

AFOG Validation Survey — Google Forms Copy-Paste Guide

How to use this: Create a new Google Form, then copy each section below exactly as written. The format shows: Section headers → Question text → Question type → Answer options. Notes in [brackets] are instructions for you, don't include them in the form.

FORM SETTINGS

- **Title:** AFOG — Help Shape the Future of Civic Intelligence
 - **Description:** AFOG is building a platform that monitors infrastructure and industrial permits, notifies affected communities, generates AI-powered objection letters, and provides market intelligence to help organisations make better decisions. This 5-minute survey helps us understand your needs. Your responses are anonymous unless you choose to share your email.
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SECTION 1: About You

[Google Forms: Add a new section titled "About You"]

Q1. Which category best describes you?

Type: Multiple choice (single answer)

Required: Yes

- Individual citizen / community member
- Environmental activist or advocate
- NGO / Non-profit organisation
- Corporation / Business (real estate, infrastructure, manufacturing, tech, etc.)
- Government official / Urban planning department
- Environmental consultant / EIA firm
- Academic researcher
- Investor / VC / Impact fund
- Lawyer / Legal professional
- Journalist / Media
- Other

[Google Forms: Use "Go to section based on answer" →]

- If "Individual citizen", "Environmental activist", "NGO", "Academic researcher", "Lawyer", "Journalist", "Other" → Go to Section 2A (Citizen/Advocate Track)
 - If "Corporation / Business", "Environmental consultant / EIA firm", "Investor / VC / Impact fund" → Go to Section 2B (Organisation Track)
 - If "Government official / Urban planning department" → Go to Section 2C (Government Track)
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Q2. Where are you based?

Type: Multiple choice (single answer)

Required: Yes

- India
 - United States
 - United Kingdom
 - Europe (EU/Non-EU)
 - Australia / New Zealand
 - Canada
 - Africa
 - Southeast Asia
 - Middle East
 - Latin America
 - Other
-

Q3. If in India, which state/city? If outside India, which country/city?

Type: Short answer

Required: No

Q4. How familiar are you with the process of filing formal objections to infrastructure or industrial permits?

Type: Multiple choice (single answer)

Required: Yes

- Very familiar — I do this regularly
 - Somewhat familiar — I know the basics
 - Not very familiar — I've heard of it
 - Not at all — this is new to me
-

SECTION 2A: Citizen / Activist / NGO Track

[Google Forms: New section. Description: "These questions help us understand how citizens and advocacy organisations currently engage with the permit process."]

Q5. How do you currently learn about new infrastructure or industrial projects planned in your area?

Type: Checkboxes (multi-select)

Required: Yes

- News articles / social media
 - Government websites / planning portals
 - Word of mouth / community groups
 - NGO or advocacy group alerts
 - I usually don't find out until construction starts
 - Professional networks / industry contacts
 - I actively monitor permit databases
 - Other: ____
-

Q6. Have you ever wanted to formally object to a project (factory farm, data centre, road, warehouse, etc.) but didn't?

Type: Multiple choice (single answer)

Required: Yes

- Yes — I didn't know the process or who to contact
 - Yes — I knew how but it was too complex or time-consuming
 - Yes — I objected but felt my letter wasn't strong enough
 - No — I've successfully objected before
 - No — I've never felt the need to object
-

Q7. What concerns matter most to you when a new project is proposed near your area? (Select your top 3)

Type: Checkboxes (multi-select)

Required: Yes

[Google Forms: Add validation — max 5 selections]

- Animal welfare and habitat disruption
 - Environmental impact (pollution, carbon emissions, deforestation)
 - Public health risks (air quality, water contamination)
 - Economic impact on the local community (jobs, displacement)
 - Infrastructure and traffic disruption
 - Lack of basic services in the area (hospitals, schools, public transport)
 - Property values and quality of life
 - Noise and visual impact
 - Water supply and drainage concerns
 - Loss of agricultural or green land
-

Q8. If a tool could automatically notify you about upcoming permits in your area, generate a legally comprehensive objection letter covering multiple dimensions (environmental, health, economic, social), and tell you exactly who to send it to — would you use it?

Type: Multiple choice (single answer)

Required: Yes

- Absolutely — this is exactly what I need
 - Probably — if it was easy and trustworthy
 - Maybe — I'd need to see it working first
 - Unlikely — I prefer to handle objections manually
 - No — I don't think this would help
-

Q9. How important is it that objection letters are multi-dimensional (covering environment, health, economy, social impact) rather than focused on a single issue?

Type: Multiple choice (single answer)

Required: Yes

- Critical — comprehensive letters carry significantly more weight
 - Important — but one strong argument is usually enough
 - Somewhat important — any objection is better than none
 - Not important — single-issue letters work fine
 - Not sure
-

Q10. What types of permits/projects would you most want to be notified about? (Select all)

Type: Checkboxes (multi-select)

Required: Yes

- Factory farms / intensive livestock units
- Data centres
- Industrial warehouses / logistics hubs
- Mining and quarrying operations
- Road and highway construction
- Residential mega-developments
- Commercial real estate (malls, offices)
- Energy projects (power plants, wind farms, solar farms)
- Waste management / landfill sites
- Water treatment / sewage facilities
- All of the above — I want comprehensive coverage

Q11. How much would you or your organisation be willing to pay monthly for a platform like this?

Type: Multiple choice (single answer)

Required: Yes

- Free only — I won't pay
 - \$1-5/month (₹99-399) if it really works
 - \$5-15/month (₹400-1200) for premium features
 - \$15-50/month (₹1200-4000) if it's essential to my work
 - My organisation could pay \$50+/month (₹4000+) for team access
 - I'd prefer to pay per objection letter generated
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Q12. What would make you NOT use this platform? (Select all that apply)

Type: Checkboxes (multi-select)

Required: No

- Concerns about AI-generated letters being dismissed as spam
- Lack of legal validity of generated letters
- Privacy concerns with sharing my location/interests
- Too complicated to use
- Already have tools that do this
- Don't trust AI for this purpose
- Other: ____

[Google Forms: After this question → Go to Section 3 (Closing)]

SECTION 2B: Organisation / Corporation Track

[Google Forms: New section. Description: "These questions help us understand how organisations currently handle community engagement, site selection, and permit-related decisions."]

Q13. When planning a new facility, office, or project location, how does your organisation research community sentiment?

Type: Checkboxes (multi-select)

Required: Yes

- Hire external consultants (McKinsey, EY, Deloitte, local firms)
 - Internal market research team
 - Review past permit objections and public comments manually
 - Conduct community surveys directly
 - Rely on government data and EIA reports only
 - Analyse social media sentiment
 - We don't — we focus primarily on economics and logistics
 - Other: ____
-

Q14. How much does your organisation typically spend on site selection research and community/permit due diligence per project?

Type: Multiple choice (single answer)

Required: Yes

- Under \$5,000 (₹4 lakhs)
 - \$5,000 - \$25,000 (₹4-20 lakhs)
 - \$25,000 - \$100,000 (₹20-80 lakhs)
 - \$100,000 - \$500,000 (₹80 lakhs - ₹4 crore)
 - Over \$500,000 (₹4 crore+)
 - Not sure / varies significantly by project
 - Not applicable
-

Q15. Has your organisation ever faced community opposition, permit rejection, or significant project delays that a better understanding of local sentiment could have prevented?

Type: Multiple choice (single answer)

Required: Yes

- Yes — multiple times, it cost us significantly (time, money, reputation)
 - Yes — once, and it was a painful lesson
 - No — but we've seen competitors/peers face this
 - No — this hasn't been an issue for us
 - Prefer not to say
-

Q16. If a platform could provide intelligence on: (1) what communities in specific areas need, (2) where resistance to certain project types is high or low, (3) government-subsidised zones, and (4) predicted objection volumes — would your organisation use it?

Type: Multiple choice (single answer)

Required: Yes

- Definitely — this would save us significant time and money
 - Probably — if the data was reliable, recent, and verifiable
 - Maybe — we'd need to validate it against our own research first
 - Unlikely — we trust our existing research process
 - No — we wouldn't use external community intelligence
-

Q17. Which of these data points would be most valuable for your site-selection or expansion decisions? (Select top 3)

Type: Checkboxes (multi-select)

Required: Yes

- Community needs mapping (what services/infrastructure people want in specific areas)
 - Objection prediction scores by location and project type
 - Historical permit approval/rejection data and patterns
 - Government subsidy, SEZ, and incentive zone information
 - Pre-built environmental and social impact assessments
 - Competitor activity and saturation analysis in target locations
 - Real-time citizen sentiment dashboards
 - CSR opportunity mapping (where community investment has highest impact)
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Q18. What would you expect to pay for a comprehensive community intelligence report for a specific target location?

Type: Multiple choice (single answer)

Required: Yes

- \$500 - \$2,000 per report
 - \$2,000 - \$10,000 per report
 - \$10,000 - \$50,000 per report
 - \$50,000+ per report
 - Prefer a subscription model (monthly/annual platform access)
 - Would only consider this as part of a larger consulting engagement
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Q19. Does your organisation have a CSR or sustainability budget that could benefit from data on where community needs are highest?

Type: Multiple choice (single answer)

Required: Yes

- Yes — and we struggle to allocate it effectively / measure impact
- Yes — but we have established CSR partners and processes
- We have sustainability goals but no formal CSR budget
- No mandatory CSR, but we do ad-hoc community projects
- Not applicable

[Google Forms: After this question → Go to Section 3 (Closing)]

SECTION 2C: Government / Urban Planning Track

[Google Forms: New section. Description: "These questions help us understand current permit processes and how civic technology might improve governance and planning decisions."]

Q20. How does your department currently gauge public sentiment before approving permits or infrastructure projects?

Type: Checkboxes (multi-select)

Required: Yes

- Public hearings / town halls
 - Written objection periods (comment windows)
 - Online feedback portals
 - Environmental Impact Assessment (EIA) reports
 - Social media monitoring
 - Citizen surveys
 - We rely on elected representatives to convey public sentiment
 - We don't — permits are assessed primarily on technical and legal merit
 - Other: ____
-

Q21. What is the biggest challenge in the current permit approval process?

Type: Multiple choice (single answer)

Required: Yes

- Unexpected community backlash after approval
 - Lack of comprehensive environmental/social impact data
 - Lengthy objection and review periods that delay projects
 - Difficulty matching projects with suitable locations
 - Coordinating between multiple departments and agencies
 - Political pressure overriding technical assessments
 - Insufficient public participation in the process
 - Other: ____
-

Q22. If a platform could predict the likely volume and nature of objections before a permit is filed — and suggest alternative locations with higher community acceptance — would your department consider using it?

Type: Multiple choice (single answer)

Required: Yes

- Yes — this would significantly improve our planning process
 - Possibly — if it complied with our regulatory and data frameworks
 - Unlikely — we have our own established processes
 - No — permit decisions must remain fully within government control
 - Would need to see evidence of accuracy first
-

Q23. Would you be open to partnering with a civic tech platform that aggregates citizen feedback on infrastructure projects to improve governance?

Type: Multiple choice (single answer)

Required: Yes

- Yes — better citizen data leads to better governance
 - Possibly — if data quality, privacy, and legal compliance are ensured
 - Unlikely — we prefer government-managed platforms
 - No — citizen engagement should be handled entirely through official channels
-

Q24. What data would be most valuable for improving permit-related decisions in your jurisdiction?
(Select top 3)

Type: Checkboxes (multi-select)

Required: Yes

- Real-time citizen sentiment by area and project type
- Historical objection patterns and outcomes in your region
- Community demand mapping (what services and infrastructure people need most)
- Environmental and social impact predictions using AI
- Comparison data from similar projects in other regions/countries
- Private sector interest and investment patterns in specific locations
- Public health correlation data for industrial areas

[Google Forms: After this question → Go to Section 3 (Closing)]

SECTION 3: Final Thoughts

[Google Forms: New section. Description: "Almost done! A few final questions to help us prioritise and stay in touch."]

Q25. On a scale of 1-10, how likely are you to use a platform like AFOG?

Type: Linear scale

Required: Yes

- 1 (Not at all likely) to 10 (Extremely likely)
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Q26. What is the ONE feature that would make you sign up immediately?

Type: Paragraph (long answer)

Required: No

Q27. What is your biggest concern or hesitation about a platform like this?

Type: Paragraph (long answer)

Required: No

Q28. Are there any existing tools or services you currently use for permit tracking, objection filing, or community intelligence? If so, which ones?

Type: Short answer

Required: No

Q29. Would you be interested in joining our early beta program?

Type: Multiple choice (single answer)

Required: Yes

- Yes — sign me up for the beta!
 - Maybe — keep me updated on progress
 - No thanks — but I wish you the best
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Q30. Your name (optional)

Type: Short answer

Required: No

Q31. Your email (optional — for beta access and updates only)

Type: Short answer

Required: No

[Google Forms: Enable email validation]

Q32. Your organisation name (optional)

Type: Short answer

Required: No

Q33. Would you be open to a 15-minute follow-up conversation about your experience with permits and community engagement?

Type: Multiple choice (single answer)

Required: No

- Yes — happy to chat
 - Maybe — depends on timing
 - No thanks
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CONFIRMATION PAGE MESSAGE

Thank you for helping shape AFOG! 🎉

Your feedback directly influences what we build. If you opted into the beta, we'll be in touch soon.

Learn more: [Your landing page URL] **Follow our journey:** [LinkedIn/Twitter link]

— Abid & the AFOG team

GOOGLE FORMS SETTINGS CHECKLIST

- ☐ Enable "Limit to 1 response" (optional — decide if you want repeat responses)
- ☐ Enable "Show progress bar"
- ☐ Set sections to route based on Q1 answer (citizen → 2A, org → 2B, govt → 2C)
- ☐ Set theme colour to match AFOG branding (purple/dark recommended)
- ☐ Add AFOG logo as form header image
- ☐ Enable "Collect email addresses" (optional — Q31 covers this)
- ☐ Test all section routing before sharing
- ☐ Create response spreadsheet for analysis

FORM STRUCTURE SUMMARY

Section 1: About You (Q1-Q4) — Everyone answers

↓ Routes based on Q1

Section 2A: Citizen/Activist/NGO (Q5-Q12)

Section 2B: Organisation/Corp (Q13-Q19)

Section 2C: Government (Q20-Q24)

↓ All converge

Section 3: Final Thoughts (Q25-Q33) — Everyone answers