

City Survey Summary

Presented here are the results of the meetings and surveys conducted by the city regarding the Desert Discovery Center (DDC). While the city published a summary, that summary did not indicate that the vast majority of the attendees opposed the DDC at least in the Preserve. The results shown below are compiled by examining the comments submitted with the survey to indicate if an individual was in favor of the DDC in the Preserve (For) or opposed to the DDC in the Preserve or just totally opposed to the DDC anywhere (Against). If the comment was neutral (wanted more information or had questions) it was indicated as "Neutral". Note that for all but the online survey the numbers and percentages do not exactly match the total number of attendees or 100% because I did not have the individual responses to be able to correlate answers to two questions that allowed the user to provide comments so the best case was taken for "For", "Against", and "Neutral" from the two questions. In any event, the error is small.

You will see that the numbers are staggering and clearly show that those in attendance were not in favor of the city putting the DDC in the Preserve at least not without a public vote. For the online survey, there are two columns, one with all the responses and the other with a large number removed that the city suspected were not valid or were duplicates. It was assumed that all the responses in question were opposed to the DDC but even with them removed, over 87% of the remaining responses were clearly opposed to the DDC in the Preserve. The full on line survey results pretty much matched what was seen from the meetings.

	Community Meetings	April 20th Meeting	April 21st Meeting	On Line Survey	On Line All
Position	Counts				
For	13	5	6	85	85
Against	17	21	64	583	1408
Neutral	5	2	3	0	0
Total Used	40	22	67	668	1493
Position	Percent				
For	32.5%	22.7%	9.0%	12.7%	5.7%
Against	42.5%	95.5%	95.5%	87.3%	94.3%
Neutral	12.5%	9.1%	4.5%	0.0%	0.0%
Notes				1	2

- 1 Note this total was adjusted as a result suspected invalid
- 2 Full survey numbers

The meetings represented are as follows. Given the numbers it is recognized that a number of people that went to each meeting did not fill out a survey, which is unfortunate.

Community meetings.

There were the following 8 meetings in this group. Given the number of meetings and responses from only 40 people total, that represents an average of only 5 people per meeting, not a good representation.

- É Monday, April 26, 5:30 p.m. ó Taliesin/Ancala/Scottsdale Mountain
- É Tuesday, May 2, 4:30 p.m. ó Grayhawk HOA Board
- É Tuesday, May 10, 6:30 p.m. ó DC Ranch
- É Wednesday, May 11, 5:30 p.m. ó McDowell Mountain Ranch Womenø Group
- É Monday, Aug. 8, 1:30 p.m. ó Convention & Visitors Bureau Round Table (with Thinc Design)
- É Tuesday, Aug. 9 ó 5:30 p.m. ó Community Leaders Reception (with Thinc Design)
- É Wednesday, Aug. 10 ó Chamber of Commerce Dinner (with Thinc Design)
- É Thursday, Aug. 11, 5:30 p.m. ó Education and Community Partners Meeting (Scottsdale Community College, Paradise Valley Community College, Phoenix Herpetological Society)

April 20th Meeting at the Museum of the West, open to the public.

April 21st Meeting at the Highlands Church in North Scottsdale, open to the public. This meeting was much better attended by actual residents, than any of the others.

On Line Survey. This survey was on the cityø web site so anyone could sign up and participate in the survey. Note that it had far higher numbers of participants.