

AMERICA'S BYWAYS RESOURCE CENTER COMMUNICATION TOOLS SURVEY



Your input matters! America's Byways Resource Center produces and distributes the *Vistas* newsletter and develops and publishes content at the website www.BywaysResourceCenter.org. Tell us how we're doing—and what we could do better to communicate useful information.

Please take 5 minutes to complete the following survey about Vistas and the website. Your e-mail/print responses are appreciated by August 27th.

Complete this form and mail to:
America's Byways Resource Center
394 Lake Avenue South, Suite 600
Duluth, MN 55802
or e-mail a scanned copy of your response to tmaurer01@gmail.com

1 = Highly Agree	2 = Agree	3 = Neutral/Don't know	4 = Disagree	5 = Highly Disagree
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VISTAS CONTENT

We'd like to know what you think about what you read in Vistas. Choose a number that best represents your response for each of the statements below.

1. The articles in <i>Vistas</i> provide useful information for building skills for byway volunteers or byway leaders.	1	2	3	4	5
2. The articles in <i>Vistas</i> introduce best practices that are useful to byway organizations.	1	2	3	4	5
3. I share printouts or copies of articles from <i>Vistas</i> with other byway supporters or stakeholders.	1	2	3	4	5
4. I share articles from <i>Vistas</i> via e-mail with other byway supporters or stakeholders.	1	2	3	4	5
5. <i>Vistas</i> would be more useful to me if it had more in-depth articles from experts in the field.	1	2	3	4	5
6. <i>Vistas</i> would be more useful to me if it provided more information for advanced byway practitioners.	1	2	3	4	5
7. <i>Vistas</i> would be more useful to me if it provided overviews of current byway-related topics.	1	2	3	4	5
8. <i>Vistas</i> articles would be more useful to me if they showed the best level of experience (beginner, intermediate or advanced) for the intended audience.	1	2	3	4	5

Think about the quality, subject matter, or depth of the content. Please share your other comments about the content in *Vistas* here:

VISTAS FORMAT & USAGE

How does the appearance and functionality of Vistas work for you? Choose a number that best represents your response for each of the statements below.

1. The <i>Vistas</i> layout is easy to read.	1	2	3	4	5
2. I prefer to read <i>Vistas</i> as an electronic publication, via e-mail or online, rather than receiving a printed issue in the mail.	1	2	3	4	5
3. <i>Vistas</i> contains just the right amount of information.	1	2	3	4	5
4. I refer to previous <i>Vistas</i> issues at the website.	1	2	3	4	5
5. I save printed versions of <i>Vistas</i> for future reference.	1	2	3	4	5

Think about the quality, functionality, or presentation of *Vistas*. Please share your other comments about the format of *Vistas* here:

AMERICA'S BYWAYS RESOURCE CENTER COMMUNICATION TOOLS SURVEY (Cont.)

1 = Highly Agree
 2 = Agree
 3 = Neutral/Don't know
 4 = Disagree
 5 = Highly Disagree

VISTAS FREQUENCY

Vistas is currently a bimonthly publication. How often would you like to receive Vistas? Choose one response from these four:

I would prefer to receive Vistas: monthly bimonthly quarterly none

WEBSITE CONTENT

We'd like to know what you think about what you read online. Choose a number that best represents your response for each of the statements below.

1. The website provides useful information that builds skills for byway volunteers or byway leaders.	1	2	3	4	5
2. The topics areas covered online (finances, corridor management, byway organization, and visitor experience) provide useful information for byway organizations.	1	2	3	4	5
3. I print information from the website to share with other byway supporters or stakeholders.	1	2	3	4	5
4. I e-mail information from the website to share with other byway supporters or stakeholders.	1	2	3	4	5
5. The website would be more useful to me with more in-depth articles.	1	2	3	4	5
6. The website would be more useful to me if it provided more links to other expert sources.	1	2	3	4	5
7. The website would be more useful to me if it provided more information for advanced byway practitioners.	1	2	3	4	5
8. The website content would be more useful to me if each entry showed the best level of experience (beginner, intermediate or advanced) for the intended audience.	1	2	3	4	5

Think about the quality, subject matter, or depth of the content. Please share your other comments about the website content here:

WEBSITE PRESENTATION & USAGE

How does the appearance and organization of the website work for you? Choose a number that best represents your response for each of the statements below.

1. The website is easy to navigate.	1	2	3	4	5
2. I can quickly find information at the website.	1	2	3	4	5
3. The website should be updated more frequently.	1	2	3	4	5
4. The website is easy to read.	1	2	3	4	5
5. I would like e-mails about timely articles or content updates on the website.	1	2	3	4	5

Think about the presentation, functionality, and organization of the website. Please share your other comments about using the website here: