



Ownership Linkage Survey

Timeline

Prepared for the May 13, 2014 District Governing Board Meeting



Overview

- District Governing Board approved Ownership Linkage Survey, December 10, 2013
- Hanover Research recommended an online survey as the primary tool with an option for paper where requested
- 400 completed surveys from both east and west county will provide a 5% margin of error

Timeline

Month		Survey	Marketing/Media
May	11-17	Survey development	Media strategy development
	18-24	Survey testing	
	25-31		
June	1-7	Survey opens	YC website announcement opens & News release
	8-14		Postcards to all Yavapai County households
	15-21		Community organization contacts
	22-28		Newspaper banner ads with survey link
	29-5		Newspaper print ads
July	6-12	Survey closes July 12	Radio spots
August	3-9	Final report available	



Feedback?