

City and County of San Francisco

Office of the Controller – City Services Auditor

DISASTER COST RECOVERY:

Initial Damage Estimate (IDE) Survey Tool Instructions



March 2018

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I. Introduction

In the event of a disaster, this document is your systematic guide to deploying an information-gathering management survey. The document provides basic instructions for accessing and deployment of an Initial Damage Estimate Survey.

II. Accessing the Survey Tool

a. SurveyMonkey Account Information

Username:	
Password:	

❖ *Please send an e-mail to access to this SurveyMonkey account information.*

to inform him or her that you have

b. SurveyMonkey Sign-In

Step 1: Go to Web page: www.surveymonkey.com

Click here

Step 2: Click on "LOG IN"



Get the answers you need

We answer 16 million questions daily. Get started with the world's leading survey software today.

Step 3: At the "Log in to your account" page, enter the account information located at [II.a.](#) in this document. Then, click "Log In"



Log in to your account

Enter your username

Enter your password

☐ Remember me

[Forgot username or password?](#)

LOG IN

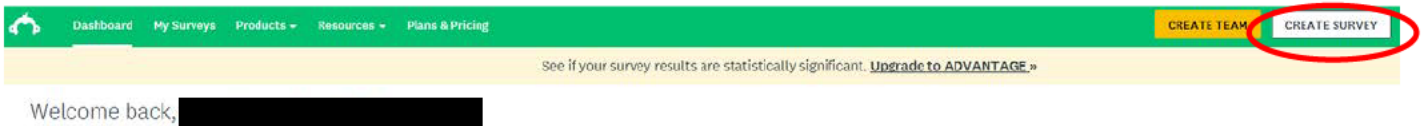
III. Creating the Initial Damage Estimate Survey

a. Create the Initial Damage Estimate Survey

Important Note: This SurveyMonkey account is the Office of the Controller's general account shared by others throughout the department. Do not modify or delete any of the other surveys (as seen below) unless you are the survey owner.

Step 4: Click on "Create Survey."

Click here



Step 5: Select the "Copy existing survey" radial button.

Select

How do you want to get started?

 COPY EXISTING SURVEY

 START FROM SCRATCH

Step 6: Type in "IDE Survey" and then select "IDE Survey Template – Sep 2017"

Copy an existing survey

IDE Survey

Select

IDE Survey Template - Sep 2017

36 questions
0 responses

Step 7: Select "Copy survey" "IDE Survey Template – Sep 2017" to work from this survey template.

QUESTIONS

IDE Survey Template - Sep 2017

Dept and Respondent Info

* 1. Department Name

* 2. Your Name

Name:

Email Address:

Phone Number:

Select

COPY SURVEY

Step 8: Edit the name of the survey by scrolling over the name of the survey and then selecting “Edit”

Copy of IDE Survey Template - Sep 2017

EDIT

Dept and Respondent Info

Select

* 1. Department Name

* 2. Your Name

Name:

Email Address:

Phone Number:

Step 9: Edit the name of the survey as appropriate for the circumstances

Survey Title ? Use a Nickname ? B U I A

Copy of IDE Survey Template - Sep 2017

You're good up to 250 characters.

Alignment ? Left Aligned Category ? Industry Specific

Click

CANCEL **SAVE**

Step 10: Then, click "Save"

b. Modify the Initial Damage Estimate Survey

This template was designed for rapid deployment to affected departments after a disaster event. Thus, the questions are general and apply to most disaster events with little modification.

The following quick tips provide instruction on how to modify the questions if needed. SurveyMonkey has designed this tool to be intuitive, but if more advanced editing help is needed, please refer to [SurveyMonkey Help](#) for detailed instructions.

Step 11: To add a question, click on the "New Question" button.

Copy of IDE Survey Template - Sep 2017

Dept and Respondent Info

*** 1. Department Name**

*** 2. Your Name**

Name:

Email Address:

Phone Number:

*** 3. Are you your department's CFO?**

☐ Yes

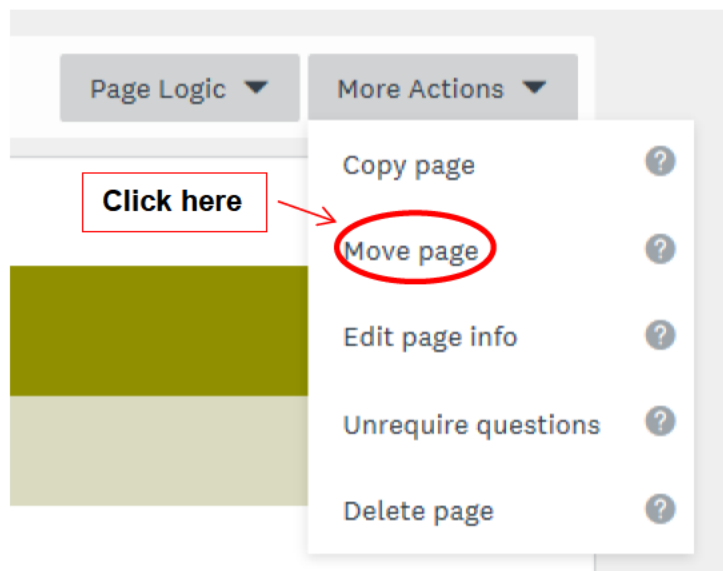
☐ No

Comment?

Click here

NEW QUESTION

Step 12: To modify the question order, click on the “More Actions” drop-down and click on “Move page”



Step 13: Then click on the “Position” and “Page” drop-downs to finalize the question order and click “Apply”.



Step 14: To edit an existing question, scroll over the questions and click on the “Edit” button.

* 3. Are you your department's CFO?

☐ Yes

☐ No

Comment?

EDIT **OPTIONS** **LOGIC** **MOVE** **COPY** **DELETE**

Click here

Step 15: Then edit the question as needed.

EDIT **OPTIONS** **LOGIC** **MOVE** **COPY**

Logic applied: Changes to this question will be limited.

Q3 Are you your department's CFO? Multiple Choice

Insert text from...

Answer Genius ? Select type

☐ Yes

☐ No

BULK ANSWERS ?

☐ Score this question (enable quiz mode) ?

☐ Use previous answer choices (carry forward responses) **UPGRADE** ?

☒ Add an "Other" Answer Option for Comments ?

Label

Comment?

Size

Single Line of Text 100 characters

Validation

Don't validate this answer.

NEXT QUESTION **CANCEL** **SAVE**

IV. Sending the Survey

a. Preparing to the Send Survey

Step 16: It's a good idea to always preview the survey before sending. Click on the "Preview & Score" tab to preview the flow of the survey and enter in sample responses.

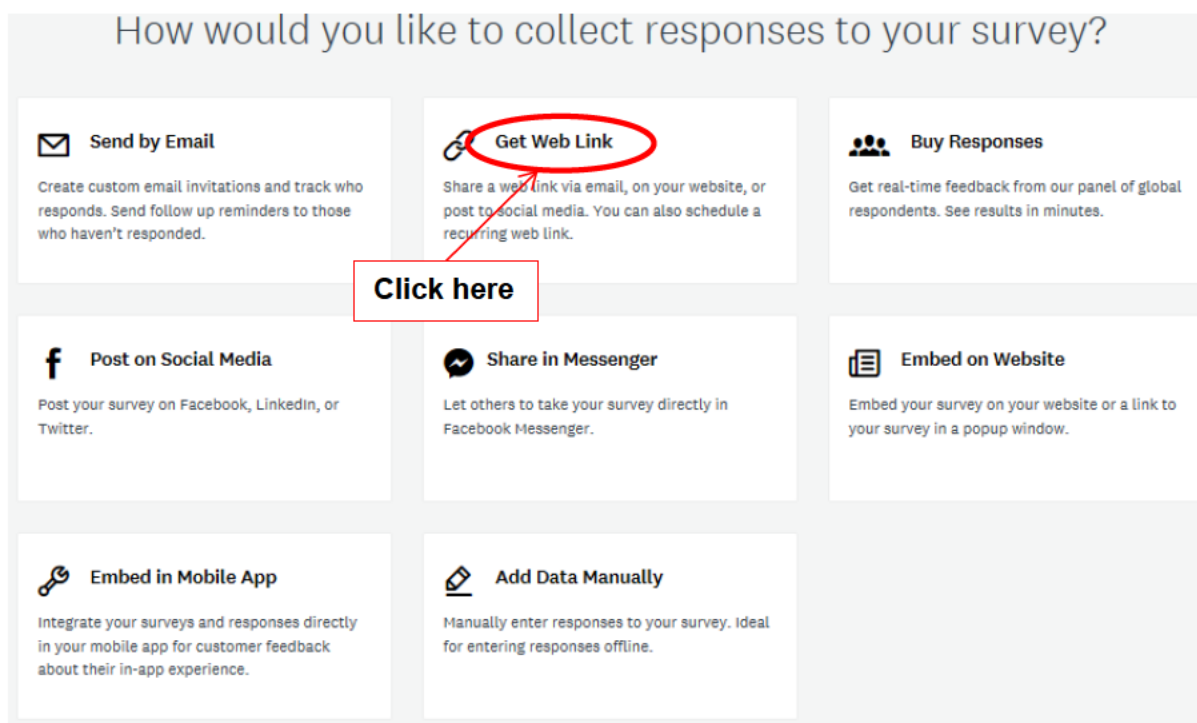
The screenshot shows the 'Preview & Score' tab selected in the top navigation bar, which is circled in red. A red arrow points from a box labeled 'Click here' to this tab. The main content area displays a 'Copy of IDE Survey Template - Sep 2017' with a 'Dept and Respondent Info' section. This section contains three required questions: '1. Department Name' (text input), '2. Your Name' (Name, Email Address, and Phone Number text inputs), and '3. Are you your department's CFO?' (radio buttons for Yes and No). There is also a 'Comment?' text input field. A green 'Next' button is located at the bottom right of the form.

Step 17: Once you have completed the preview and are ready to send it out, click on the "Collect Responses" tab

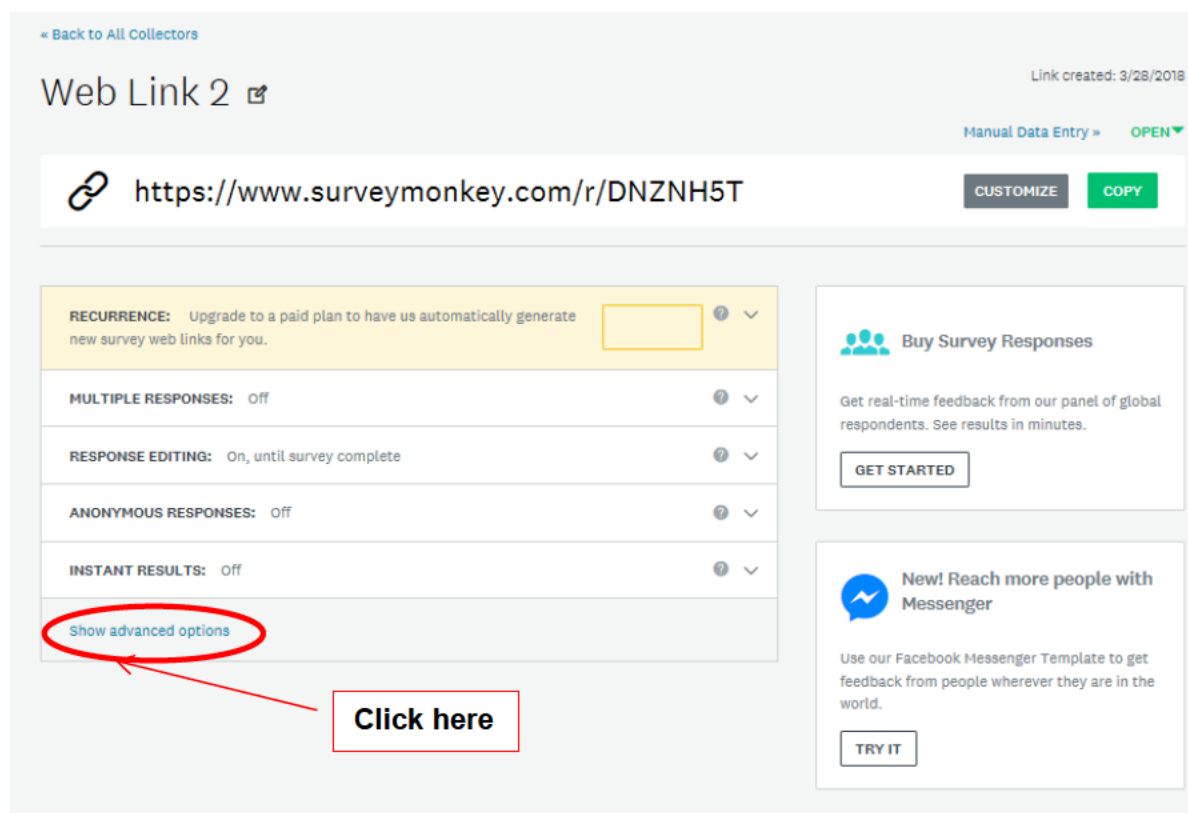
The screenshot shows the 'Collect Responses' tab selected in the top navigation bar, which is circled in red. A red arrow points from a box labeled 'Click here' to this tab. The main content area is titled 'How would you like to collect responses to your survey?' and displays eight options in a grid:

- Send by Email:** Create custom email invitations and track who responds. Send follow up reminders to those who haven't responded.
- Get Web Link:** Share a web link via email, on your website, or post to social media. You can also schedule a recurring web link.
- Buy Responses:** Get real-time feedback from our panel of global respondents. See results in minutes.
- Post on Social Media:** Post your survey on Facebook, LinkedIn, or Twitter.
- Share in Messenger:** Let others to take your survey directly in Facebook Messenger.
- Embed on Website:** Embed your survey on your website or a link to your survey in a popup window.
- Embed in Mobile App:** Integrate your surveys and responses directly in your mobile app for customer feedback about their in-app experience.
- Add Data Manually:** Manually enter responses to your survey. Ideal for entering responses offline.

Step 18: There are multiple ways to collect responses to your survey, but the best option to utilize in this IDE situation will likely be to generate a Web Link that can be emailed out.



Step 19: (Optional) There are many options to customize the survey with a custom thank you message, response deadline, etc. To show these functions, click on the “Show advanced options” button. For help with these functions, please refer to [SurveyMonkey help](#).

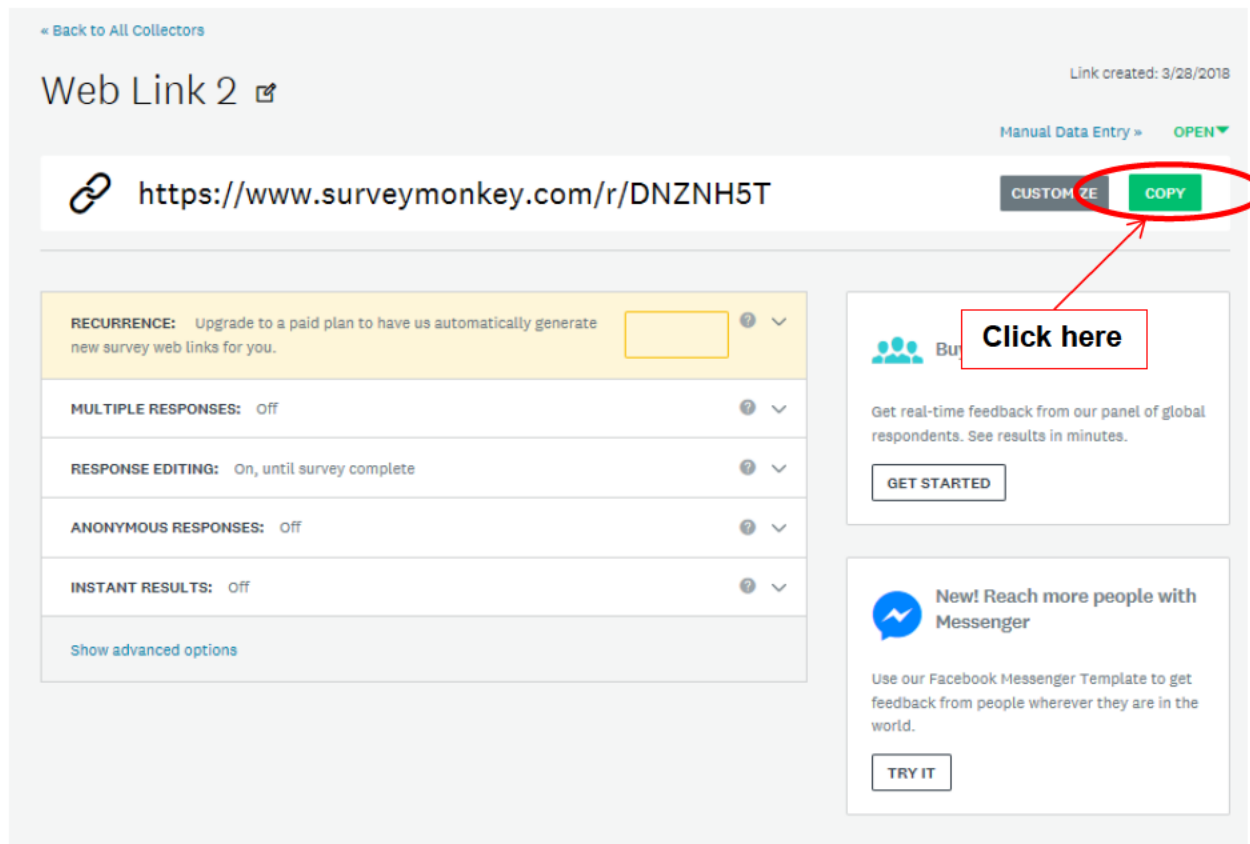


b. Sending the Survey

SurveyMonkey has features that allow you to use your personal Outlook e-mail address to send the survey. However, this feature will not allow you to use the Controller's Office group e-mail features.

For best results, follow these steps:

Step 20: Highlight the Web link, then copy and paste it into your e-mail.



The screenshot shows the SurveyMonkey interface for a survey titled "Web Link 2". At the top, there is a link to "Back to All Collectors" and a note "Link created: 3/28/2018". Below the title, there is a "Manual Data Entry" link and an "OPEN" button. The main URL is displayed as "https://www.surveymonkey.com/r/DNZNH5T". To the right of the URL, there are two buttons: "CUSTOMIZE" and "COPY". The "COPY" button is highlighted with a red circle, and a red arrow points from a "Click here" text box to it. Below the URL, there is a table of settings for the survey, including "RECURRENCE", "MULTIPLE RESPONSES", "RESPONSE EDITING", "ANONYMOUS RESPONSES", and "INSTANT RESULTS". To the right of the settings table, there are two promotional cards: one for "Get real-time feedback from our panel of global respondents" with a "GET STARTED" button, and another for "New! Reach more people with Messenger" with a "TRY IT" button.

« Back to All Collectors

Web Link 2

Link created: 3/28/2018

Manual Data Entry » OPEN

<https://www.surveymonkey.com/r/DNZNH5T>

CUSTOMIZE COPY

Click here

RECURRENCE: Upgrade to a paid plan to have us automatically generate new survey web links for you.

MULTIPLE RESPONSES: Off

RESPONSE EDITING: On, until survey complete

ANONYMOUS RESPONSES: Off

INSTANT RESULTS: Off

Show advanced options

Get real-time feedback from our panel of global respondents. See results in minutes.

GET STARTED

New! Reach more people with Messenger

Use our Facebook Messenger Template to get feedback from people wherever they are in the world.

TRY IT

c. Sample E-mail

Good [morning/afternoon]:

The Controller's Office is asking departments to respond to a brief survey as part of our initial efforts to obtain an estimate of the City's response-related costs and damages to City property resulting from the **[insert incident name]**. Your responses will determine whether or not San Francisco will participate in a statewide effort to seek federal disaster assistance related to the **[insert incident name]**. Please click on the link below for the brief survey:

[insert survey link]

The information you provide will be compiled by the Controller's Office and shared with the Mayor's Office and Department of Emergency Management (DEM). Please respond to the survey no later than **[insert deadline]**. Should you have any questions, please contact the [Controller Duty Officer] at [REDACTED] or [REDACTED].

Best,

Todd Rydstrom, Deputy Controller
Tonia Lediju, Citywide Cost Recovery Director

BACKGROUND (example from 2014 Winter Storms)

Last week, many San Francisco agencies took part in the response to the 2014 Statewide December Winter Storm. Between 6:00 p.m. Wednesday, December 10th, and 12:00 noon, Friday, December 12th, the City's Emergency Operations Center (EOC) and several Department Operations Centers (DOCs) were activated to coordinate support for responders and closely monitor events as they unfolded. Many departments actively participated in the response to protect lives and minimize property damage. Because of the widespread effects of the storm, the California Governor's Office of Emergency Services (Cal OES) has provided affected counties with the opportunity to report an Initial Damage Estimate (IDE). An IDE captures estimated damage to public and private properties and response-related costs. If aggregated IDE statewide exceed approximately \$58 million, counties significantly affected by the storm could become eligible for federal disaster assistance.