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1. Survey administration
  - Online in Survey Monkey
  - One per household
2. Two surveys – each take approximately 6 minutes to complete
  - Resident
  - Business owner
3. Online versions available:
  - a. Resident – sent via
    - Municipality email list serve
    - Municipality web page
    - Social media
    - Other?
  - b. Business owner
    - SDABA list serve
    - CVB list serve
    - Social media
    - Other?
4. Hard copy of survey available upon request. Copy should be requested directly from the respective municipality.
5. Time frame: one month
  - September 8 – online version available to business owners
  - September 9 – online version available to residents
  - September 17 & 18 – reminders posted
  - September 25 – surveys closed
  - October 2 – data analyzed and comments summarized
  - October 9 – draft report of findings completed
6. Cost per municipality:
  - Survey administration & analysis – gratis
  - Hard copy printing – paid for by the respective municipality
7. Publicize via
  - Commercial Record article
  - Press release to relevant sources
  - Morning Grind
  - Fliers