Boost employee engagement and build trust with SurveyMonkey Engage

DANVILLE
CALIFORNIA

Nestled between the peaks of Mt. Diablo and the Las Trampas Regional Wilderness of Northern California lies the beautiful Town of Danville. An incorporated municipality of California, the Town of Danville is home to some 43,000 residents, who enjoy the Town's small-town atmosphere, outstanding quality of life.

The Town of Danville employs 95 full-time employees in departments that span administrative services, development services, maintenance services, and recreation, arts, and community services. Some 100 additional part-time staff join during the summer months to support the many seasonal educational and recreational events offered by the Town.

THE CHALLENGE

Anonymizing employee feedback

Like its citizens, Town of Danville employees are attracted to the Town's family-oriented way of life. Town leaders work hard to maintain a happy and engaged workforce, knowing that retaining great talent is a challenge, especially in a town that's within commuting distance to San Francisco Bay Area's tech giants and startups.

Although the Town's open leadership and financial stability are also big draws, Danville leaders compete against the private sector and other local government employers that offer the types of retirement and benefits packages that Danville doesn't.

Keeping a pulse on employee engagement is critical. For a few years, leaders distributed home-grown surveys but it was a struggle to get employees to participate.

Jed Johnson
Administrative Services Director
Town of Danville

"Employees didn't know if names were being tied to some of the feedback. The lack of employee trust was a big concern."

JED JOHNSON, ADMINISTRATIVE SERVICES DIRECTOR

A purpose-built employee engagement solution that employees trust

The Town of Danville turned to SurveyMonkey Engage, a purpose-built solution that takes a whole-person approach to understanding employee engagement. Powered by prebuilt surveys, HR professionals use Engage to automate surveys and analyze results with easy to use data analysis tools. Engage also anonymizes feedback, so employees feel safe to provide candid responses.

> "Going to SurveyMonkey, we have gained the trust of our employees, and we're getting better participation than ever."
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> **JED JOHNSON, ADMINISTRATIVE SERVICES DIRECTOR**

Qiana London, Town of Danville human resources analyst was able to regain employee trust in surveys by demonstrating the Engage platform to the Town's Employee Engagement Committee (EEC), which represents the Town's different departments. Qiana showed committee members that feedback is indeed anonymous—even when HR reads and responds to open-ended comments.

THE TAKEAWAY

Ensuring every employee's voice is heard

In the 12 months that the Town of Danville has been using Engage, it has sent 12 surveys to employees. The results are discussed at the EEC's regular meetings, and recommendations are given to the appropriate departmental workgroups to address. "It has all been very well received," says Jed.

One initiative that's a direct result of feedback from surveys and discussions with EEC representatives is the creation of onboarding and evaluation toolkits, with processes and materials that help managers and employees together build fulfilling careers at Danville.

Through the granularity of analytics in Engage, Town of Danville was able to identify that expectations were not being set properly.

Department leaders appreciate the ability to see their department's engagement rates, as well as to compare the rate against the whole organization. That helps department leads identify areas for improvement.

"Employees now know that they're being heard, and we're looking into things, and we get back to them. It may not always be the answer that they're looking for, but at a minimum their information is being heard and responded to," Jed adds.

Company
Town of Danville

Use case
Employee engagement

Products
SurveyMonkey Engage

Success factors
Introduce and improve employee engagement initiatives with ongoing employee feedback