

AGENDA NOTE – HRPDC EXECUTIVE COMMITTEE MEETING

ITEM#8-K: ENVISION HAMPTON ROADS SURVEY RESULTS

SUBJECT:

Envision Hampton Roads Community Values Survey Results.

BACKGROUND:

As part of the regional strategic planning process, the HRPDC conducted marketing research to engage residents to participate in the establishment of shared Regional Values. During this process Christopher Newport University (CNU) used input from the HRPDC and assisted the HRPDC in:

- Analysis of feedback from a series of community values listening sessions
- Designed a standardized 12 minute survey questionnaire
- Conducted a statistically valid telephone survey of 1,216 Hampton Roads residents
- Analyzed the findings using statistical modeling.

This item and related enclosure was discussed in workshop item #4

RECOMMENDED ACTION:

Approve the report for distribution.