

Sample Interview Guide & Questions

The following is an example that should be customized for a particular community.

Introduction

- Thank you for taking the time to meet with us.
- <Organization Name> is gathering public input for a strategic plan for community and economic development for <Community Name>.
- Interview shouldn't take over 30 minutes
- All responses are completely confidential.

Ice Breaker

Ask a question or two about the interviewee to get the conversation going, e.g. how long have you had your business or how long have you been in office, or other relevant questions.

Strengths and Weaknesses of <Community Name>

(For business interviewees only)

- What are the strengths of <Community Name> as a business location? What are the weaknesses?
- What needs to be done about the weaknesses?
- Depending on how the conversation and time go, you can ask about specific factors such as the labor force, utilities and public services, access to customers and suppliers, etc.

(For elected officials and others)

- What are some of the key issues facing your community (ex: City or County)?
- What are the most positive aspects to your community?
- What would you like to see improved in your community?

Vision

What is your "vision" for the future of <Community Name>? What are your thoughts on where <Community Name> stands now and your preferences for how it evolves in the coming years?

Wrap Up

- Any other comments or questions about the plan for community and economic development?
- Have they completed the online survey? Direct them to it and/or give them a hard copy.
- Thank you!