

Sample follow-up and survey to participating merchants



VILLAGE OF WILMETTE

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OFFICE OF THE
YOUTH COMMISSION
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DATE: October 31, 2005
TO: Mary Caparossi
Piero's Stuffed Pizza
FR: Joe Feldman, Chairman, Wilmette Youth Commission
RE: 2005 Summer Bike Safety Award Program – End of Summer Wrap-up

On behalf of the Wilmette Youth Commission, thank you again for your participation in this year's Bicycle Helmet Safety Program.

We continued to receive very positive feedback from parents, police, and of course the children.

As we look ahead to next year's program, your feedback would be especially valued regarding redemptions and whether the program meetings your expectations.

Would you take a few minutes to complete the attached form and to add any thoughts you may have on ways we can make next year's program even more successful? For your convenience, please return the survey in the enclosed self-addressed stamped envelope or by fax to Village Hall at 847 853 7642.

If you have any further questions or comments, feel free to call Vicki Hanson at the Village Hall (847-853-7608) or myself (847-853-9122). Many thanks for your support.

2005 Summer Bike Helmet Safety Award Program End of Program Feedback

Redemption Rate:

Please note the total number of coupons redeemed at your location this summer; if information is available, please provide a monthly number (or your best estimate):

June	July	August	September	October	Total Summer

Publicity and goodwill in the community:

One of the goals of this summer's program was to stimulate positive publicity and goodwill in the community for the participating merchants. How have the program's results meet your expectations (please circle one)?:

Greatly exceeded expectations

Exceeded expectations

Met expectations

Did not meet expectations

Future Participation:

We look forward to next year's program and its continued support in the community. Should we contact you next spring for participation in next year's program (circle one)?:

Yes, contact me for next year's program

No, thanks.

Suggestions:

Please provide any suggestions for improvements or other comments about this summer's program: Excellent Program