



WHAT IS BEHEARDCVA?

BeHeardCVA is a community engagement initiative developed to promote more effective communication and improved services within our region. By sponsoring surveys through BeHeardCVA, Central Virginia organizations and agencies can better understand public opinion, community needs and perspectives. By participating in surveys, area residents can have their voices be heard. The results of surveys will inform next steps to make our communities stronger.

HOW WILL BEHEARDCVA BENEFIT MY ORGANIZATION?

For non-profits, BeHeardCVA surveys can provide evidence for program need and effectiveness. For government organizations, BeHeardCVA is an invaluable vehicle for citizen engagement. You can collect opinions from residents of the region, conduct a needs assessment, find out if your organization's programs are known, or survey before and after a program to see if it had an impact. As the panel grows, it will be possible to focus surveys to specific demographic groups and geographic areas.

Learn more about BeHeardCVA
call 434-243-5226 or email beheardcva@virginia.edu



How Does BeHeardCVA Work?

SNAPSHOT

1

CREATE SURVEY

We will work with you to design a survey that best meets your needs.

2

SEND TO PARTICIPANTS

We will send the survey to your target population using the individual's preferred mode of communication (email, text, or phone). Participants complete surveys on the web or by telephone with a trained interviewer. Returns are rapid and response rates are high.

3

ANALYZE RESULTS

Once the survey closes (you decide how long you allow people to respond), we will analyze and share the results with your team within ten business days although more elaborate reports may take longer.

THE DETAILS

WHO CAN JOIN BEHEARDCVA?

Any resident, 18 years and older, who lives in Charlottesville City or Albemarle, Fluvanna, Greene, Louisa or Nelson counties is eligible. We recruit participants via direct mail and phone calls to sampled households across the region, and in-person outreach at local meetings and events.

WHO ARE THE SURVEY PARTICIPANTS?

Our panel is diverse and includes participants from both urban and rural areas, as well as people of every age, race, ethnicity and income level (see BeHeardCVA.org). Since each member of BeHeardCVA shares his/her zipcode, age, gender, race, and highest level of education, we are able to track the representativeness of the sample. Our ongoing recruitment efforts continue to emphasize inclusion and diversity.

HOW MUCH DOES IT COST?

Our goal through BeHeardCVA is to maximize communication across our region through affordable surveys. Costs are far lower than traditional, stand-alone phone or mail-out surveys and vary based on your specifications. Occasionally, we offer Collaborative Community Surveys in which organizations may purchase individual questions on a shared survey—a lower-cost way of obtaining limited survey results.

WHO CAN USE BEHEARDCVA?

BeHeardCVA is a survey platform primarily open to organizations in the .org, .gov and .edu sectors that provide services to our area. The panel is also available to journalists seeking to tap regional opinion and to academic researchers in the social, behavioral and health sciences seeking access to a broadly representative sample of adults.

CONTACT US

to learn more about using BeHeardCVA

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Weldon Cooper Center
for Public Service
Center for Survey Research

BeHeardCVA and the Center for Survey Research are part of the University of Virginia Weldon Cooper Center for Public Service, which is dedicated to community improvement in response to the needs of all area residents.