survey Quantitative Data

10.1. I feel connected to Charlotte constituents					
		Frequency	Percent	Valid Percent ¹	Cumulative Percent
Valid	Strongly Disagree	2	2.5	2.5	2.5
	Disagree	5	6.3	6.3	8.9
	Neither Agree or Disagree	15	19.0	19.0	27.8
	Agree	44	55.7	55.7	83.5
	Strongly Agree	13	16.5	16.5	100.0
	Total	79	100.0	100.0	

10.2. I feel connected to other city departments					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	2.5	2.5	2.5
	Disagree	8	10.1	10.1	12.7
	Neither Agree or Disagree	9	11.4	11.4	24.1
	Agree	44	55.7	55.7	79.7
	Strongly Agree	16	20.3	20.3	100.0
	Total	79	100.0	100.0	

¹ Valid Percent is calculated based on the number of "Valid" responses, that is, the number of survey-takers who actually answered the question instead of the number of survey-takers in total. Ambassadors who skipped a question are indicated as "Missing" where appropriate.

10.3. My job decisions directly impact Charlotte constituents					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	3	3.8	3.8	3.8
	Disagree	7	8.9	8.9	12.7
	Neither Agree or Disagree	10	12.7	12.7	25.3
	Agree	31	39.2	39.2	64.6
	Strongly Agree	28	35.4	35.4	100.0
	Total	79	100.0	100.0	

10.4. I am comfortable talking to new people					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	1.3	1.3	1.3
	Disagree	2	2.5	2.6	3.8
	Neither Agree or Disagree	7	8.9	9.0	12.8
	Agree	37	46.8	47.4	60.3
	Strongly Agree	31	39.2	39.7	100.0
	Total	78	98.7	100.0	
Missing	System	1	1.3		
Total		79	100.0		

11.1. When decision making in your job, how often do you consider constituents' needs?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Almost Never	5	6.3	6.3	6.3
	Sometimes	11	13.9	13.9	20.3
	Often	25	31.6	31.6	51.9
	Very Often	38	48.1	48.1	100.0
	Total	79	100.0	100.0	

11.2. When decision making in your job, how often do you consider constituents' wants?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never	1	1.3	1.3	1.3
	Almost Never	6	7.6	7.7	9.0
	Sometimes	15	19.0	19.2	28.2
	Often	29	36.7	37.2	65.4
	Very Often	27	34.2	34.6	100.0
	Total	78	98.7	100.0	
Missing	System	1	1.3		
Total		79	100.0		

11.3. When decision-making in your job, how often do you reach out to constituents for new ideas?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never	4	5.1	5.1	5.1
	Almost Never	21	26.6	26.9	32.1
	Sometimes	26	32.9	33.3	65.4
	Often	13	16.5	16.7	82.1
	Very Often	14	17.7	17.9	100.0
	Total	78	98.7	100.0	
Missing	System	1	1.3		
Total		79	100.0		

11.4. When decision-making in your job, how often do you reach out to constituents for their thoughts?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never	2	2.5	2.5	2.5
	Almost Never	18	22.8	22.8	25.3
	Sometimes	29	36.7	36.7	62.0
	Often	12	15.2	15.2	77.2
	Very Often	18	22.8	22.8	100.0
	Total	79	100.0	100.0	

Take10CLT Ambassador Post-Survey Data

2A.1. On average, how often did you communicate with your team members (specifically about Take10CLT)? (Team Leaders Only)					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than once a month	2	2.0	9.5	9.5
	Monthly	9	9.1	42.9	52.4
	2-3 times a month	5	5.1	23.8	76.2
	Weekly	1	1.0	4.8	81.0
	More than once a week	1	1.0	4.8	85.7
	Other	3	3.0	14.3	100.0
	Total	21	21.2	100.0	
Missing	System	78	78.8		
Total		99	100.0		

2A.2. What did you enjoy about being a team leader? (n=19)²

1. Working or connecting with other/new people (5)
2. Contributing to meeting the goal (4)
3. Encouraging/exciting people (4)
4. Leadership role (2)
5. Didn't enjoy it (1)
6. Organizing events for Take10 conversations (1)
7. Enjoyed it when others were excited (1)
8. Learning about the project (1)
9. Seeing team stats (1)

2A.3. What challenges did you have as a team leader? (n=19)

1. Team commitment/motivation (16)
2. Not enough time/motivation personally (6)
3. Not seeing/knowing team members (4)

2A.4. How did you overcome your team leader challenges? (n=19)

1. Was not able to (11)
2. Meet/Follow-up with or continue to reach out to team members (8)
3. Positivity/Encouragement/Empathy (5)
4. Doing conversations with team members/at common location (4)

² The (n=#) refers to the number of survey-takers who answered this question. The numbers in parentheses next to each theme indicates the number of survey-takers writing about this theme. Because each survey-taker could write about multiple themes, the total number of responses may exceed the total "n=" number for open-ended questions.

5. Forcing self to participate (1)

2A.5. What, if anything, would you do differently as a team leader? (n=18)

1. Change team/vet team (for levels of commitment, comfort)/choose team that knew each other well or that team leader would see in person (8)
2. Be a better personal example (3)
3. Schedule conversation times/make it a habit (3)
4. Check in with team more (3)
5. Do conversations with team more (2)
6. Provide incentives (1)
7. Get ahead early (1)
8. Wouldn't do it again (1)

2B.1. On average, how often did you communicate with your team leader (specifically about Take10CLT)?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than once a month	28	28.3	35.9	35.9
	Monthly	23	23.2	29.5	65.4
	2-3 times a month	17	17.2	21.8	87.2
	Weekly	7	7.1	9.0	96.2
	More than once a week	3	3.0	3.8	100.0
	Total	78	78.8	100.0	
Missing	System	21	21.2		
Total		99	100.0		

3.1. How satisfied are you with your experience as an ambassador?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Dissatisfied	2	2.0	2.2	2.2
	Dissatisfied	8	8.1	8.9	11.1
	Neither Satisfied Nor Dissatisfied	22	22.2	24.4	35.6
	Satisfied	32	32.3	35.6	71.1
	Very Satisfied	26	26.3	28.9	100.0
	Total	90	90.9	100.0	
Missing	System	9	9.1		
Total		99	100.0		

3.2. How satisfied are you with the number of conversations you had?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Dissatisfied	19	19.2	21.1	21.1
	Dissatisfied	23	23.2	25.6	46.7
	Neither Dissatisfied Nor Satisfied	7	7.1	7.8	54.4
	Satisfied	9	9.1	10.0	64.4
	Very Satisfied	32	32.3	35.6	100.0
	Total	90	90.9	100.0	
Missing	System	9	9.1		
Total		99	100.0		

3.3. How satisfied are you with the quality of conversations you had?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Dissatisfied	1	1.0	1.1	1.1
	Dissatisfied	6	6.1	6.7	7.8
	Neither Satisfied Nor Dissatisfied	13	13.1	14.4	22.2
	Satisfied	40	40.4	44.4	66.7
	Very Satisfied	30	30.3	33.3	100.0
	Total	90	90.9	100.0	
Missing	System	9	9.1		
Total		99	100.0		

3.4. How satisfied are you with the training you received before starting?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Dissatisfied	1	1.0	1.1	1.1
	Dissatisfied	1	1.0	1.1	2.2
	Neither Satisfied Nor Dissatisfied	14	14.1	15.6	17.8
	Satisfied	28	28.3	31.1	48.9
	Very Satisfied	46	46.5	51.1	100.0
	Total	90	90.9	100.0	
Missing	System	9	9.1		
Total		99	100.0		

3.5. How satisfied are you with the support you had from your team leader?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Dissatisfied	2	2.0	2.3	2.3
	Dissatisfied	4	4.0	4.6	6.9
	Neither Satisfied Nor Dissatisfied	18	18.2	20.7	27.6
	Satisfied	18	18.2	20.7	48.3
	Very Satisfied	45	45.5	51.7	100.0
	Total	87	87.9	100.0	
Missing	System	12	12.1		
Total		99	100.0		

3.6. How satisfied are you with the support you had from the Take10CLT leadership team?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Dissatisfied	1	1.0	1.1	1.1
	Dissatisfied	1	1.0	1.1	2.2
	Neither Satisfied Nor Dissatisfied	7	7.1	7.8	10.0
	Satisfied	20	20.2	22.2	32.2
	Very Satisfied	61	61.6	67.8	100.0
	Total	90	90.9	100.0	
Missing	System	9	9.1		
Total		99	100.0		

3A. If you answered you were very or somewhat dissatisfied for any of the above, please elaborate. (n=45)

1. Wished they completed more conversations/dissatisfied they didn't do more (16)
2. "External" factors prevented completion of enough conversations (time, workload, not having materials on them) (12)
3. "Personal" factors prevented completion of conversations (shyness, fears, motivation) (6)
4. Issues with team/could have worked with team better (4)
5. Conversations were not useful/information not useful (4)
6. Project too long/too many conversations (3)
7. Lack of support/encouragement from management (1)
8. Lack of diversity of interviewees (1)
9. Started late, lacked training (1)

4.1. Over the course of Take10CLT, how often did you start an impromptu conversation when out and about?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never	3	3.0	3.3	3.3
	Almost Never	14	14.1	15.4	18.7
	Sometimes	35	35.4	38.5	57.1
	Often	24	24.2	26.4	83.5
	Very Often	15	15.2	16.5	100.0
	Total	91	91.9	100.0	
Missing	System	8	8.1		
Total		99	100.0		

4.2. Over the course of Take10CLT, how often did you use the logbook?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never	2	2.0	2.2	2.2
	Almost Never	12	12.1	13.2	15.4
	Sometimes	23	23.2	25.3	40.7
	Often	14	14.1	15.4	56.0
	Very Often	40	40.4	44.0	100.0
	Total	91	91.9	100.0	
Missing	System	8	8.1		
Total		99	100.0		

4.3. Over the course of Take10CLT, how often did you provide a thank you gift (sunglasses or notebook)?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never	3	3.0	3.3	3.3
	Almost Never	25	25.3	27.5	30.8
	Sometimes	22	22.2	24.2	54.9
	Often	15	15.2	16.5	71.4
	Very Often	26	26.3	28.6	100.0
	Total	91	91.9	100.0	
Missing	System	8	8.1		
Total		99	100.0		

4.4. Over the course of Take10CLT, how often did you give and explain the postcard?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never	9	9.1	9.9	9.9
	Almost Never	25	25.3	27.5	37.4
	Sometimes	25	25.3	27.5	64.8
	Often	17	17.2	18.7	83.5
	Very Often	15	15.2	16.5	100.0
	Total	91	91.9	100.0	
Missing	System	8	8.1		
Total		99	100.0		

4.5. Over the course of Take10CLT, how often did you read the monthly report?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never	3	3.0	3.3	3.3
	Almost Never	6	6.1	6.6	9.9
	Sometimes	28	28.3	30.8	40.7
	Often	23	23.2	25.3	65.9
	Very Often	31	31.3	34.1	100.0
	Total	91	91.9	100.0	
Missing	System	8	8.1		
Total		99	100.0		

4A. If you answered never or almost never for any of the above, please elaborate. (Over the course of Take10...) (n=40)

1. Too hard to remember materials/didn't carry materials consistently (23)
2. Recording on phone/paper easier than logbook, logged later (4)
3. Workload/time (3)
4. Intentional about conversations, not impromptu (3)
5. Didn't have many conversations (2)
6. People did not want gifts/follow-up/etc. (2)
7. Individual shyness (2)
8. Gifts/materials made it feel contrived (2)
9. Didn't use certain materials (no explanation given) (2)
10. Don't know what monthly report is (1)

5.1. Did you attend the 3 month milestone event?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	28	28.3	31.1	31.1
	Yes	62	62.6	68.9	100.0
	Total	90	90.9	100.0	
Missing	System	9	9.1		
Total		99	100.0		

5.2. Did you attend the 6 month milestone event?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	46	46.5	51.1	51.1
	Yes	44	44.4	48.9	100.0
	Total	90	90.9	100.0	
Missing	System	9	9.1		
Total		99	100.0		

5.3. Did you attend the 9 month milestone event?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	48	48.5	52.7	52.7
	Yes	43	43.4	47.3	100.0
	Total	91	91.9	100.0	
Missing	System	8	8.1		
Total		99	100.0		

5A. If you attended at least one milestone event, please share how, if at all, the event(s) impacted your Take10 experience. (n=60)

1. Inspiring/re-motivating/encouraging, reminded of bigger picture (29)
2. Opportunity to compare and hear from others and gather information (21)
3. Enjoyable/"good"/well put-together (13)
4. Meeting/connecting with others (in general) (8)
5. Reward/reinforcement/recognition for effort (7)
6. Not significant (3)

6.1. I feel more connected to Charlotte constituents.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	2.0	2.2	2.2
	Disagree	7	7.1	7.7	9.9
	Neither Agree Nor Disagree	29	29.3	31.9	41.8
	Agree	43	43.4	47.3	89.0
	Strongly Agree	10	10.1	11.0	100.0
	Total	91	91.9	100.0	
Missing	System	8	8.1		
Total		99	100.0		

6.2. I feel more connected to other city departments.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	2.0	2.2	2.2
	Disagree	10	10.1	11.0	13.2
	Neither Agree Nor Disagree	47	47.5	51.6	64.8
	Agree	25	25.3	27.5	92.3
	Strongly Agree	7	7.1	7.7	100.0
	Total	91	91.9	100.0	
Missing	System	8	8.1		
Total		99	100.0		

6.3. My job decisions directly impact Charlotte constituents.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	2.0	2.2	2.2
	Disagree	3	3.0	3.3	5.5
	Neither Agree Nor Disagree	13	13.1	14.3	19.8
	Agree	39	39.4	42.9	62.6
	Strongly Agree	34	34.3	37.4	100.0
	Total	91	91.9	100.0	
Missing	System	8	8.1		
Total		99	100.0		

6.4. I am more comfortable talking to new people.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	2.0	2.2	2.2
	Disagree	10	10.1	11.0	13.2
	Neither Agree Nor Disagree	31	31.3	34.1	47.3
	Agree	35	35.4	38.5	85.7
	Strongly Agree	13	13.1	14.3	100.0
	Total	91	91.9	100.0	
Missing	System	8	8.1		
Total		99	100.0		

6A. If you answered you strongly disagree or disagree for any of the above, please elaborate. (n=21)

1. Didn't make *more* connected (comfortable, etc.) because already felt connected (comfortable, etc.) (7)
2. Was uncomfortable with conversations (shyness, felt forced) (5)
3. Did not interact with/talk about/help with other departments (5)
4. Job does not work (much) with citizens (3)
5. Conversations did not provide good information (1)

7.1. When decision-making in your job, how often will you consider constituents' needs?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never	1	1.0	1.1	1.1
	Almost Never	1	1.0	1.1	2.2
	Sometimes	5	5.1	5.5	7.7
	Often	38	38.4	41.8	49.5
	Very Often	46	46.5	50.5	100.0
	Total	91	91.9	100.0	
Missing	System	8	8.1		
Total		99	100.0		

7.2. When decision-making in your job, how often will you consider constituents' wants?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never	1	1.0	1.1	1.1
	Almost Never	1	1.0	1.1	2.2
	Sometimes	11	11.1	12.1	14.3
	Often	44	44.4	48.4	62.6
	Very Often	34	34.3	37.4	100.0
	Total	91	91.9	100.0	
Missing	System	8	8.1		
Total		99	100.0		

7.3. When decision-making in your job, how often will you reach out to constituents for new ideas?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never	2	2.0	2.2	2.2
	Almost Never	8	8.1	8.8	11.0
	Sometimes	30	30.3	33.0	44.0
	Often	35	35.4	38.5	82.4
	Very Often	16	16.2	17.6	100.0
	Total	91	91.9	100.0	
Missing	System	8	8.1		
Total		99	100.0		

7.4. When decision-making in your job, how often will you reach out to constituents for their thoughts?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never	2	2.0	2.2	2.2
	Almost Never	7	7.1	7.7	9.9
	Sometimes	25	25.3	27.5	37.4
	Often	39	39.4	42.9	80.2
	Very Often	18	18.2	19.8	100.0
	Total	91	91.9	100.0	
Missing	System	8	8.1		
Total		99	100.0		

7A. If you answered you never or almost never for any of the above, please elaborate. (n=9)

1. No way to do this/not relevant to position (8)
2. Already do this (1)

8. On a scale of 1 to 10, 1 being easy and 10 being extremely difficult, how would you rate the difficulty of completing your conversations?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.0	11	6.8	12.2	12.2
	2.0	6	3.7	6.7	18.9
	3.0	3	1.9	3.3	22.2
	4.0	6	3.7	6.7	28.9
	5.0	14	8.7	15.6	44.4
	6.0	10	6.2	11.1	55.6
	6.5	1	.6	1.1	56.7
	7.0	14	8.7	15.6	72.2
	8.0	16	9.9	17.8	90.0
	9.0	5	3.1	5.6	95.6
	10.0	4	2.5	4.4	100.0
	Total		90	55.9	100.0
Missing	System	71	44.1		
Total		161	100.0		

9. What were the largest challenges you encountered completing your Take10CLT conversations (multiple response)?				
		Count	% of Total (n=91)	% of Counts (n=224)³
	Initiating conversations	40	44.0	17.9
	Limiting the conversation to only 10 minutes	15	16.5	6.7
	Reaching a diverse population	29	31.9	12.9
	Getting people to participate	22	24.2	9.8
	Remaining neutral during conversations	13	14.3	5.8
	Making time for conversations	59	64.8	26.3
	Entering the data	27	29.7	12.1
	Did not experience any challenges	2	2.2	0.9
	Other	17	18.7	7.6
	Total	91	100.0	100.0

Largest challenges open-ended: (n=17)

1. Time (4)
2. Don't spend time in Mecklenburg County (3)
3. Holding good conversations (2)
4. Getting started/getting going with project (2)
5. Remembering to do it (2)
6. Approaching a variety of people (2)
7. There were too many conversations (1)
8. Asking questions when without materials (1)

³ “% of Counts” refers to the total number of answers. Because survey-takers could indicate more than one answer, the number of responses given exceeds the number of survey-takers.

10. How, if at all, did you overcome the challenges you encountered? (n=50)

1. Prioritized/dedicated time/persevered/“forced” self to complete (18)
2. Was not able (partially or fully) (8)
3. Found “captive” audiences, used certain routine/comfortable/group places (7)
4. Got better over time/with practice (5)
5. Using/setting up other formal/public meetings as venue for Take10 conversations (not cold calls) (5)
6. Completing conversations with others (4)
7. Doing many at once (4)
8. Approached people in a certain way (with logbook, stated certain things upfront, etc.) (4)
9. Team/Team leader support (3)
10. Approaching certain kinds of people (2)
11. Not putting it off (1)
12. Keeping to 10 minutes (1)
13. Persistence in individual conversations (1)
14. Love of people (1)
15. Providing service to community (1)
16. Motivated by deadline (1)
17. Remember materials when going places (1)

11. Fewer than 30% of Ambassadors hit the goal of 36 face-to-face conversations. If Take10 were implemented again in Charlotte or replicated elsewhere, what support would help more Ambassadors reach the conversation goal? (n=77)

1. Shorter time frame/too many conversations required/have more employees with less conversations per employee/set monthly goals (22)
2. Have conversations in formal/organized settings, have way to identify self as city employee (not “cold calls”) (9)
3. More support from management (8)
4. Team leader initiative/team support/check-ins (6)
5. Do conversations in groups (5)
6. Pair up/partner ambassadors (6)
7. Rewards/team prizes (5)
8. Recruit volunteers who are comfortable with requirements, don’t assign employees to do it (4)
9. Facilitate recording/entering/access to questions and conversations (e.g., on mobile device) (4)
10. Time management/schedule time/prioritize (4)
11. Going to places with many people or people not in a rush (3)
12. Do many conversations at once/more than one per week (3)
13. Lift location restrictions (metro area, outside of Meck.) (3)
14. Make it routine/part of work requirements (2)
15. Different questions (two were similar; not relevant to city employee’s work/department) (2)
16. Publicize effort (2)
17. Motivation/commitment (2)
18. Focus on conversation quality not quantity (1)
19. Options besides face-to-face conversations (phone, email) (1)
20. Training (1)
21. Recruit more volunteers to be able to replace those not completing enough conversations (1)

12. Do you think some iteration of Take10CLT should be continued by the City of Charlotte?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	14	14.1	15.9	15.9
	Yes	74	74.7	84.1	100.0
	Total	88	88.9	100.0	
Missing	System	11	11.1		
Total		99	100.0		

12A. Please share any thoughts on this. (n=36)

1. Helps citizens be heard, citizens appreciate it, helps city to learn from citizens/engage with citizens (10, all “yes”)
2. Do at big/organized events or formal settings (5, all “yes”)
3. Depends on what is done with the data/after this data is analyzed (3, 2 “yes” and 1 no answer)
4. Good professional development and/or new employee training (3, all “yes”)
5. No/unknown value/purpose (3, all “no”)
6. Make it shorter/set monthly goals (3, all “yes”)
7. Most people want same things (2, 1 “yes” and 1 “no”)
8. Only recruit committed volunteers (1, “yes”)
9. Use professional engagement personnel as Ambassadors (1, “yes”)
10. Use alternative formats besides face-to-face (i.e. phone, email) (1, “yes”)
11. Need data for analytics (1, “yes”)
12. Use longer form listening sessions (1, “yes”)
13. More impactful as one-time event (1, “no”)

13. What, if anything, did you learn from this experience? (n=65)

1. What people of city are interested in/like/dislike (general and all specific items) (14)
2. People like to talk/want to share their opinions (10)
3. Importance of transit/interest in light rail (8)
4. Personal “weaknesses” - not good at this type of engagement or don’t enjoy this (8)
5. Learned new opinions, need to consider different perspectives (7)
6. People care and have ideas (6)
7. People like Charlotte/like direction of Charlotte (6)
8. Citizens not informed, city needs to educate citizens/connection to citizens is weak (5)
9. Easy to talk to strangers/enjoyed talking with new people, learned how to talk to new people (4)
10. Didn’t adequately know expectations/requirements of Take10 (4)
11. Personal “strengths” (3)
12. People want same things (2)
13. Residents not from Charlotte (1)
14. People like landscape/parks (1)
15. Citizen concerns about money and opportunity (1)
16. People want answers not questions (1)
17. Few people have unique solutions (1)
18. People matter (1)
19. People are aware of city services (1)
20. Younger citizens more willing to talk (1)
21. Improve Uptown retail/diversity (1)
22. Influence of race, age, and gender on perspectives (1)
23. Diversity of city (1)
24. School issues (1)

14. How, if at all, have you developed professionally from this experience? (n=49)

1. Improved/more comfort with communication/listening/conversation/people skills (22)
2. Nothing/Little/Don't know (7)
3. Learned/more aware of different public viewpoints (6)
4. Reinforce/refocus work (about improving city, helping citizens) (6)
5. Met new people at work, understand different departments better (4)
6. Met new people in community, made personal connections (3)
7. Limitations on time (2)
8. Realized need for better outreach (2)
9. Leadership skills (2)
10. Understand difficulty in volunteer efforts (1)
11. More aware of impact work has in community (1)
12. Better organized (1)
13. Better able to represent the city (1)
14. More professionally confident (1)

15. If another city were to replicate Take10CLT, what is the number one piece of advice you'd give them? (n=65)

1. Shorter time frame/fewer conversations/lower conversation goal (20)
2. Recruit committed volunteers (8)
3. Strong team leaders/team leader initiative/team support (7)
4. Persist/be open to it/be patient/just try it (7)
5. Recruit more volunteer ambassadors/make it a requirement for all employees (5)
6. Better questions (two were very similar; more targeted) (4)
7. More management support (4)
8. Don't procrastinate/Set monthly goals (3)
9. Hold ambassadors accountable/remove and replace ambassadors not meeting goals (3)
10. Recognize opportunity to make a difference/importance of doing this (3)
11. Use events to complete/promote, promote project more (3)
12. Ensure project and ambassador needs and expectations are known from the beginning (3)
13. Incentives/rewards (2)
14. Intentionally engage a diverse range of people (2)
15. Have good internal communication (1)
16. More methods besides face-to-face conversations (1)
17. Have good early training (ability to start conversations) (1)
18. Ask probing questions (1)
19. Do a larger kickoff to reach more participants (1)
20. Facilitate online completion (1)
21. Team up to do conversations (1)
22. Don't make assumptions on people's age/gender/race (1)

Take10CLT Citizen Survey Quantitative Data

1.1. My Take10CLT conversation with a City of Charlotte employee was worth my time.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	0	0.0	0.0	0.0
	Disagree	0	0.0	0.0	0.0
	Neither Agree Nor Disagree	0	0.0	0.0	0.0
	Agree	5	50.0	50.0	50.0
	Strongly Agree	5	50.0	50.0	100.0
	Total	10	100.0	100.0	
Missing	System	0	0.0		
Total		10	100.0		

1.2. My ideas are valued by the City of Charlotte.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	0	0.0	0.0	0.0
	Disagree	0	0.0	0.0	0.0
	Neither Agree Nor Disagree	2	20.0	20.0	20.0
	Agree	5	50.0	50.0	70.0
	Strongly Agree	3	30.0	30.0	100.0
	Total	10	100.0	100.0	
Missing	System	0	0.0		
Total		10	100.0		

1.3. The City of Charlotte welcomes public involvement.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	0	0.0	0.0	0.0
	Disagree	0	0.0	0.0	0.0
	Neither Agree Nor Disagree	3	30.0	30.0	30.0
	Agree	5	50.0	50.0	80.0
	Strongly Agree	2	20.0	20.0	100.0
	Total	10	100.0	100.0	
Missing	System	0	0.0		
Total		10	100.0		

1.4. I feel comfortable reaching out to the City of Charlotte with my concerns.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	0	0.0	0.0	0.0
	Disagree	1	10.0	10.0	10.0
	Neither Agree Nor Disagree	1	10.0	10.0	20.0
	Agree	6	60.0	60.0	80.0
	Strongly Agree	2	20.0	20.0	100.0
	Total	10	100.0	100.0	
Missing	System	0	0.0		
Total		10	100.0	100.0	

1.5. I feel comfortable reaching out to the City of Charlotte to share my ideas.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	0	0.0	0.0	0.0
	Disagree	1	10.0	10.0	10.0
	Neither Agree Nor Disagree	1	10.0	10.0	20.0
	Agree	6	60.0	60.0	80.0
	Strongly Agree	2	20.0	20.0	100.0
	Total	10	100.0	100.0	
Missing	System	0	0.0		
Total		10	100.0		

3. How do you think the City of Charlotte can most effectively engage citizens? (n=8)

1. Continue doing things like Take10CLT/Praise for Take10CLT (4)
2. Improve outreach methods or efforts (3)
3. Better communications (1)
4. Organize community associations (1)
5. More community engagement (1)