

**ECONOMIC DEVELOPMENT SUBCOMMITTEE GUIDE SHEET**  
**TASK ONE (SURVEY QUESTION DEVELOPMENT)**

Your first task on the Master Plan Committee is to develop 3-5 survey questions on economic development issues to be answered by city residents. A community survey developed by the Master Plan Committee will be included in the City Census mailing in December. Final printed surveys need to be to the City Clerk's office by December 1, 2006. **Your deadline for this first task is November 17, 2006, to ensure enough time for printing and design of survey.**

**FIRST:**

- Read the Economic Development section of the *EO418 Community Development Plan* in binder
- Read the *enVision Easthampton Plan* in your binder
- Refer to the *Document and Policy review* developed by the consultants for strategies on these issues
- Have a subcommittee discussion about what you have read in the plans, issues that are missing, what remains to be done

**IF YOU NEED MORE INFORMATION ON ECONOMIC DEVELOPMENT ISSUES:**

- Western Massachusetts Economic Development Council at <http://www.westernmassedc.com/>
- Plan for Progress <http://www.planforprogress.org/>
- Massachusetts Smart Growth Toolkit at [http://www.mass.gov/envir/smart\\_growth\\_toolkit/](http://www.mass.gov/envir/smart_growth_toolkit/)
- Massachusetts Smart Growth Alliance at <http://www.ma-smartgrowth.org/>

**THEN:**

- Think about what economic development issues might be missing from the above mentioned city documents, and what remains to be done.
- Determine what type of information you are trying to collect from residents – (e.g., support for policy programs, funding opportunities, zoning changes...)
- Develop 3-5 survey questions (limit to one open-ended question, where residents would respond through a comments section)
- Think about your audience – use natural and familiar language – limit jargon terms!
- Prioritize your questions – there might not be room on the survey to include all your questions – which ones are of the highest priority to you?
- Final survey questions to PVPC and Planning Department by **November 17, 2006**
- If you would like more information on survey question development, visit the following webpage: <http://knowledge-base.supersurvey.com/survey-questions.htm>

**LAST STEPS:**

- PVPC and Planning Department will format and finalize survey questions by November 20, 2006
- Final survey will be reviewed by **Executive Committee** members at a regularly scheduled meeting on **November 21, 2006**.
- PVPC and Planning Department will deliver final printed surveys to the city by December 1, 2006.