

City of Gulf Shores

ACE: Sustainable Growth Committee

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City Announces Survey Effort to Gather Citizen Input on Quality of Life, Growth, and Development Issues

The City of Gulf Shores has contracted with the University of South Alabama Polling Group to conduct a telephone survey of city residents. The primary purpose of the survey is to determine the preferences and priorities of residents when it comes to promoting and enhancing area quality of life by properly planning for growth and development.

A 5-year strategic plan was rolled out to Gulf Shores citizens fall of 2007 in a Town Hall meeting forum. Committees consisting of citizens and City officials were formed at this meeting that basically paralleled Strategic plan initiatives. The Sustainable Growth Committee designed the questionnaire with input from the Gulf Shores City Council, and Business Development, Quality of Life, and Leadership committees. Dr. Keith Nicholls, Director of USA Polling Group, was also consulted to insure that the survey would provide statistically significant results by consisting of objective questions formatted in a fashion that can be asked and answered easily over the telephone.

Question topics include citizen perceptions of quality of life, the importance of efforts to protect quality of life, levels of interests in various recreational opportunities, support for policies on controlling growth, evaluations of city officials' efforts to adequately represent various competing interests, and a variety of demographic measures such as age, employment, and income. While the survey is fairly comprehensive, the actual telephone interview should take less than 10 minutes to complete.

City officials and committee members strongly encourage the ready participation of citizens in this project. In the words of Sustainable Growth committee participant, Gulf Shores City Councilman Robert Craft- "This is a real opportunity to provide City leaders with your vision for our community's future. It is our hope that by contacting residents and asking unbiased questions, the survey results will give a better understanding of citizen concerns and their opinion of all areas of City government, current and for the future."

Residents will be randomly chosen to participate in the survey, and will be called from the polling lab located on the campus of the University of South Alabama.

Interviewing is scheduled to begin on Monday, April 28, and will likely continue through early May. It is expected that initial survey results will be presented at the next Town Hall meeting scheduled for Thursday, May 15th, 5:30 PM, at the Adult Activity Center in Gulf Shores. Deliverables resulting from survey results and timing of subsequent strategic planning efforts are expected outcomes of the Town Hall Meeting.