

**Council Budget Questions and Requests for Information  
2021-22 Manager's Recommended Budget  
Question #4**

**QUESTION:** How important is it to do the Community Survey every two years? Might it make sense to shift it to every three or four years?

**RESPONDENT:** Sabrina Oliver, Communications & Public Affairs Director/Town Clerk

**RESPONSE:** Some organizations do conduct the survey every three to four years, and others conduct the survey annually, but the most frequent timeframe is biennially. One benefit of conducting the survey more frequently is that the Town is more quickly able to assess the impact of improvements our organization has made since the last survey. Conducting the survey more frequently also enables the Town to more quickly identify potential issues. If too much time takes place between surveys, it can be difficult to determine the reason for changes in satisfaction from one survey to the next. This is also why it is important to the Town to conduct the survey this fall after spending most of 2020 into 2021 responding to the COVID 19 pandemic.