## INCORPORATED 1718 FALMOUTH MAINE

### **Communication Methods Survey**

#### How can we better communicate with you?

The Town of Falmouth is working hard to improve the channel of communication between residents, Town staff, and Town Councilors. Please take a moment to complete the survey below or take it online at: https://www.surveymonkey.com/r/ FalmouthCommunicationSurvey. Completed surveys can be dropped off at Town Hall or mailed to: Town of Falmouth, 271 Falmouth Road, Falmouth, ME 04105.



Scan this QR code using your smartphone camera to access the survey online.

1. GENERAL KNOWLEDGE—HOW KNOW	wiedgeable do you consider your	sen to be about Town business? Circle one.
Extremely Knowledgeable	Very Knowledgeable	Moderately Knowledgeable
Slightly Knowledgeal	ole Not Know	vledgeable At All

CENERAL KNOW/ EDGE How knowledgeship do you consider yourself to be about Town husiness? Circle and

## 2. TYPES OF INFORMATION—Please rank the TOP 5 types of information you are most interested in receiving from the Town, with 1 being the MOST important.

Community Events	 Volunteer/Employment Opportunities	
Parks/Community Programs Information	 Trash/Recycling	
Road Construction Updates	 Program Information	
Town Meeting Notices/Agendas	 (tax relief, brown tail moth, identity theft, etc.)	
Town Council Actions	 Emergency Alerts	
Policy/Ordinance Info/Proposed Changes	 Other, please specify	

# 3. GETTING INFORMATION—Of the information delivery methods *currently employed* by the Town of Falmouth, please rank the TOP 5 that you find *most effective* in accessing or receiving information from the Town, 1 being the MOST effective.

Social Media (Facebook, Twitter, etc.)	 Local Print Media (newspapers, etc.)
Town of Falmouth Email Alerts	 Email or Phone Town Staff or Councilor
Letter/Postcard Mailed to Your Home	 Visiting Town Hall in Person
Town of Falmouth Website	 Posters or Fliers
Public Meetings/Forums	 Informational Program/Workshop
Local Broadcast Media (radio, TV)	 Informational Brochures
CCTV/Public Access Broadcast	 Signage
Town of Falmouth YouTube Channel	 Other, please specify

4. GIVING FEEDBACK—We are continually trying to improve how we *receive* input from residents. Please rank the TOP 5 methods you find *most effective* in communicating your concerns/thoughts/ideas with us, with 1 being the MOST effective.

Direct Email to Town Staff or Councilors	Comments on Social Media
Online Email Form	Public Meetings/Forums
Phone	Surveys
In-Person	Volunteering/Serving on a Committee
By Mail	Other, please specify

This information is provided to you by the Town of Falmouth.

271 Falmouth Road, Falmouth, ME 04105 • www.falmouthme.org • 207-781-5253

5. NEW WAYS TO COMMUNICATE (GETTING & GIVING)—Falmouth hopes to improve its communications methods and foster better two-way communication by creating new ways to deliver information to and gain valuable feedback from residents. How likely would you be to participate in/use/read/access the following?

	Never	Very Rarely	Sometimes	Occasionally	Often	Very Often
Email Newsletter						
Newsletter Via Mail						
Text Messaging						
Smartphone App						
Informal Meet & Greet						
Events with Councilors						
Focus Groups/Listening						
Sessions/Discussion Forums						
Neighborhood Meetings/						
Committees						
More/Regular Town-Wide,						
Issue-Specific Mailings						
Informational Videos						
Educational/Informational						
Presentations or Workshops						
Podcasts						
Other (please specify)						

6. OVERALL SATISFACTION—Overall, how satisfied are you with the Town of Falmouth's efforts to communicate important information to its residents? Circle one.

Extremely Satisfie	ed S	Somewhat Satisfied	Unsure
	Somewhat Dissatisfied	Extremely Dissatis	fied
7. WAYS TO IMPROVE—V communicate with reside	, , ,	ink the Town of Falmouth could do	better in its efforts to
		ate in a one-hour focus group to fur are not committing to anything, ju	
Yes		No	

If you answered yes, please enter contact information below or contact Erin Cadigan at <u>ecadigan@falmouthme.org</u> or 207-699-5346. Please print clearly.

Name	Phone	Email

9. ADDITIONAL COMMENTS—Please feel free to enclose an additional piece of paper.