



Town Manager's Office

Municipal Office Building  
66 Central Square  
Bridgewater, MA 02324  
508-697-0919

July, 2018

**Re: Upcoming Planning Survey**

Dear Resident/Business owner:

In mid-August 2018; the Town of Bridgewater will be conducting residential telephone surveys, as part of a long-term planning study for the town. The purpose of this survey is to measure residents' 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 changing goals and needs of its population.

A random sample of Bridgewater residents will be called and the name of the firm ("GreatBlue") will show up on caller ID should you have the technology at your home. 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 Bridgewater.

A FAQ sheet is attached to this letter which should answer most questions you may have. If you have any additional questions about the survey, please contact GreatBlue Research, Inc. at 860.740.4000.

I thank you for your help and hope that you participate in this important survey.

Sincerely,

  
Michael Dutton

***Bridgewater:***

*Preserving Our Past. Enriching Our Present. Building Our Future.*

July, 2018

**Upcoming Planning Survey**  
Frequently Asked Questions

- Where are the calls coming from?
  - The Town of Bridgewater 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 300 surveys.
- How many calls does it take to complete 300 residential surveys?
  - GreatBlue completes roughly 1 residential survey for every 10 calls made, resulting in about 3,000 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. Also, you will have the opportunity to take the survey online at the Town of Bridgewater’s website.
- 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?
  - 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.

- If you'd like to take to volunteer to take the survey, we'd encourage you to seek out the online-version of the survey at the Town of Bridgewater's website.
- 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.