



March 14, 2011

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Hi Jeremy:

Please see the below as the progress report for the MEF project with Sausalito's public-private partnership to look at economic development. I apologize for not coming today, as it coincided with my family's vacation time. There are two foci of the discussion for this month on my end as we near the end of this project:

- Survey comments, edits, issues; and
- Confirmation about America's Cup coverage in this report and whether we should wait for the Census data to come out in full to complete the data analysis.

#### **Business/Resident Survey**

We are currently working with the Chamber on two items. First is finding two more dates to have open forums with me about Sausalito, but we will hold them in the evening or on a Saturday in late march or early April. Second is to get a survey out to residents and to businesses (if they are both a resident and business owner, they can declare that on the survey) that will be done via the web or hard copy if requested. In an attempt to be as earth friendly as possible, we will use a web-based survey through Survey Monkey. The Chamber is looking to find funding for advertising the survey to residents and businesses through a postcard sent to all addresses in Sausalito. Please see the following link and let me know any edits by March 25 and look at the flow (I am also including it as part of the PDF file of this document, please see attached):

[http://www.surveymonkey.com/s/MEF\\_Draft\\_1](http://www.surveymonkey.com/s/MEF_Draft_1)

#### **Report Draft**

We are continuing to make progress on the report. Further, as discussed in previous meetings, the coming of America's Cup and the Census 2010 data have changed some of the original thoughts I had about how to investigate Sausalito, most specifically the America's Cup issue. I know BAC had said that was outside the scope of this project, but it is likely to be the largest economic development question to face the city of Sausalito in the next two years. I am working under the hypothesis that it

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should be a minor part of this report from our past discussions and the original scope of work, but please let me know.

Concerning the Census data, I have been working with the American Community Survey (ACS) data, what the Census Bureau uses since 2005 to do an intermittent census. The Census data will be more official about Sausalito than the estimate the ACS data provides. Please let me know if you want to push the ending date out one month or so to capture that data as it comes out. No problem either way for me; I am always concerned with dueling data sets becoming a political chip and losing the point of the analysis over data that are very closely related.

Thank you for scheduling weekly check-ins with me, Jeremy. As I said, we are moving quickly to a draft and the end of this intriguing project.

Thank you for your discussion and comments.

Sincerely,

A handwritten signature in black ink, which appears to read "Robert Eyler". The signature is fluid and cursive.

Robert Eyler, Ph.D.  
Interim CEO  
Marin Economic Forum  
[eyler@marineconomicforum.org](mailto:eyler@marineconomicforum.org)  
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## 1. Marin Economic Forum - Sausalito Survey

Thank you for taking the time to complete this survey.

The Marin Economic Forum, in a partnership with the City of Sausalito, is distributing this survey to gather information and opinions from residents and business owners in an effort to improve Sausalito's local business environment.

We know your time is valuable; please take just 5 to 10 minutes to respond to this short survey. Your responses will be kept confidential and anonymous.

Feel free to forward this survey link to other residents and business owners in the community.

Thank you,

Robert Eyler, Ph.D.  
Interim CEO  
Marin Economic Forum  
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## 2. Sausalito Residents

**\* Are you currently a Sausalito resident?**

- Yes  
 No

## 3. Sausalito Residents

**How long have you lived in Sausalito?**

- 5 Years or less  
 6-10 Years  
 11-15 Years  
 16-20 Years  
 Over 20 Years

**In an average month, how often do you shop or dine in Sausalito?**

- Everyday  
 A few days a week  
 Weekly  
 A few days a month  
 Rarely

## 4. Sausalito Residents

**In an average month, how often do you visit the marina area in Sausalito?**

- Everyday
- A few days a week
- Weekly
- A few days a month
- Rarely

**As a resident, what types of businesses do you think Sausalito is currently lacking?  
(Check all that apply)**

- |  |  |
|--|--|
| <input type="checkbox"/> Auto Repair & Service     | <input type="checkbox"/> High End Shops              |
| <input type="checkbox"/> Bars & Nightclubs         | <input type="checkbox"/> Home Improvement & Hardware |
| <input type="checkbox"/> Cafes & Delis             | <input type="checkbox"/> Restaurants                 |
| <input type="checkbox"/> Drug & Convenience Stores | <input type="checkbox"/> Theaters & Galleries        |
| <input type="checkbox"/> Grocery Stores            |  |

Other (please specify)

## 5. Sausalito Residents

**When you consider the growing number of vacant buildings located in Sausalito, there is an opportunity for new business expansion. What type of businesses would be beneficial to the community?**

**If there was an opportunity to add non-retail businesses in Sausalito, do you think it would be beneficial for the community? Why or why not?**

**In your opinion, if the amount of tourists that visited Sausalito were to increase, would there be a positive or negative impact on the residents? Please rate your answer on a 1 to 5 scale, with 5 being a very positive impact and 1 being a very negative impact.**

It would have a...      1 - Very Negative      2      3      4      5 - Very Positive      N/A

                            

**What thoughts, issues, or concerns do you have concerning tourism within Sausalito?**

## 6. Sausalito Businesses

**\* Do you own or operate a business located in Sausalito?**

- Yes  
 No

## 7. Sausalito Businesses

**What industry is your business in?**

- |  |   |
|--|---|
| <input type="radio"/> Agriculture          | <input type="radio"/> Manufacturing       |
| <input type="radio"/> Communications       | <input type="radio"/> Maritime or Boating |
| <input type="radio"/> Construction         | <input type="radio"/> Nonprofit           |
| <input type="radio"/> Finance or Insurance | <input type="radio"/> Real Estate         |
| <input type="radio"/> Health Care          | <input type="radio"/> Retail or Wholesale |
| <input type="radio"/> Internet             | <input type="radio"/> Transportation      |

Other (please specify)

## 8. Sausalito Businesses

**What percentage of your business's revenue comes from tourism?**

- None/NA  
 Less than 20%  
 20%-39%  
 40%-59%  
 60%-79%  
 80% or more

**Would an increase in tourism positively or negatively affect your business? Please rate your answer on a 1 to 5 scale, with 5 being a very positive impact and 1 being a very negative impact.**

It would have a...      1 - Very Negative      2      3      4      5 - Very Positive      N/A

                            

**What thoughts, issues, or concerns do you have about operating a business in Sausalito?**

## 9. Sausalito Demographics

You're almost done. Just a few more questions.

### How old are you?

- Under 18 Years
- 18 to 24 Years
- 25 to 34 Years
- 35 to 44 Years
- 45 to 64 Years
- 65+ Years

### What is your annual household income?

- Under \$50,000
- \$50,000 - \$99,999
- \$100,000 - \$149,999
- \$150,000 - \$199,999
- \$200,000 and over

### Do you rent or own your home?

- Rent
- Own

## 10. Future Research

We would like to hear your opinions in the future.

**If you're interested in being a part of future focus groups, surveys, and interviews about the City of Sausalito, please provide your name, business name (if applicable), email address, and phone number. The Marin Economic Forum may contact you within the next few months.**

First Name:

Last Name:

Business Name:

E-mail Address:

Phone Number:

**Also, the Marin Economic Forum will be holding an open house for residents and business owners to come voice their opinions and share ideas about the future of Sausalito's business community.**

Please check here if you would like more information about participating in this event.

## 11. Thank You

**Do you have any other thoughts or concerns about Sausalito's businesses community? Please share.**

Thank you for taking the time to complete this survey.

Robert Eyler, Ph.D.  
Interim CEO  
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[eyler@marineconomicforum.org](mailto:eyler@marineconomicforum.org)  
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