



**VILLAGE OF MARVIN
NORTH CAROLINA**

**Marvin Village Hall
10006 Marvin School Road
Marvin, NC 28173**

**Phone: (704) 843-1680
Fax: (704) 843-1660**

Village Council Agenda Report

Meeting Date: Thursday, July 31, 2025

MarvinNC.gov

Title: Discuss and Consider Revisions to 2025 Community Survey Questions as Recommended by Centralina Regional Council

Attachments: Proposed Revisions **Action Requested:** Approve

Draft Motion: To approve the final draft of the 2025 Community Survey as amended.

Budgetary Impact: No Budgetary Action Required

Background:

The Council previously approved the list of questions for the 2025 Community Survey based on feedback from the PR&G Board, Planning Board, and Survey Working Group. The Council previously entered a contract with Centralina Regional Council to administer the survey and to prepare reports/presentations of the results.

Centralina has reviewed the list of questions and has a list of recommendations. Most recommendations are as follows:

- Changing the order of a few questions.
- Rewording a few questions.
- Changing a few open-ended questions to have answer choices with an “other, please specify” option.
- Deleting redundant questions to make the survey shorter.
- Merging questions to make the survey shorter.
- Adding an intro message to explain the purpose of the survey.

Current:

Staff asks Council to consider each of the revisions proposed by Centralina and to approve the final draft. Staff will briefly discuss each of the revisions with Council.

This will be the last chance for the Council to make changes to the survey questions.

Next Steps:

- Centralina creates survey in SurveyMonkey.
- Staff prepares marketing materials, postcard design, and banners.
- Social media/newsletter promotions begin in August.
- Centralina mails postcards with access codes to residents (one response per household).
- Survey runs mid-September through mid-November.
- Centralina prepares final report and presentation.
- Centralina presents survey results in January 2026.