

GREELEY NEIGHBORHOOD PLANNING SURVEY

SURVEY PROCEDURES

July 2010

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These pages describe the methods that will be used in conducting the Greeley Neighborhood Planning Survey.

1. Target population: The population that we are surveying is registered voters in the Greeley Neighborhood. This includes home owners and renters. It does not include businesses or property owners unless they happen to also be registered voters of the neighborhood.
2. Response rate objective: The survey will strive to achieve a response rate of 50% to 60%. Achieving this response rate will mean that the survey results are representative of the entire population with a margin of error of $\pm 5\%$.
3. Preparing mailing envelopes: The envelopes for sending the survey will have bulk rate postage and a recipient mailing address on the outside. In addition, the envelopes will be stamped with the BSB Planning Department return address. The envelope will contain the survey, cover letter, and return postcard.
4. Mailing procedures: Mailing labels will be prepared from the voter rolls provided by the City Clerk. One survey will be mailed to each person in a randomly drawn sample of about one-half of all neighborhood voters. (550 out of 1,000)
5. Confidentiality procedures: All surveys are anonymous. Confidential is assured in that surveys will not contain any identifiers that would allow surveys to be associated with any individual.
6. Response rate inducements: The survey includes a "return postcard" with the voter's name and address on the back side. All return postcards that we get back will be placed in a drawing for a prize to be determined in advance by BSB Planning Department and Neighborhood Steering Committee. The drawing will take place at the last Open House meeting.
7. Publicity: Advance publicity will be used to generate interest and motivate citizens to complete and return the survey. The consultant will work with the BSB Planning Department and the Steering Committee to generate publicity including press releases, print media interviews, etc.
8. Sending follow-up mailings: Two weeks after the initial mailing, a follow-up mailing will be made to voters reminding them of the need to send in the survey. No reminder will be sent to those voters who have sent in their "return postcard."

9. Tabulation procedures: Approximately three to four weeks after the initial mailing, the survey will be closed and tabulation will begin. The consultant will prepare a MS Access form to facilitate data entry. Surveys can be tabulated in Access and the resulting data exported to MS Excel for interpretation and presentation.
10. Reporting procedures: The consultant will prepare a final report describing the survey results and survey methods. The report will be presented to the Steering Committee and will be available to the general public.

SURVEY SCHEDULE

Note: dates are approximate and can be adjusted as needed

July 19-20, 2010 Meeting with steering committee to review and finalize survey instruments, survey procedures, and press releases.

July 23, 2010 Complete all survey preparations, including printing and mailing preparations; and Send survey notice postcard.

July 30, 2010 Send survey questionnaire with cover letter and return postcard.

August 11, 2010 Send out follow-up postcard to non-respondents.

August 31, 2010 Complete tabulation of survey results.

September 7, 2010 Complete results report and send advance copy to Steering Committee members.

September 13-14, 2010 Meeting with steering committee to review final survey results report.
