



# Memo

**To:** Mayor & Town Council  
**From:** Rick Keuroglan, Town Manager  
**CC:**  
**Date:** November 20, 2025  
**Re:** Community Strategic Planning Survey Questions

Included in this packet are the 2024 survey and the proposed 2025 survey questions.

I met with the Historic District Civic League on November 12<sup>th</sup> and received their feedback related to the 2024 survey questions. Their input is as follows:

- Definite no on the Yes/No questions. Would prefer a ranking system (i.e., 1-5)
- Break the Town Departments into each separate line for ranking satisfaction from 1-5 and provide a comment line. Specifically ask if not a 5 (totally satisfied), then why.
- Opinions may vary for Town Services based on summer versus winter community.
- Comments are very important to understand the actual issues someone may have.
- Page size is a concern, but more than 2 pages would be acceptable.
- Some questions are based on topics rather than actual concerns. Can this be rephrased?
- Support for the delineation of community questions.
- Questions to support understanding of civic engagement.
- Consider a focus group to evaluate the survey results. Maybe this is how you utilize the non-profit forum strategic forum conversation.

I will be meeting with the Bay Creek community on November 19<sup>th</sup> to obtain their feedback.