



May 14, 2011

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Hi Jeremy:

Please see the progress report below for the MEF project with Sausalito's public-private partnership to look at economic development. There remain three issues since March.

- We still need to finalize our thoughts about the survey;
- The draft will be finalized by May 31 or three weeks after survey results are synthesized.

The link to the edited survey, per the comments provided in late April, can be found at:

www.tinyurl.com/sausalitosurveyMEF

Two issues remain with the survey. One is if the City has provided the funding for the survey postcard mailings or for the dissemination of the survey one way or the other. I have not heard yet. We have about 4,500 addresses. Second is the content of the survey. Some comments came in among the edits that spoke to doing a broader survey or that some of the questions were leading or loaded and may be seen as biased. We can discuss some of these comments at the meeting:

- What is the overall purpose of the survey? Gauge use of downtown? See what is lacking in Sausalito? Opinions of waterfront?
- How are we going to encourage participation?

Report Draft

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 your discussion and comments.

Sincerely,



A handwritten signature in black ink that reads "Robert Eyler". The signature is fluid and cursive.

Robert Eyler, Ph.D.
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