

MEMORANDUM

TO: Mark R. Oefinger, Town Manager  
FROM: Jonathan J. Reiner, Director of Planning and Development  
DATE: August 4, 2016  
SUBJECT: Residential and Business Survey

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The Office of Planning and Development Services (OPDS) has contracted with GreatBlue Research, a professional market research firm, to conduct telephone surveys of Groton residents and businesses. The purpose of the survey is to learn the opinions of residents and business owners regarding a variety of Town services and resources and to identify opportunities to promote economic development. This effort is intended to supplement the findings of the recently-completed market analysis. The survey will serve a vital role in helping OPDS understand the concerns and priorities of residents & businesses and guide decision-making appropriately.

The survey is scheduled to begin on August 15 and will continue until the firm has collected data from enough respondents. This will most likely be a one- or two-week timeframe. To increase the response rate, OPDS is distributing information about the survey and encouraging residents and businesses to take part in it.

To this end, OPDS is requesting assistance from the Town Council, the Representative Town Meeting, and our Boards and Commissions. Two documents which provide details about the logistics of the survey are attached. One is a list of frequently asked questions; the other document includes information about the purpose of the survey and what residents and businesses can expect if they receive a call from GreatBlue. OPDS asks that the members of the Town Council, the RTM, and our Boards and Commissions circulate these two documents to residents and businesses. In particular, the input of local businesses is critical to the success of this survey effort. OPDS would like to encourage participation in the survey to improve the value of the findings.

If you have any questions about any of this information, please feel free to contact Paige Bronk, Economic and Community Development Manager at (860) 448-4095 [pbronk@groton-ct.gov](mailto:pbronk@groton-ct.gov) or to contact me at (860) 446-5980 [jreiner@groton-ct.gov](mailto:jreiner@groton-ct.gov).

Attachments:

Press Release  
FAQ

cc: Town Council  
Representative Town Meeting  
Conservation Commission  
Economic Development Commission  
Historic District Commission  
Inland Wetlands Agency  
Planning Commission  
Zoning Board of Appeals  
Zoning Commission



# TOWN OF GROTON

## PLANNING AND DEVELOPMENT SERVICES

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August 4, 2016

### PRESS RELEASE

Office of Planning and Development Services  
Town of Groton

In mid-August 2016, the Town of Groton will be conducting residential and commercial telephone surveys as part of a long-term planning study for the town. The purpose of this survey is to measure residents' & business owners' opinions regarding a variety of town services, resources, and identify opportunities to drive economic development. The survey itself will be conducted by GreatBlue Research, Inc., a professional research firm located in Cromwell, CT. This survey will be vital in helping the Town understand the concerns and priorities of its residents & businesses and guide them in making decisions that best reflect the goals and needs of its population.

A random sample of Groton residents & businesses will be called and the name of the firm ("GreatBlue") will show up on caller ID should you have the technology at your home or business. If you do not have the technology, the phone number that appears will be 860-740-4000 or a variation of that (i.e., 860-740-4005, -4006 or -4007). As required by the Code of Ethics of the National Council on Public Polls and the United States Privacy Act of 1974, GreatBlue Research, Inc. maintains the anonymity of respondents to surveys the firm conducts. No information will be released that might, in any way, reveal the identity of the respondent to the Town of Groton. If you have any questions about the survey, please contact GreatBlue Research, Inc. at 860.740.4000.

We thank you for your cooperation and hope that you participate in this important survey.

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August 2016 – Town of Groton Residential & Business Telephone Survey

### FREQUENTLY ASKED QUESTIONS

- Where are the calls coming from?
  - The Town of Groton has hired GreatBlue Research, a professional market research firm located in Cromwell, CT. GreatBlue has their own in-house call center with trained research staff. If you have the technology in your home, the caller ID will read “GreatBlue.” If you do not have the technology, the phone number that appears will be 860-740-4000, or a variation of that (i.e., 860-740-4005, -4006, or -4007). They do not use auto-dialers, so you will always be speaking to a live representative. None of the research staff has previous experience as telemarketers and they are not driven by quotas, so conversations are relaxed and pleasant. Participation is not mandatory, and you may opt-out.
- How many surveys are being collected?
  - GreatBlue will call a random sampling of residents to complete 350 surveys, and a random sampling of businesses to complete 100 surveys.
- How many calls does it take to complete 350 residential surveys and 100 commercial surveys?
  - GreatBlue completes roughly 1 residential survey for every 10 calls made, resulting in about 3,500 calls. For commercial surveys, GreatBlue completes roughly 1 survey for every 15 calls, resulting in about 1,500 calls.
- What happens if I’m not available and can’t take the survey when they call?
  - GreatBlue uses computer-aided telephone interviewing software that allows them to set up call-backs to reach you at a better time.
- How do they ensure all segments of the population are represented?
  - With the computer-aided telephone interviewing software, GreatBlue has the ability to target surveys based on age, zip code, etc. to ensure the surveys collected reflect the population’s demographics.
- Can I contact GreatBlue directly and volunteer to take the survey?

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- While interest in participation is helpful, the survey must be random so that everyone has an equal chance of participation. If people call in and volunteer to take the survey, the results cannot be generalized to the public as a whole. Thus, surveys can only be completed through outbound calls from GreatBlue.
- I'm on a "Do Not Call" list. Why am I still receiving a call?
  - As GreatBlue is not attempting to sell you anything, they are exempt from this rule. Legitimate survey research is exempt from the Telemarketing Sales Rule put forth by the FCC to protect people from harassment and prevent fraudulent activity. However, GreatBlue will respect your right to refuse the survey as it is not mandatory.
  - GreatBlue does keep an in-house "Do Not Call" list, so if you receive a call and do not want to participate or receive additional calls, simply ask the researcher to be added to the "Do Not Call" list.