

CACE Communications Subcommittee Meeting

July 21, 2026

Survey Update – Dr. Valerie Wright

- Dr. Wright presented the revised survey, which incorporates feedback received during the July 8th, 2026 CACE meeting.
- Prior to distribution, the survey must be approved by Cleveland State University's (CSU's) Institutional Review Board (IRB).
- Dr. Wright is working with CSU to expedite the IRB process and expects to receive additional guidance following discussions with university officials.
- Dr. Wright advised that her primary concern regarding the IRB review process is that the University may require revisions to the survey language, including modifying or removing the term "equity," to ensure compliance with Senate Bill 1.
- During the IRB review, the survey will likely be refined and electronic and Word versions will be developed.

Survey Incentives

- Members discussed the use of incentives to encourage survey participation.
- Dr. Wright noted that incentives are common practice but understood the previously identified funding was no longer available. Clerk Byrd is exploring whether alternative county resources may be available.
- Members discussed the possibility of offering \$25 gift cards through a raffle rather than providing incentives to every participant. Dr. Wright advised that \$25 is a standard incentive amount.
- Chair Grimes recalled prior legal guidance cautioning against soliciting donations or sponsorships for incentives and suggested seeking updated legal guidance if outside funding cannot be secured.
- Mayor Blackwell expressed support for whatever incentive approach is legally permissible but noted concerns about providing incentives to only some participants.
- Reid Stepan will review prior legal guidance and determine whether CACE is bound by its previous approval of a \$2,500 incentive allocation.
- Dr. Wright indicated that if incentive details are not finalized, the IRB application will state that no incentives are currently planned to avoid delaying approval.

Survey Distribution

- Dr. Wright reviewed the proposed survey dissemination strategy, which focuses on attending community events throughout Cuyahoga County to obtain approximately 1,000 responses representative of the county's adult population.
- Members discussed identifying appropriate public events, staffing survey tables, and recruiting volunteers, students, and potentially county employees to assist with survey administration.
- It was noted that demographic targeting may be necessary later in the process to ensure representative participation.

Timeline and Next Steps

- Members emphasized the importance of establishing a clear project timeline and identifying upcoming community events to support survey distribution.
- Mayor Blackwell stressed the urgency of launching the survey and suggested a timeline or flowchart outlining the remaining steps.
- Chair Grimes requested that Cheryl Denton distributes the latest survey draft to the full CACE membership for any final comments before IRB submission.
- Member Shumate will reach out to Jen Ciaccia to identify additional County-sponsored community events taking place later this year that may provide opportunities for survey dissemination.
- Dr. Wright will initiate the IRB approval process, continue refining the survey including the electronic and Word versions, during the IRB review process. coordinate with Glen Shumate regarding community event planning and provide updates as new information becomes available.
- Reid Stephan to follow up with Clerk Byrd regarding prior legal guidance on survey incentives and determine whether CACE is bound by the previously approved \$2,500 incentive allocation.
- Clerk Byrd to continue exploring available county resources to support survey incentives, if feasible.
- CACE Members to review the revised survey and submit any final comments before the survey is submitted for IRB approval.