

MEMO

To: Regional Plan Citizen Advisory Committee

From: Bob Caravona, AICP, Comprehensive Planning Manager

Re: *Community Values Survey by Dr. Richard Fernandez, NAU*

CAC ASSIGNMENT:

1. Print the attached .pdf file, “Community Values Survey”.
2. Complete the Community Values Survey and hand-in at the Thursday, October 7th CAC meeting.

The CAC surveys will then be tabulated for comparison against those of the scientifically sampled survey.

BACKGROUND:

The Citizen’s Advisory Committee wanted a statistically significant survey about the community’s values in respect to land use/planning issues. Dr. Richard Fernandez of Northern Arizona University was retained to create and administer the survey.

Eva Putzova and Ken Kaemmerle of the CAC volunteered their time along with staff (informally known as the Survey Subcommittee) to assist in developing and reviewing survey questions created by Dr. Fernandez’s graduate level statistics class. The Survey Subcommittee and the Steering Committee thoroughly vetted the questions and at their direction modifications were made prior to drafting the survey instrument. In January 2010, a pre-test of the Community Values Survey was administered to the CAC to test survey and length of time to complete. At the February 18, 2010 CAC meeting, Dr. Fernandez received comments from the CAC regarding final revisions prior to mailing the survey in June 2010.

The survey has been disseminated by the following methods:

Part 1 – Scientific Sample Survey: From a list of all residential addresses located within FMPO boundary, a GIS program created a random sample of 380 residents, both renters and home-owners. They were sent a preliminary letter announcing they have been selected and look for the survey in the mail; a letter with the survey; a reminder postcard; a follow-up letter with another survey; and, a final reminder letter to mail the survey. Of these, 136 responses were returned for a 36% response rate.

At the October 7, 2010 CAC meeting, Dr. Fernandez will present and discuss the preliminary tabulated responses.

Part 2 – Open Community Survey: The CAC wanted a method for the general public and interest groups to participate in the survey to better understand their values. Although this particular survey is a NON-SCIENTIFIC SAMPLE, the general public and community groups are invited to participate in the Community Values Survey. These results will be reported separately from the Scientific Sample Survey and could be used for comparison. The survey is available through the following:

- A. A number of select boards and commissions have been approached and requested to complete the survey.
- B. The general public may participate in an electronic version of the survey found upon www.surveymonkey.com .

DISCUSSION: Today, Dr. Fernandez *will collect* your completed surveys and discuss the preliminary results from Scientific Sample Survey. A complete report, incorporating survey results from the select boards and commissions, will be available for the December 2010 CAC meeting for discussion.