



Santa Venetia Neighborhood Association

P.O. Box 4047 · San Rafael · CA · 94913-4047

August 20, 2012

Brian Crawford
Director of Community Development
County of Marin
3501 Civic Center Dr.
San Rafael, CA 94903

Dear Mr. Crawford,

We are submitting this letter to express our desire to create a community plan for the Santa Venetia neighborhood using the new community plan update strategy accepted by the Board of Supervisors on August 7, 2012.

Santa Venetia residents have been pursuing this goal for quite a few years. The Santa Venetia Neighborhood Association Community Plan Working Group has been gathering input and engaging local residents via our bimonthly *Communicator* newsletter, SVNA meetings, the SVNA e-group, and the SVNA website. The working group has also met with county planners to facilitate the process and has consulted with residents of other neighborhoods to better understand the benefits that a community plan offers.

In 2011, Godbe and Associates conducted a community-wide survey of Santa Venetia residents from Civic Center Drive to Buck's Landing (August 2011 report on file with the county). The purpose was to objectively identify key issues in the neighborhood. The SVNA raised substantial funds from residents and local businesses to help fund the study. Susan Adams also contributed funds, and the help from the Marin County Community Development Agency Planning Division was invaluable in bringing the survey to fruition.

Charles Hester of Godbe noted that the response rate exceeded what is typical for such surveys, confirming our belief that Santa Venetians are highly engaged and supportive of developing a community plan. The survey report provides a solid foundation for developing a community plan and identifies the primary issues we hope to see addressed. Among them: Our treasured open space and wetlands, which we seek to preserve; our concerns about flooding and aging flood-control infrastructure; and our increasing traffic congestion, which could pose a serious safety issue in the event of an emergency.

Santa Venetia Neighborhood Association

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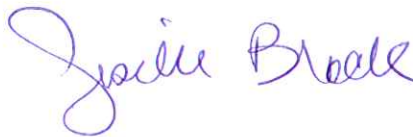
March 6, 2008

Santa Venetia is home to numerous facilities and amenities that serve Marinites beyond our borders—China Camp, the Jewish Community Center, several churches, Venetia Valley School—and Marin County's largest employer (the County of Marin) is just down the street. The people of Santa Venetia take pride in our community and are eager to actively participate in the planning process. We look forward to working with you and your staff to develop the Santa Venetia community plan.

Sincerely,



Robert Dobrin
SVNA President



Giselle Block
SVNA Community Plan Working Group

cc: Susan Adams, Tom Lai



GODBE RESEARCH
Gain Insight

August 22, 2012

Mr. Brian Crawford
Director
Marin County Redevelopment Agency
3501 Civic Center Drive
Room # 308
San Rafael, CA 94903

Dear Mr. Crawford:

Godbe Research is pleased to submit this letter of support for the Santa Venetia Neighborhood Association (SVNA) in their pursuit of a Community Plan process through the County of Marin. Godbe Research is a full-service public opinion research firm, who conducted a needs assessment and planning survey of Santa Venetia residents in 2011, with support from SVNA and Mr. Tom Lai of the County of Marin. In addition to this survey process, we have more than 15 years experience conducting research for a variety of clients throughout the County of Marin. This includes recent survey efforts for the Marin County Administrator's Office, Marin County Free Library, Marin County Department of Public Works, Transportation Authority of Marin, City of San Rafael, City of Novato, Town of Tiburon, Town of Belvedere, San Rafael City Schools, Ross Valley School District, Novato Unfired School District, Dixie Elementary School District, and Kinsey for Supervisor, among others.

As part of the needs assessment and planning survey process, we worked directly with the County of Marin and the SVNA to develop and administer a mail survey of Santa Venetia area residents on a variety of topics of interest to the County and SVNA. Specific topics addressed in the survey included issues of importance in the community, parks & recreation facilities and programs, flood control issues, transportation issues, growth and development topics, economic issues, and other topics of interest. The survey was administered June 15th through August 1st, 2011, and included current residents (property owners and renters) of the Santa Venetia community, with property owners living in areas outside the Santa Venetia community excluded from the survey process by design.

While Godbe Research designed the survey instrument and conducted the statistical analysis and reporting, SVNA was instrumental in providing partial funding for the survey through its volunteers, as well as taking on numerous survey tasks such as: the printing of surveys and envelopes; providing the sample used for the survey process; assembling and mailing survey packets to Santa Venetia residents, and; 'getting the word out' about the survey process. Given that we've conducted more than 1,000 planning surveys over the past 22 years, this is one of the only, if not the only time that we've seen a community-based organization help to fund their own survey. Typically, these organizations depend on their governing body (e.g. city, county, community services district, other special district) to fund and implement a planning or needs assessment survey process.

As you can see, the SVNA leadership and SVNA community were very fully committed to the survey process in to obtain unbiased and statistically-valid responses from a broad-base of the Santa Venetia Community. In addition, when looking at the roughly 37% (37.32%) response rate for the needs assessment and planning survey, this is definitely on the higher end of response rates we've encountered for a mail survey process (typically 10% to 25% in more than 150 community mail surveys) and also demonstrates the commitment of the larger Santa Venetia community to the process.



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At the request of SVNA, I have attached the results of the survey for your review and records (dated August 2011 when the report was initially delivered to SVNA), and I'd be happy to discuss the results with you or answer any questions you might have about the survey results or larger survey process. Given the topics developed by Godbe Research, SVNA, and the County of Marin, as well as the phenomenal response rate for the survey process, Godbe Research thinks that this survey would help to inform a Community Plan for Santa Venetia, and that the success of the survey process demonstrates the Santa Venetia community's commitment to the Community Plan process. If you have any questions or would like additional information, please do not hesitate to contact me directly at 650-288-3021 or cwhester@godberesearch.com.

Sincerely,

A handwritten signature in blue ink, appearing to read 'CH' followed by a stylized flourish.

Charles Hester
Vice President
Godbe Research
1660 So. Amphlett Blvd.
Suite 205
San Mateo, CA 94402