

# The City of Aventura



19200 West Country Club Drive Aventura, FL 33180

# City Commission Workshop Meeting

June 3, 2008  
5 P.M.

Executive Conference Room

## AGENDA

1. *Shuttle Bus Service Survey\**
  2. *Adjournment*
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**\*Backup Information Attached**

This meeting is open to the public. In accordance with the Americans with Disabilities Act of 1990, all persons who are disabled and who need special accommodations to participate in this meeting because of that disability should contact the Office of the City Clerk, 305-466-8901, not later than two days prior to such proceeding.

# CITY OF AVENTURA

## INFORMATION TECHNOLOGY DEPARTMENT

### MEMORANDUM

TO: Eric M. Soroka, City Manager

FROM: Karen J. Lanke, Information Technology Director

DATE: May 22, 2008

SUBJECT: Aventura Express Schedule Survey

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Two methods were reviewed to distribute and collect results from the Aventura Express Schedule Survey. The survey could be designed as a tear out page in the next edition of the Aventura Update newsletter with a reply mail option or as an online survey accessed via the Internet.

#### **Tear Out Survey Included in the Newsletter**

There are specific printing requirements that must be met in order to have the survey included as a tear out page in the newsletter. The return section of the survey preaddressed with the City's address must be designed to meet US Postal Service regulations and it must be approved by them before it can be used. In order for the survey to be returned via the mail, it must be printed on specific card stock approved by the Post Office and then inserted into the newsletter. The estimated cost to include a one page survey with the newsletter is \$2,615.

There are two options that can be used to have the preaddressed reply mail survey mailed back to the City, Business Reply Mail or Courtesy Reply Mail. Business Reply Mail is free to the recipient but will cost the City \$189 for a permit and \$1.14 for each survey that is returned. Courtesy Reply Mail requires the participant to place a stamp on the survey before it is returned and has no postage costs to the City.

Once the survey has been returned to the City the responses will be entered into an online survey collection system for reporting purposes. This may be a time consuming effort depending on the number of surveys that are returned.

#### **Online Survey**

An online survey could be used to gather this information. This method is free for both the participant and the City as the survey is available via the Internet. The online survey can be setup to track the source of the survey, i.e. from a delivered copy of the newsletter, from the online version of newsletter, returned via the mail, from the website, etc. This would allow the results to be analyzed in many ways.

In addition, the survey can be setup to allow the participant to select the language they prefer: English, Spanish or other predetermined languages. This method will not require the City to manually enter survey responses as the participant's answers are immediately available for reporting purposes.

An online survey has been setup from the survey questions for testing purposes. Please visit <http://www.cityofaventura.com/docs/testsurvey.html> to participate in the test survey.

### Costs, Advantages and Disadvantages

There are specific costs, advantages and disadvantage associated with each survey method.

#### Aventura Express Schedule Survey Estimated Costs

	Business Reply Mail	Courtesy Reply Mail	Online Survey
<b>Service Requirements</b>			
Annual Permit Fee	\$180	\$0	\$0
Cost/Survey Returned	\$1.14	Participant Provides Stamp	\$0
Estimated Cost with 10% Returned	\$2,200	\$0	\$0
<b>Total Cost of Service Requirements</b>	<b>\$2,380</b>	<b>\$0</b>	<b>\$0</b>
<b>Additional Printing Requirements</b>			
Card Stock - 6 x 9"	\$1,015	\$1,015	\$0
Insertion into Newsletter	\$1,600	\$1,600	\$0
<b>Total Additional Printing Requirements</b>	<b>\$2,615</b>	<b>\$2,615</b>	<b>\$0</b>
<b>Total Cost of Survey</b>	<b>\$4,995</b>	<b>\$2,615</b>	<b>\$0</b>

*Based on 22,000 newsletters*

### Tear Out Survey Included in the Newsletter

#### Advantages:

- Ensures responses are from residents
- Business Reply Mail Option - No postage cost for participant to return survey
- Courtesy Reply Mail Option - No postage cost for the City

#### Disadvantages:

- City must design return portion of survey per Post Office specifications and receive their approval before survey can be printed
- Additional paper and service cost of \$2,615 to include the survey in the newsletter
- City must manually enter all responses into survey data collection software
- Business Reply Mail Option - City must apply for \$180 permit
- Business Reply Mail Option - City will be charged \$1.14 for each survey that is returned
- Courtesy Reply Mail Option - Participant must provide first class stamp

## **Online Survey**

### **Advantages:**

No cost for participant

No cost to the City

Can provide survey in other languages

Can track source of survey: newsletter, newsletter via website, mail, website, etc. and provide statistical reports based upon the source

No manual data entry by the City is required as the survey results are already in the collection software

### **Disadvantages:**

May still want to provide hard copy surveys for citizens that do not have access to the Internet

Cannot assure survey results are only from residents but the source code can be used analyze the survey results

Please let me know if you have any questions.

## Participate in City Shuttle Bus Survey

### If Aventura Express is increased to every 15 minutes, would you take it?

The City of Aventura provides a free shuttle bus transit system that operates Monday through Saturday from 7:45 AM until 6:30 PM and consists of five routes that stop hourly at most residential buildings, retail areas, and medical facilities. All routes converge at the Aventura Mall every hour. The average trip time for most routes to or from the Aventura Mall is a 26 minute ride.

The City of Aventura is considering improving the frequency of transit service provided through the Aventura Express shuttle buses on **Saturdays** to once every 15 minutes to the Aventura Mall. This would make using the service much easier and more convenient and reduce the amount of time you would wait for a bus to travel to the Aventura Mall. We would appreciate your carefully considered and honest answers to the following questions:

1. Please tell us how likely you, or someone in your household, would be to use the Aventura Express shuttle buses on **Saturdays** if the service was provided every 15 minutes from 10 AM to 3 PM and resumes normal service after that time, by circling the answer that best describes your actions:
  - a) Would likely never use it
  - b) Would you be willing to try it?
  - c) Would use it once in a while
  - d) Would use it on many Saturdays
  - e) Would use it every Saturday
  
2. Have you ever ridden the Aventura Express Shuttle Bus?
  - a) Yes
  - b) No
  
3. If you have ridden the Aventura Express Shuttle Bus system, how would you rate the City of Aventura Express Shuttle Bus compared to other communities you are familiar with? Would you say the Aventura Express Shuttle Bus system is:
  - a) Much better than others
  - b) Better than others
  - c) About the same as others
  - d) Somewhat worse than others
  - e) Much worse than others
  - f) Don't know
  
4. If you haven't ridden the Aventura Express Shuttle Bus, what would you say is the main reason you have not ridden the Aventura Express Shuttle Bus?
  - a) Aventura Shuttle Bus doesn't operate when I need to travel
  - b) Aventura Shuttle Bus is inconvenient
  - c) I have a car
  - d) I carpool
  - e) I don't know where the Aventura Shuttle Bus services go
  - f) Other (specify \_\_\_\_\_)

5. Other than yourself, do any members of your household use the City of Aventura Express Shuttle Bus transit system?

- a) Yes
- b) No

6. Would the escalating price of fuel influence your decision to use the Aventura Express Shuttle Bus system?

- a) Yes
- b) No
- c) Somewhat
- d) Don't know