

# Market Research Evaluation

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PARC MARKET RESEARCH SUBCOMMITTEE

SEPTEMBER 14, 2022

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# Agenda

- Subcommittee Charter/Scope
- Proposal for Capturing Statistically Valid Input
- Proposal for Capturing Actionable Input
- Cost Comparison: Existing vs. Proposed Approach
- Recap/Decision

# Charter

- Capture statistically valid resident input
- Identify residents' priorities
- Do so cost-effectively with minimal administrative burden

# Process Improvements

- Augment VOLUME input with volume input
- Enable an equitable and proven input mechanism
- Gather actionable input

# Proposal for Capturing Statistically Valid Input

- Citywide input for citywide decisions
  - Direct mail to entire city or create standing survey panel
  - Goal is to dramatically turn up the volume
- Neighborhood input for neighborhood decisions
  - Direct mail all households (1K) in vicinity of area of interest
  - Up to 3 respondents per household
- Commercial survey software for holistic solution (e.g, reporting, usability)

# Additional Best Practices For Capturing Valid Input

- Develop/test survey hypotheses
- Create unbiased survey design with City branding
- Inform residents of significant topics in outreach
- Use preassigned respondent codes to confirm residency
- Pretest survey with PARC and other commissions

# Capturing Actionable Input?

## Not Actionable: Preference Scale

Please rate the importance of dog park features.

	Not important	Somewhat unimportant	Neutral	Somewhat important	Important
Gravel Foundation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Artificial Turf Foundation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visitor Seating (Bench)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shade Structure	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Water Fountain	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

# Capturing Actionable Input!

## Actionable: Forced Choice

If these were your only options, which would you choose?

1 / 5

Foundation

Artificial Turf

Gravel

Artificial Turf

Features

Visitor Seating (Bench)

Water Fountain

Shade Structure

Select

Select

Select

Image Source: [discover.sawtoothsoftware.com](https://discover.sawtoothsoftware.com)



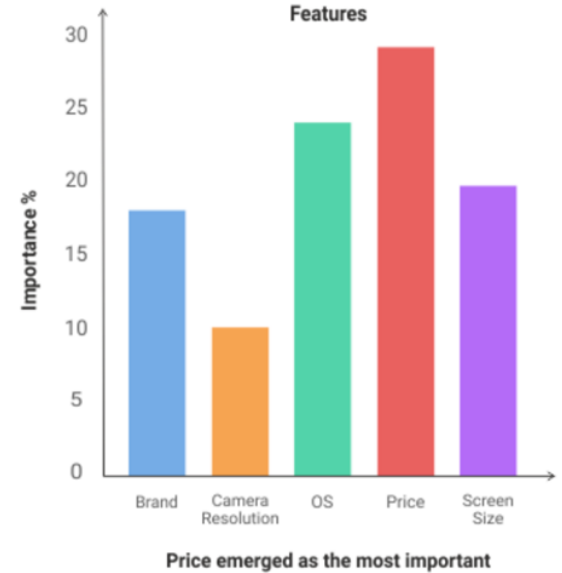
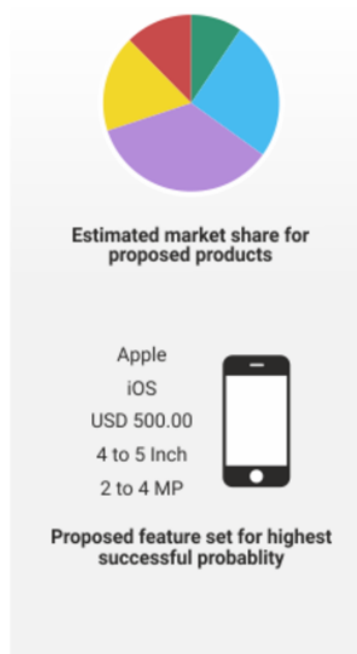
# Illustrative Results: Mobile Phone Study

Levels  
(Various options available per feature)

Brand	Apple	SONY	NOKIA
Price	\$500	\$300	\$400
Operating System	Apple	Android	Windows
Screen Size	Small	Medium	Large
Camera Resolution	2 to 4 MP	4 to 6 MP	Above 6 MP

Features  
(Various parameters to make decisions)

Conjoint Analysis can measure the impact of these Features mathematically



Source: QuestionPro, [What Is Conjoint Analysis?](#)

More information: ["How it works" video](#), [Try active demo](#)

# If Applied to Prior Dog Park Research

- Improvement to 2020 Dog Park Workshops
  - Workshops + live and online survey
- Improvements to 2021 Hillview Off leash Pilot Survey
  - Develop/test hypotheses
  - Broaden outreach
  - Validate residency of respondents
  - Provide the answer to the hypothesis

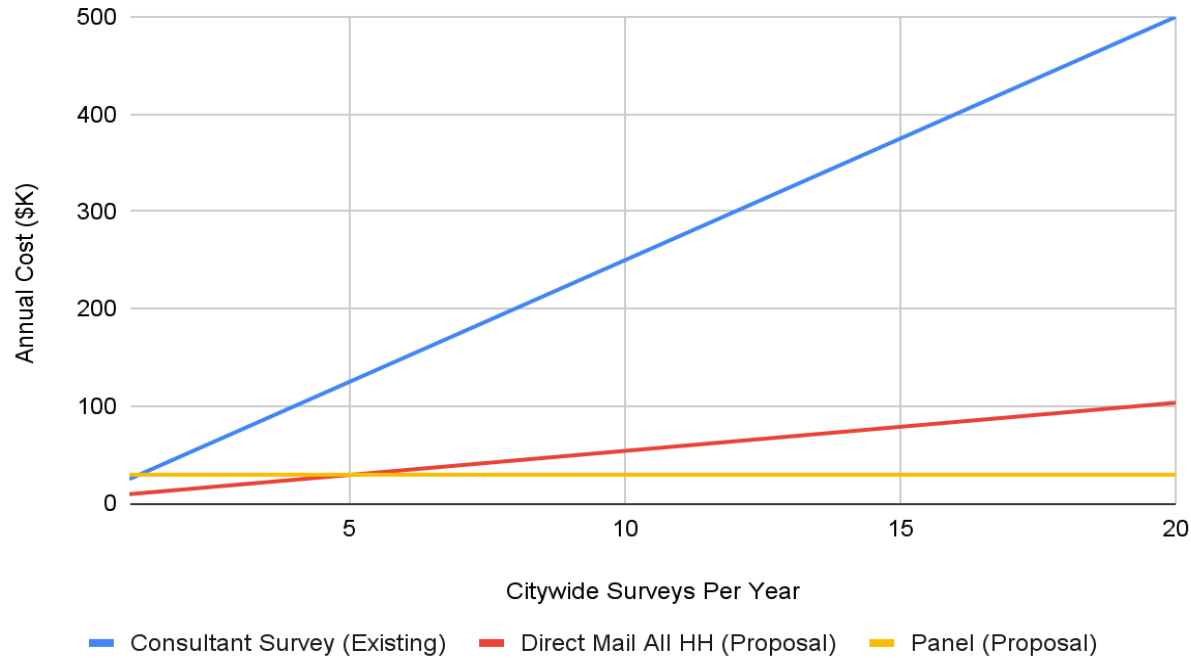
# Challenges and Solutions

- Non-computer savvy
  - Provide helpers at live events, library, community center
- No computer access
  - Go to library or community center

# Citywide Survey: Existing vs. Proposed Costs

<b>Citywide Survey: Cost Component</b>	<b>Annual Cost: Existing Citywide Survey</b>	<b>Annual Cost: Citywide Panel Proposal</b>	<b>Annual Cost: Citywide Direct Mail Proposal</b>
<b>Panel Creation</b>	N/A	\$25K (consultant creates panel)	N/A
<b>Survey Software</b>	N/A	\$4.5K	\$4.5K
<b>Survey Distribution/ Administration/Evaluation</b>	\$25K/survey (consultant)	\$0	\$4.95K/survey (10K households)

# Citywide Survey Proposals Cost Less Than Existing Approach



# Neighborhood Survey\*: Existing vs. Proposed Costs

Research Type	Cost Component	Annual Cost: Existing	Annual Cost: Proposed
<b>Neighborhood Direct Mail</b>	Survey Distribution	\$ 0	\$1.22K (1K households)
	Survey Administration/Evaluation	\$ 0	\$ 0
	<b>Total Cost (per survey per neighborhood)</b>	<b>\$ 0</b>	<b>\$1,220</b>

\* \$4.5K/year cost for survey software already accounted for

# Recap

- Solution to capture statistically valid resident input
  - Statistically valid
  - Consistent
  - Increases volume to augment VOLUME
- Solution to better identify residents' priorities
  - Identifies most valued features
  - Equitable (when done in person and online)
- Cost-effective with minimal administrative burden
  - Saves money
  - Saves staff time
  - Easy to use

## Our Recommendation:

Approve working with staff to explore test pilot