

# Memo

To: Citizens Advisory Committee

From: Bob Caravona, AICP

CC: Core Planning Team

Date: 6/24/2010

Re: Community Survey

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**Summary:**

In order to assist in guiding the regional planning process, the Citizens Advisory Committee desires to have a scientifically valid survey about land use issues and community values of residents within the FMPO boundary.

Briefly, the survey's development was guided by the seventeen required elements (ARS § 9-461.05) and five optional elements from the Arizona Smart Growth Act along with direction and over-sight by Dr. Fernandez, CAC members Ken Kaemmerle and Eva Putzova and planning staff. A graduate applied research methods class drafted the survey and it was further refined by through comments by the CAC and Steering Committee.

**Survey Process:**

First Phase - Survey Distribution: Five contacts will be made to respective respondents: (1) an initial letter of introduction; (2) a first mailing of the questionnaire with a cover letter; (3) a follow-up post card; (4) a second mailing of the questionnaire to those who have not responded including a second cover letter; and, (5) a final request to respondents who have not yet completed the survey. This process will take about six weeks to complete.

Second Phase - Data Entry: Data entry occurs as questionnaires are received and runs concurrent with the Survey Distribution process.

Third Phase - Analysis and Report

**Update:**

1. On June 22, 2010, the First Phase commenced with the letter announcing and describing the survey was sent to the sample group of 382 households with an approximate ratio of 75% city to 25% county resident households. The survey is scheduled to be mailed the week of June 28th.
2. 500 additional paper copies of the survey are available for distribution and analysis. It was suggested that certain populations/groups may want to be targeted. A suggestions was to distribute to all City/County Commissions. Discussion to occur at a later date.
3. In approximately two months, an electronic copy of the survey is intended to be posted upon Surveymonkey.com to enable the larger community, who wish to particiapte, a chance to comment. To maintain the scientific integrity of the survey conducted by Dr. Fernandez, the data collected from Surveymonkey.com will not be comingled with the data Dr. Fernandez collects. A comparison of the survey results could be made.