Tilt-Up Sandy Memorial Survey - Final Report

May 1, 2016

Background and Objectives

The survey questions were approved by Mayor and Council at the 3/16/16 meeting in order to gather input from residents whether to put the structure into compliance or removed. The costs for putting the structure into compliance were provided by the Borough Engineer. The costs for removal we provided via RFP from local contractors.

Data Collection Methodology

All respondents were full time or seasonal residents of Highlands. The survey consisted of 2 questions: what should be done in regards to the structure and a validation question requiring either a voter registration or sewer account number. Logistically, a survey was created for interviewing online as well as a data entry module for paper surveys. Validation of the voter registration and sewer numbers was conducted. One response was removed due to voting twice via voter registration number. The survey's duration was approximately 2 minutes.

The survey was promoted at the 3/16 Council Meeting, paper copies were available at the Borough Office, news articles on NJ1015.com and Asbury Park Press [both online and front page 3/30/16], posted on Borough website landing page, Borough website Public Notices page and Facebook and lastly a Swift Alert, all to encourage a good response. Study period was March 17th through April 30th, 2016.

Action Standard

This research will be used to provide the governing body with an understanding of the temperament of the Borough residents regarding the structure. These results will also be shared with Borough residents and local news outlets.

Conclusions and Recommendations

Respondents have a *significant* desire for the structure to be removed. The total sample size after removal of 1 invalid was **226**, of those, **75%** responded to remove the structure, **25%** chose to put it into compliance.

- Using a 95% confidence level, the corresponding confidence interval would be ± 5.65%. That is to say that you can be **95% certain that the true population proportion falls within the range of 69.35% to 80.65%.**
- Highlands has a population of roughly 5,000. Using the same 95% confidence level and being prepared to accept a margin of error of ±6.5%, **the number of people needed to be interviewed in order to get results that reflect the target population with acceptable accuracy is 217.**

$$\text{Sample Size} = \frac{Z^2 * (p) * (1-p)}{me^2}$$

Where:
Z = Z value (e.g. 1.96 for 95% confidence level)
p = percentage picking a choice, expressed as decimal
me = margin of error, expressed as decimal (e.g., .065 = ±6.5)