



# TOWN OF ERIE

645 Holbrook Street  
Erie, CO 80516

## Town Council

**Board Meeting Date: 8/24/2021**

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**File #:** 21-355, **Version:** 1

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**SUBJECT:**

**2021 Community Survey**

**DEPARTMENT:** Administration - Communications & Community Engagement

**PRESENTER:** Jade Arocha, Senior Program Analyst, Polco, National Research Center, Inc. / Boulder, CO; Amber Luttrell, Communications & Marketing Manager

**TIME ESTIMATE:** 30 minutes

**STAFF RECOMMENDATION:**

No action is required for this item. For 2021, custom questions were drafted based on the Work Plan initiatives with the goal of garnering engagement, and how best to continue to engage on these initiatives. The results of the survey have been collected and analyzed and are being presented by the vendor.

**SUMMARY AND BACKGROUND OF SUBJECT MATTER:**

The Town of Erie Community Survey is administered in odd numbered years. Postcards are mailed in the spring to a predetermined sample size of households. The goal is to provide a scientific, statistically valid instrument. New to 2021 was the open survey option, which made the Community Survey available to all residents in an online format. Results from both the scientifically valid survey and the open survey will be presented to the Board. It is then up to the Board and staff to utilize the information provided by the residents to determine priorities in work and budget going forward.

**ATTACHMENTS:**

1. Polco PowerPoint Presentation
2. 2021 Survey Questions
3. 2021 NCS Report of Results
4. 2021 Erie Custom Question Responses