

BASIN MASTER PLANNING SURVEY

SURVEY PROCEDURES

September 2011

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These pages describe the methods that will be used in conducting the Basin Master Plan Survey.

Please note at our meeting, we need to decide on which list we will use for the survey (voters, utility customers, or property owners). After deciding that, we will need to decide on goal for margin of error which will determine the sample size. I will explain all these choices at the meeting.

1. Target population: The population that we are surveying is (registered voters; utility customers; or property owners) in Basin.
2. Sampling: A survey recipient list will be prepared. The list will consist of a randomly drawn sample of about xx voters (sample size to be determined).
3. 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 $\pm x\%$ (margin of error to be determined). There is no guarantee that we will achieve these response rate and accuracy goals as response rate is dependent on the interest level of survey recipients.
4. Response rate inducement: The survey includes a raffle ticket (double ticket style). Survey respondents can return one ticket with their survey to be included in a drawing for inducement prizes.
5. Publicity: Advance publicity will be used to generate interest and motivate citizens to complete and return the survey. The consultants will work with the Basin Master Plan Committee to generate publicity including press releases, print media interviews, etc.
6. Survey questionnaire preparation: The consultants will provide the Basin Master Plan Committee with sample questions to include in the Basin survey. Sample questions can be modified to meet Basin's needs. Total survey length should not exceed two sides of a single, legal-sized sheet. Survey length is limited because survey recipients are more likely to complete and return shorter survey questionnaires.
7. Mailing envelopes: The envelopes for sending the survey will have postage and a recipient mailing address on the outside. A tag line can be added to the outside of the envelope. In addition, the envelopes will be stamped with the Basin Master Plan Committee return address. The envelope will contain the survey, a cover letter, and a raffle ticket.
8. Notice letter: To start the survey process, all people in the random sample will receive a "notice letter" that informs them they have been selected to participate in the survey and

requests their participation. One week later, the actual survey will be mailed out to the same people.

9. Sending follow-up mailings: Two to three weeks after the survey mailing, a follow-up mailing will be made to survey recipients reminding them of the need to send in the survey.
10. Confidentiality procedures: All surveys are anonymous. Confidentiality is assured in that surveys will not contain any identifiers that would allow surveys to be associated with any individual.
11. Tabulation procedures: Approximately three to four weeks after the survey mailing, the survey will be closed and tabulation will begin. Surveys can be tabulated in MS Access and the resulting data exported to MS Excel for interpretation and presentation.
12. Reporting procedures: The consultant will prepare a final report describing the survey results and survey methods. The report will be provided to the Basin Master Plan Committee.

See Schedule on next page

BASIN MASTER PLAN SURVEY SCHEDULE

Note: dates are approximate and can be adjusted as needed

September 8, 2011	Committee to review survey questions, cover letter, and survey procedures.
September 30, 2011	Complete all survey preparations, including printing and mailing preparations; and send survey notice postcard.
October 5, 2011	Send survey questionnaire with cover letter and return postcard.
October 19, 2011	Send out follow-up postcard to non-respondents.
November 2, 2011	Close survey and complete tabulation of survey results.
November 9, 2011	Complete results report.
