

Waterford Mayorship Campaign — Story, Bio & Experience Question Sets

PART 1: Two-Minute Mayorship Story (For Speeches or Web Intro)

Goal: Generate a compelling short narrative focused on stewardship and legacy.

1. When you think back to your first day as mayor, what was the village like?
 2. What's one moment that captures what it means to be mayor of Waterford?
 3. What motivated you to serve the village back then — and what keeps you going today?
 4. How would you describe the biggest transformation Waterford has seen under your leadership?
 5. What's something you're proud of that most people don't know about?
 6. In one sentence: What do you believe is your role as mayor?
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PART 2: Biography Prompts (Personal + Professional Journey)

Goal: Draft a warm, authentic biography for the website or print material.

1. Where did you grow up, and what was life like in Waterford then?
 2. Can you share a bit about your family background or early mentors?
 3. What experiences or values did you take with you when you left for service?
 4. What brought you back to Waterford — and what made you stay?
 5. How did your return to the community lead you into public service?
 6. What was your path to becoming mayor?
 7. Over the years, how has your connection to the people of Waterford deepened?
 8. What do you do outside of official duties that shows your roots here?
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PART 3: Mayor Experience Q&A (12 Website Copy Questions)

Goal: Create engaging content about daily leadership, values, and work ethic.

1. What's a typical day like for you as mayor?
2. What's the most challenging part of your job?
3. What's the most rewarding part?
4. What do you hear most often from residents?
5. How do you make tough decisions when not everyone agrees?
6. What's a recent issue the village faced, and how was it resolved?
7. How do you stay connected to people across different generations?
8. How do you work with the village board and other officials?
9. What has changed the most in 25 years of leading Waterford?
10. What hasn't changed — and why is that important?
11. How do you define good village stewardship?
12. What do you hope people say about your leadership 25 years from now?

PART 4: Expanded SWOT Analysis Prompts for Waterford

Goal: Go beyond surface-level insights to build strong strategic positioning.

◆ **Strengths — What We Do Well**

1. What aspects of Waterford are long-time residents most proud of?
2. Which public services or amenities do people praise most?
3. What has remained consistently strong or dependable over the years?
4. What village-led projects or improvements are considered "quiet wins"?
5. What values guide Waterford's decision-making as a village?

◆ **Weaknesses — Where Can We Improve?**

1. What complaints or frustrations do you hear most from residents?
2. Are there services that feel outdated or under-resourced?
3. Where do you feel the village has been slow to change?
4. What initiatives have stalled or fallen short?
5. What would younger families or newer residents say we lack?

◆ **Opportunities — What's on the Horizon?**

1. What's changing in the region that Waterford can benefit from?
2. Are there partnerships or grants we haven't yet pursued?
3. What local talents, groups, or businesses could play a bigger role?
4. What village spaces could be reimaged or better used?
5. What's something residents have asked for that hasn't been developed yet?

◆ **Threats — External Risks & Challenges**

1. What outside trends or forces could hurt Waterford's stability?
2. What are other communities doing that could outpace us?
3. Are there signs of decline in any public services or participation?
4. How might shifts in population or funding impact the village?
5. What kinds of businesses or industries are moving away, and why?

PART 5: Website Section Prompts

◆ **Tax Transparency — "Your Tax Money at Work"**

Goal: Help residents understand village finances in plain language.

1. What is the total annual budget for Waterford?
2. What are the main sources of revenue for the village?
3. How is the budget broken down across key categories (e.g., roads, sanitation, parks, public safety)?

4. What's one example of how a resident's tax dollars are put to work?
5. How have budget priorities shifted over the past 10 years?
6. Are there any charts, infographics, or PDF summaries available for the public?

◆ **Project Portfolio & Timeline**

Goal: Highlight achievements in a clear, visual, time-based way.

1. Can you provide a list of completed village projects over the past 25 years?
2. What were the goals or outcomes of each project?
3. Are there "before and after" stories or visuals available?
4. Which projects had the biggest impact on daily life?
5. Who were key partners or agencies involved in each project?
6. Are there any projects currently in progress?
7. How can we break this into a timeline showing progress by decade or mayoral term?

◆ **Government Relationships — Agency & Network Ties**

Goal: Illustrate the depth and duration of external partnerships.

1. Which government agencies has Waterford worked with most regularly?
2. Are there individuals at those agencies who've partnered with Waterford for many years?
3. What grants, approvals, or funding has been secured through these partnerships?
4. How have these relationships helped move village projects forward?
5. Are there quotes or testimonials available from agency partners?
6. Can we highlight these collaborations on a map, timeline, or photo gallery?

PART 6: Testimonial Form Questions

◆ **For Local Contractors**

Goal: Gather real-world stories of positive collaboration.

1. What type of work have you done with the Village of Waterford?
2. How long have you worked with the village?
3. How would you describe the experience of working with Mayor Mahoney and the village team?
4. What stands out about Waterford's way of doing business?
5. Would you recommend working with the village to others in your field? Why?
6. Anything else you'd like residents to know about Waterford's leadership?

◆ **For Government Agencies or External Partners**

1. What is your name and agency or organization?
2. How long have you worked with the Village of Waterford?
3. What has your partnership with Mayor Mahoney looked like over the years?
4. Can you share a project or initiative where collaboration with the village stood out?

5. What makes Waterford a strong and steady partner?
 6. Any closing words or reflections on the mayor's leadership or the village's reputation?
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PART 7: Positioning — Stewardship Over Self

Goal: Frame the campaign around the concept of long-term, community-first leadership.

Key Message Prompts:

- What does "village stewardship" mean to you in your own words?
 - How do you balance personal recognition with keeping the spotlight on community progress?
 - What does a quarter-century of service teach about patience, persistence, and partnership?
 - What do you want Waterford to look like 25 years from now?
 - How do you make decisions that are good for Waterford even if they're not popular right away?
 - What do you want your legacy to be — not as a person, but as a steward?
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All sections complete. Ready for interview use, forms, and website drafting. Let me know if you need help turning any of these into actual forms, page outlines, or filled-in first drafts.