



Meeting Name: Town Council Meeting
Meeting Date: September 24, 2025
Prepared By: C. Copeland-Rodriguez, MMC, Town Clerk
Item Title: Options for Community Survey: Master Development Plan

DISCUSSION:

As part of the efforts to engage the community and gather meaningful input on the Town's Master Development Plan, staff is requesting approval to move forward with the development and distribution of a public survey.

To proceed, the following two options are proposed:

OPTION #1: Internal Development: Town staff will develop the survey questions in-house, manage formatting, and handle distribution to the community at a cost not to exceed of \$2,000. (*Distribution would consist of utilizing POLCO's electronic survey platform and sending via email blast, as well as the mailing of postcards featuring a link or QR code linking directly to the survey.*)

OPTION #2: POLCO Engage + Custom Survey Development: Town staff will collaborate with our survey consultant to develop the questions and POLCO will manage the distribution of the survey. This option would be at a cost not to exceed \$15,000.

RECOMMENDATION:

Staff recommends that the Town Council approve Option #2 to ensure the survey results are statistically valid through the use of a third-party consultant (POLCO).

Attachment(s):

- 1) POLCO Estimate.