



TOWN OF ERIE

645 Holbrook Street
Erie, CO 80516

Town Council

Board Meeting Date: 2/23/2021

File #: 21-081, **Version:** 1

SUBJECT: General Business

2021 Community Survey Topics

DEPARTMENT: Communications & Community Engagement

PRESENTER: Amber Luttrell, Communications and Marketing Manager

TIME ESTIMATE: 30 minutes

STAFF RECOMMENDATION:

Review, discuss and provide direction on topics for the 2021 Community Survey unique questions

SUMMARY AND BACKGROUND OF SUBJECT MATTER:

The 2021 Community Survey preparation is underway with Polco (formerly known as the National Research Center). To align with the proposed timeline presented at the February 16, 2021 Board of Trustees meeting, staff compiled the attached survey question topics provided by Trustees. Upon review and consensus of these topics staff will work with Polco to draft the unique questions that will be included in the survey. The statistically valid survey will be sent in mid-March with data collection taking place in June.

Board Priority(s) Addressed:

- ✓ Engaged and Diverse Community
- ✓ Small Town Feel
- ✓ Effective Governance

ATTACHMENTS:

1. 2021 Community Survey Topics