

Derry Survey Committee

August 17, 2015

The Derry Survey Committee met on Monday, August 17, 2015, beginning at 4:00 p.m., in the 3rd Floor Training Room of the Derry Municipal Center to begin discussions about a community wide survey. Present were Town Councilor David Fischer, Susan Hickey, ITA/HR/CFO, Doug Rathburn, IT Director, Elizabeth Robidoux, Planning, Matt Cullen, Owen Provencher and Michael Layon.

Mr. Fischer advised the idea behind the survey is to identify needs and priorities. Each member introduced themselves and provided a brief background. Michael Layon was elected Chair of the subcommittee by unanimous vote. He advised the first task would be to establish goals, topics and to decide on how to conduct the survey. There will also need to be data validation to make sure the same person does not complete the survey multiple times. It was suggested that the responses be limited to two responses from one IP address. Owen suggested providing some sort of incentive for participating in the survey which might increase the number of participants. There was some discussion about perhaps opening the survey up to the region and asking "how can Derry best serve you?"

The survey should be limited so that it takes no longer than ten minutes to complete. A question that could be answered through the survey would be – are the residents interested in supporting the funding of an economic development position. It might also be helpful to discover why residents leave Derry.

The committee members will work on developing topics to consider for the survey. The purpose of the survey is to obtain feedback on key issues to decide if those issues are real priorities or not; to see if people want to spend money to improve the town; determine the connection between the wants of the residents and the desire to pay for those initiatives; and, to determine how the Council can align the budget to meet those needs. The goal is to conduct a survey to provide direction to the Town Council regarding the priorities, interests and needs in the town.

The members discussed past surveys that had been done in Derry. There may have been a past Town Council Survey, there was a Master Plan Survey conducted as part of the 2010 Master Plan update and a member of the Economic Development Committee recently conducted a Facebook Survey. It was suggested that someone reach out to the Chamber of Commerce to see if the Chamber has conducted any surveys in Derry and if they would share the results. Matt suggested utilization of a third party such as UNH to assist with either development or validation of the data so that the results of the survey will be perceived to be objective. It was noted there would be a cost to such a service.

It was noted it would be helpful to obtain some demographics from the survey. The committee will use google docs or email to remain in touch with each other. Google docs would be helpful for group input as the survey topics and questions are being developed.

Tasks assigned to the group and individuals in advance of the next meeting are as follows: Look at SurveyMonkey and review examples of surveys; develop topics for the survey and bring those back to the next meeting. Liz will forward a copy of the 2010 Master Plan survey and results, obtain a copy of the Economic Development Committee minutes and the survey that Marc Flattes , and forward that as well to the members.