

**Gainesville.**  
**Citizen centered**  
**People empowered**

Department of Doing

# Memo

**To:** Honorable Mayor and City Commission  
**Via:** Anthony Lyons, City Manager  
**From:** Lila Stewart, Interim Strategic Planning Manager  
**Date:** 4/5/2018  
**Re:** Annexation Survey

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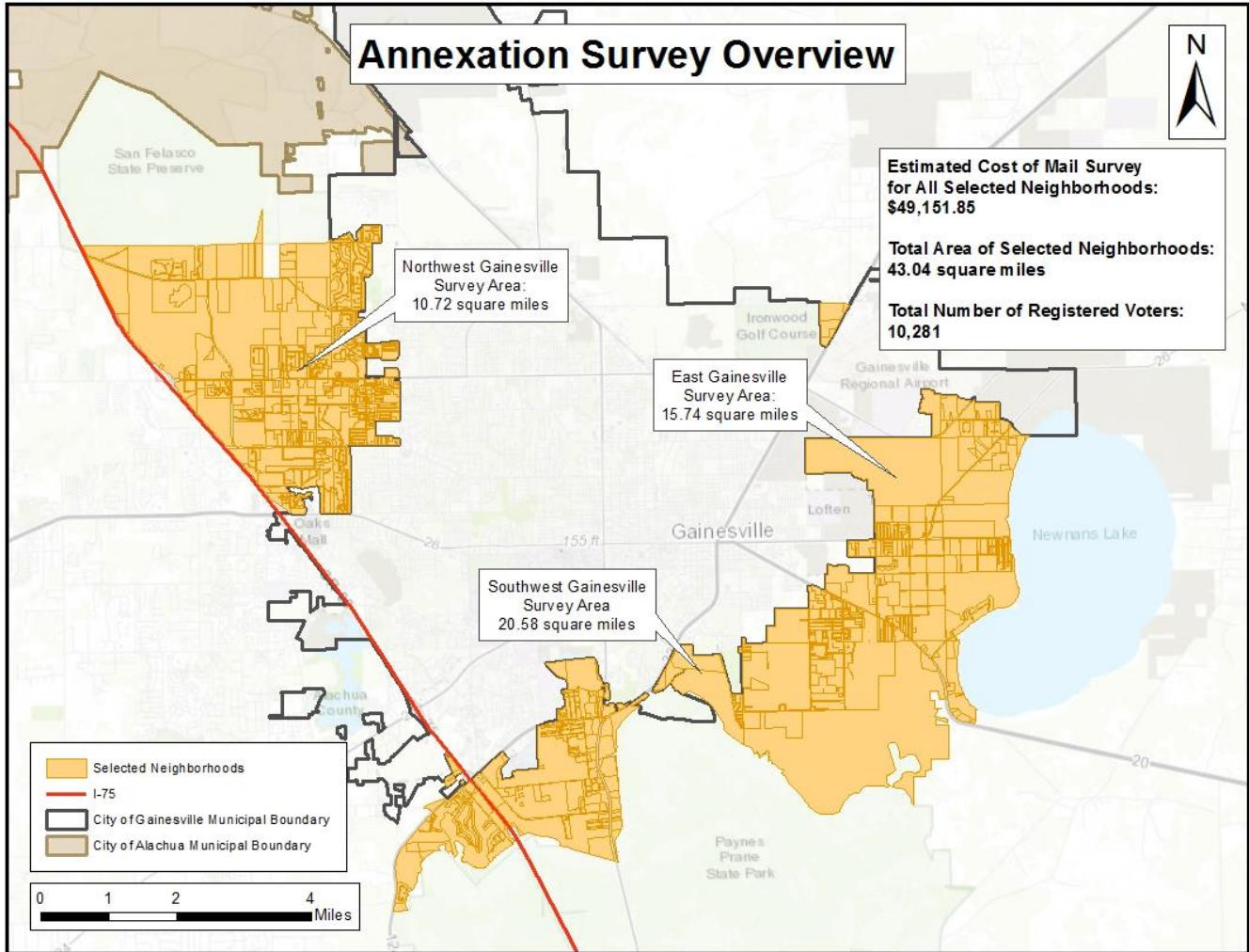
On January 11<sup>th</sup>, the General Policy Committee (GPC) heard a presentation from staff regarding annexation strategies in response to the termination of the Fire Services Assistance Agreement. The GPC directed staff to come back with expanded boundaries for a survey of registered voters.

Below, you will find estimates of the costs associated with surveying registered voters in the expanded boundary, along with four alternatives. These estimates were provided by the Bureau of Economic and Business Research (BEBR). According to BEBR, the budget for the surveys is based on a variety of assumptions, including:

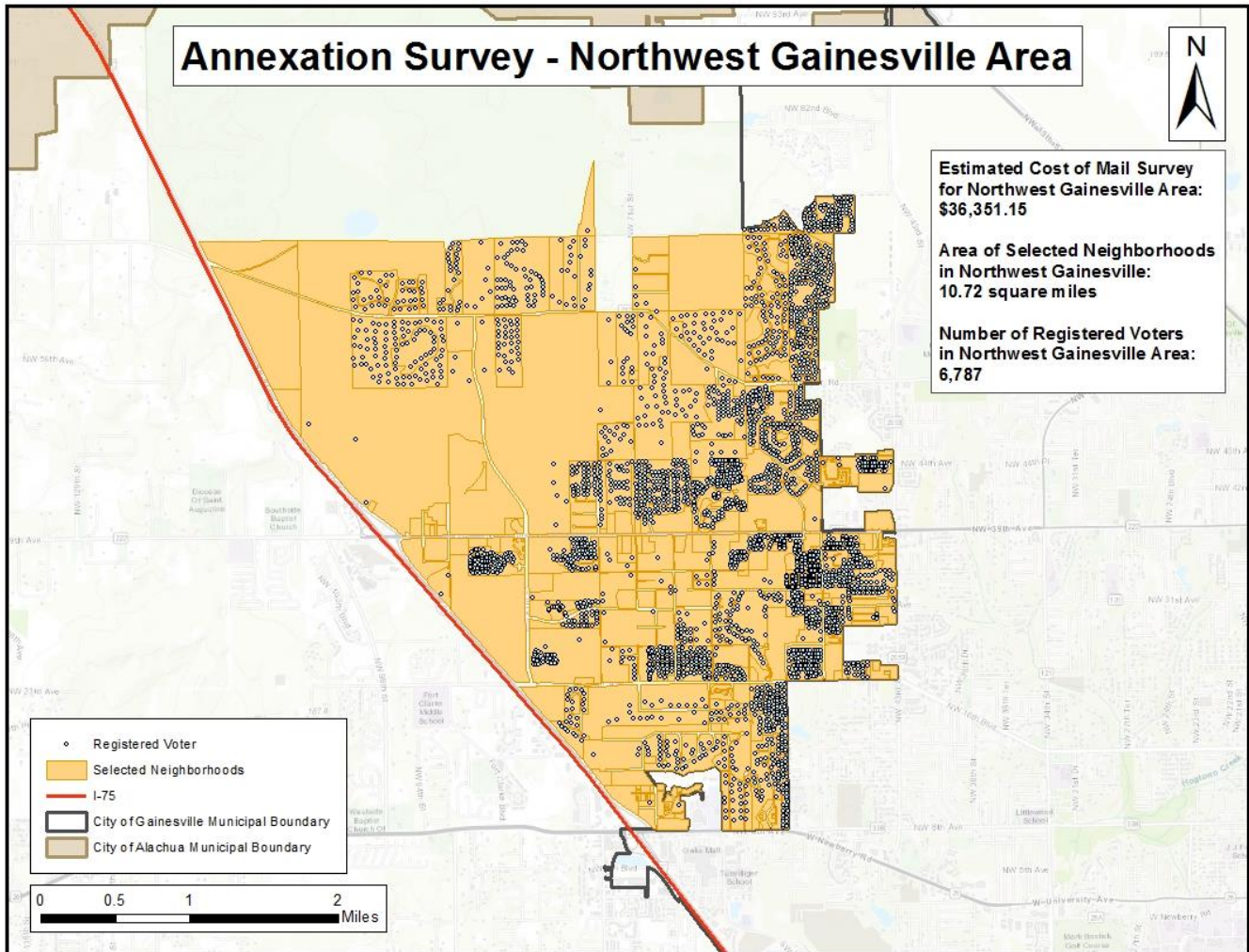
- The mail survey will be brief, not exceeding one 2-sided sheet of paper.
- Costs are based, in part, on the number of registered voters in each selected area.
- A survey packet will consist of a cover letter, survey, and postage-paid return envelope.
- Survey efforts will consist of an initial survey packet and one follow-up for non-respondents.
- Deliverables will include a dataset formatted as desired, a report of basic frequencies, and a neighborhood-level heat map.

The costs associated with the project by study area, including the 10% IDC rate for the City, are:

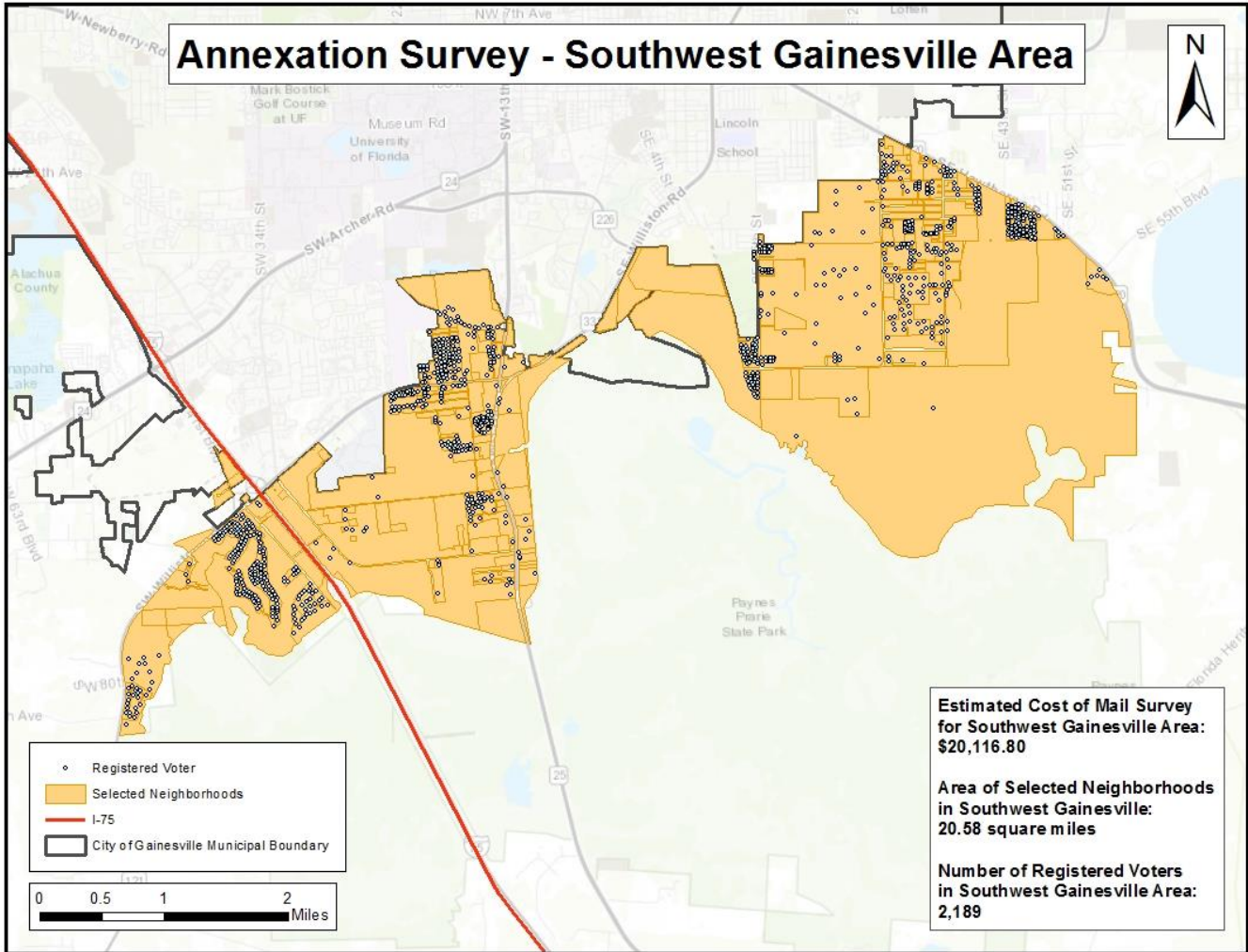
Option 1: Expanded Boundary as directed by the GPC ----- Voters: ~10,300 Cost: \$49,151.85



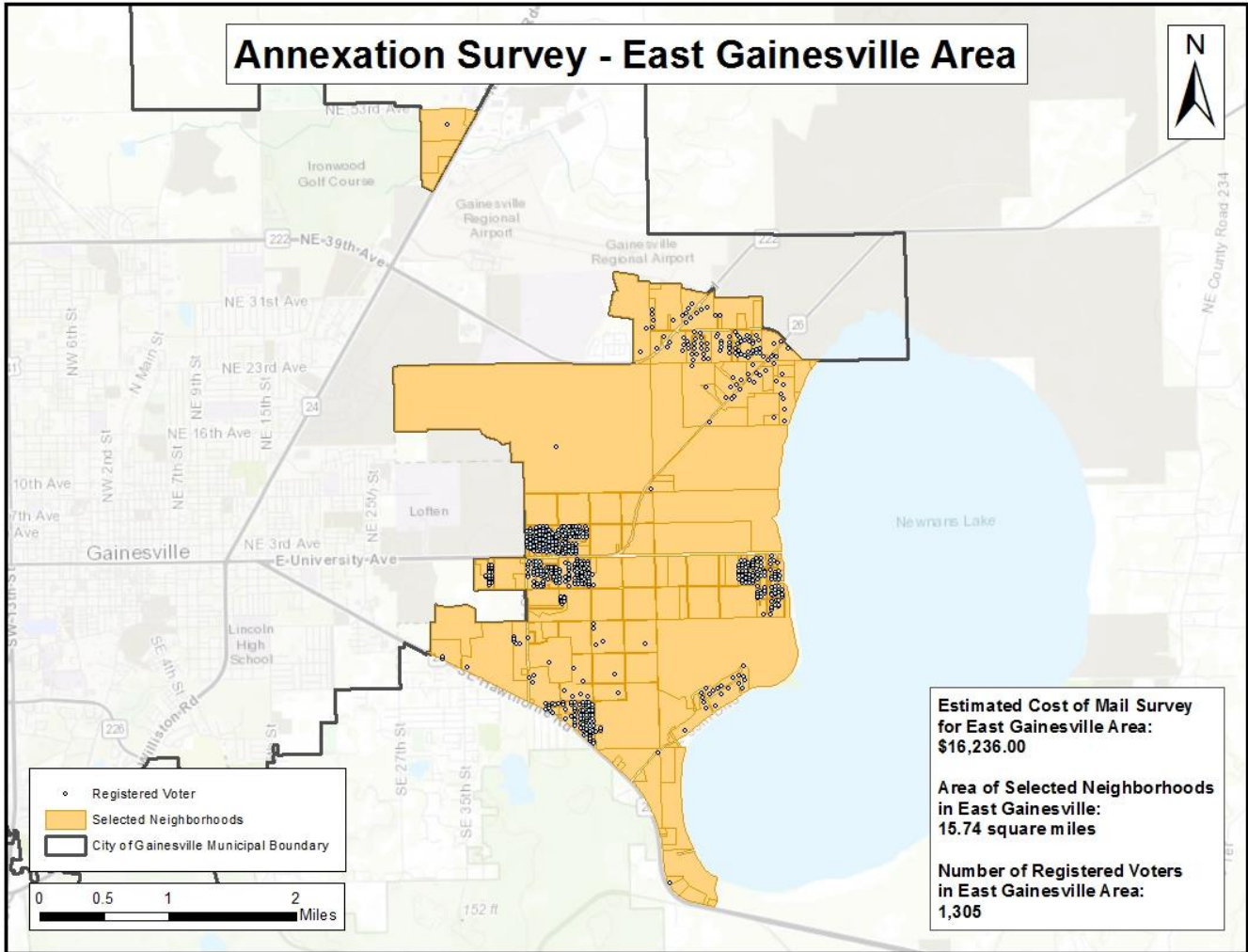
Option 2: Northwest Gainesville Only ----- Voters: ~6,800 Cost: \$36,351.15



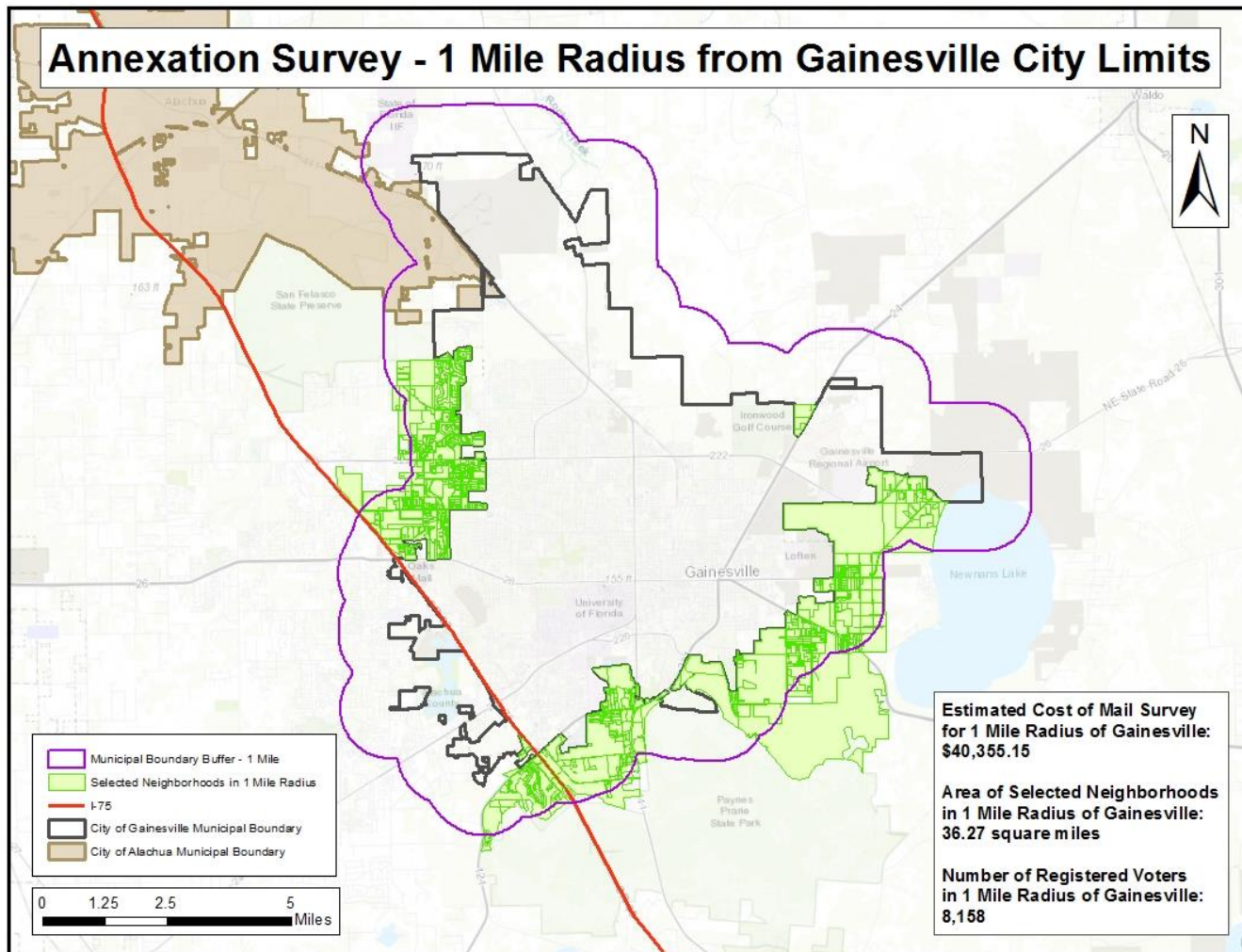
Option 3: Southwest Gainesville Only ----- Voters: ~2,200 Cost: \$20,116.80



Option 4: East Gainesville Only ----- Voters: ~1,350 Cost: \$16,236.00



Option 5: 1-Mile Radius from City Limits in Neighborhoods most Impacted -- Voters: ~8,150 Cost: \$40,355.15



Cc: Charter Officers

Wendy Thomas, Director Department of Doing

Jeff Lane, Fire Chief