

## 5th Avenue Development Land Use and Height Survey Process

Ryan partnered with aQity Research & Insights, with input from the 5<sup>th</sup> Avenue Steering Committee, to develop and program the final 5<sup>th</sup> Avenue Land Use and Height Survey.

The goals and objectives include:

- Get quantitative feedback from residents and commuters about land use and height preferences for the 5<sup>th</sup> Avenue Development.
- Obtain feedback from three separate sample groups: Commuters, Engaged residents (those who provided their email address to receive communications) and a random sampling of Naperville residents.
- Ensure ability to analyze the feedback by the three individual groups. Develop techniques to reduce or eliminate, wherever possible, the ability for people to “game” the system and take the survey multiple times in order to manipulate results.
  - Solution: unique PINs (cannot be used twice), limiting one response per email (commuters and engaged residents) and one response per household for the random sample mailing.
- Collect additional information which will be evaluated along with the data and views collected during the Group Input sessions and Working Groups to form the starting point for concept development.

The survey will be sent to three groups:

### **Group 1 – Engaged parties\***

**List Source(s):** approximately 1,167 individuals who signed up for the City’s 5<sup>th</sup> Ave eNewsletter list, combined with Ryan’s list of 254 individuals who signed up for Ryan’s eNewsletter (the remaining “unique” names after total list was scrubbed by City staff to eliminate duplicates).

We have identified approximately 146 individuals who provided multiple email addresses. We will monitor responses and remove duplicate submissions should one of these individuals choose to respond more than once.

**Distribution Method:** email with unique PIN and group identifier embedded into a link

**Date sent:** March 13 (City’s 5<sup>th</sup> Ave eNewsletter list), March 15 (Ryan’s 5<sup>th</sup> Ave eNewsletter list)

\*Any additional individuals who want to take the survey, beyond those who are on the lists described above, may do so by logging on to <http://fifthavenuedevelopment.com/community-input/> . Once the survey is started, a cookie will be dropped on that computer so the survey cannot be taken again from that device. However, individuals who opt-in could have already received an invitation to participate via the Engaged, Commuter or Random lists.

### **Group 2 – Commuters**

**List Source(s):** approximately 4,400 identified by City’s Commuter Connect distribution list\*\*

\*\*Approximately 700 people from the Commuter list are also part of the Engaged list identified as Group 1 above, i.e., on both lists. Because these 700 people represent **both a Commuter and an Engaged resident perspective**, they will be included in the separate analyses of the two groups. This will ensure that the two distinct samples are representative of all members of each list, rather than arbitrarily assigning them to one segment/analysis or the other. Since the two lists will be analyzed separately, there is no duplication in either sample or analysis.

**Distribution Method:** email with unique PIN and group identifier embedded into a link

**Date sent:** March 13

### **Group 3 – Random Sample of Naperville Residents**

**List Source(s):** A random sample of 5,000 Naperville mailing addresses was obtained from Research Now SSI.\*\*\*

\*\*\*By definition, a “random sample” indicates that all members of a population have an equal and independent chance of being selected, so we did not scrub that list to remove any duplicates that might exist on the Engaged or Commuter lists (as that would invalidate the “random” criteria). As such, there may be individuals who appear on the Random List who also appear on one of the other two groups.

**Distribution Method:** mailed postcard with a unique PIN, inviting them to log on to [www.fifthavenuedevelopment.com/survey](http://www.fifthavenuedevelopment.com/survey) to complete the survey.

**Date sent:** Mailed the week of March 19

### **FAQs**

#### **How long will the survey remain open?**

The final close date for the survey has not yet been determined.

#### **What is reasonable/typical in terms of a response rate for a survey of this type?**

Surveys sent to engaged audiences typically generate a 30-40% response rate, while those sent to non-engaged audiences have an average response rate of 10-15%. The level of audience engagement (how much do they care about the survey topic or the outcome of the issue related to the survey) plays a huge role in response rates. In addition, the engaged group has opted in to the process, so they are very targeted and motivated to respond.

#### **What is “statistically valid” in terms of number of responses? In other words, how do we know we have gathered enough information to get a sense for the community’s preferences?**

The three lists are very different in terms of the population sizes they represent; there is no “magic number”. Ideally, we will have at least 300 respondents from each sample, but more importantly, we will strive to ensure that each sample is representative of its respective population or group.

#### **Will you be monitoring for email survey delivery?**

Yes, the City will be pulling and reporting on stats related to number of emails that are opened, those that “bounce back” due to incorrect email addresses, and those that are caught in spam filters.

#### **What will be done to stimulate response?**

Periodic emails will be sent to the Commuter and Engaged groups, reminding them to complete the survey if they have not already done so.

Additional postcards may be mailed to the Random Sample List to stimulate participation. We may also choose to hand out fliers directly to commuters at the train station.

**Will survey responses be weighted differently based upon group?**

No, there is no “weighting” of responses at this time. The survey results of ALL groups will be reviewed equally – the data and results are what they are and we are not assigning any scoring or weight to them.

The survey is just one step in the process of collecting input for the 5<sup>th</sup> Avenue Development, and it is by no means the only or final step. All of the information that has been collected, from group input sessions, individual meetings, the early survey, this land use survey, the steering committee and upcoming working group sessions – will be part of the amassed knowledge that informs next steps and any concept development. Residents and other engaged parties will have additional opportunities to inform and comment on concepts as we move towards that part of the process.