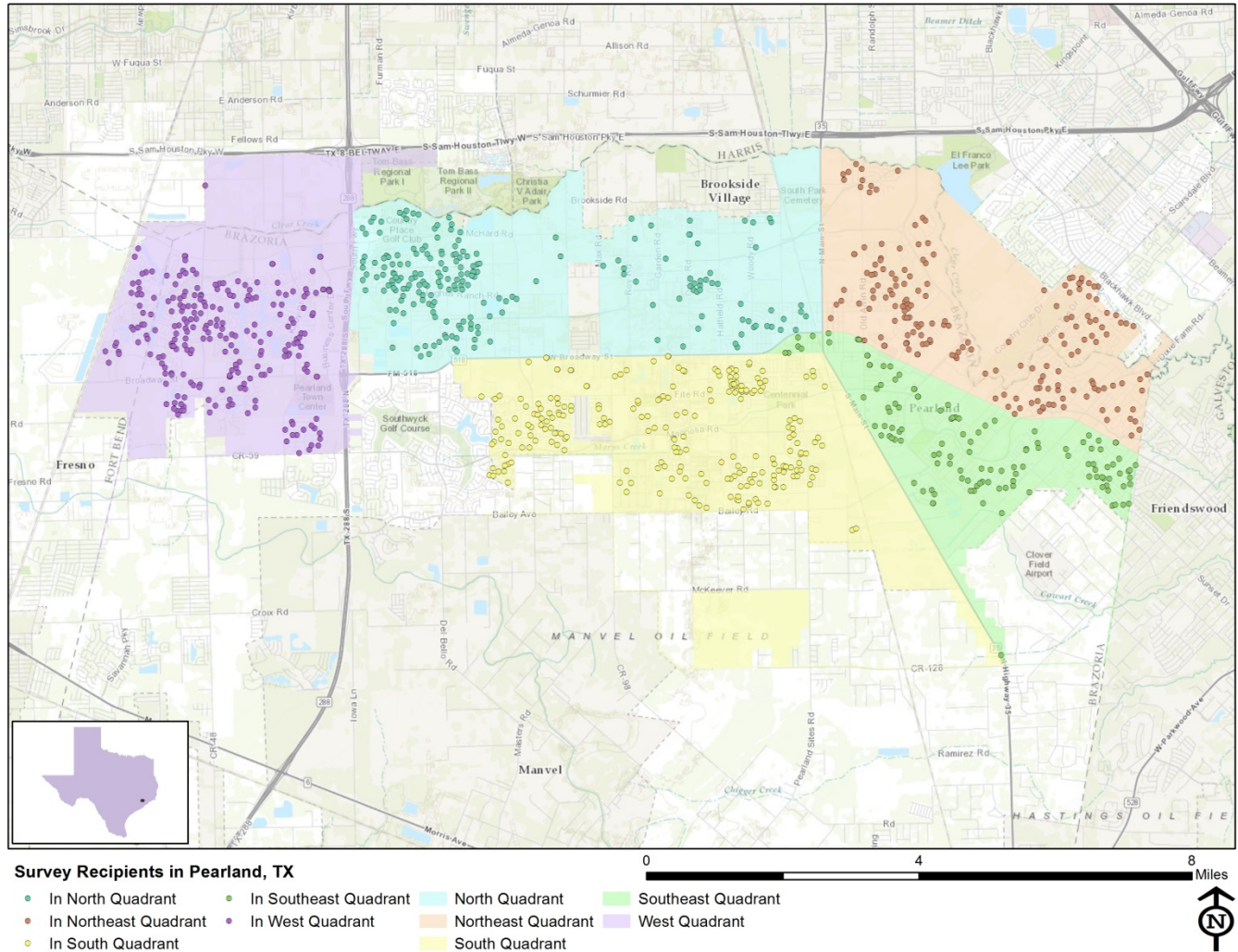


Figure 1: Location of Survey Recipients



Survey Administration and Response

Selected households received three mailings, one week apart, beginning on December 30, 2014. The first mailing was a prenotification postcard announcing the upcoming survey. The next mailing contained a letter from the Mayor and City Manager inviting the household to participate, a questionnaire and a postage-paid return envelope. The final mailing contained a reminder letter, another survey and a postage-paid return envelope. The second cover letter asked those who had not completed the survey to do so and those who had already done so to refrain from turning in another survey. Respondents could opt to take the survey online and both cover letters contained paragraphs in Spanish instructing participants on how they could complete the survey online in Spanish. Completed surveys were collected over the following six weeks.

About 3% of the 1,200 surveys mailed were returned because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Of the remaining 1,166 households that received the survey, 238 completed the survey, providing an overall response rate of 20%; average response rates for a mailed resident survey range from 25% to 40%. Of the 238 completed surveys, one was completed in Spanish and 25 were completed online. Additionally, responses were tracked by area; response rates by geographic area ranged from 13% to 31%.