

Attachment 2



SAMPLE RESIDENT SURVEY INVITATION LETTER

Beverly Hills Resident
<<Address>>
<<City State Zip>>

Dear Resident,

As the City Manager for the City of Beverly Hills, I am writing to ask you to participate in a very important survey.

The city is dedicated to providing high quality facilities and services that meet our residents' existing and emerging needs. To help us reach this goal, we're asking that you take a few minutes to share your opinions with the city. By doing so, you will help us to better understand your needs, identify where we are currently meeting your expectations, as well as find out where we can improve. In short, the survey is designed to help us better serve you, our residents.

We recognize the importance of your time, so we have made participation in the survey easy:

- To participate in the survey online through a secure website, simply go to <https://secure3.surveynetwork.com/BHres> and enter the following passcode: <PINNUM1>. Please note that the URL does not include www, so please enter the address exactly as shown above. The passcode is only usable once and cannot be transferred or reused, although should you have to stop the survey before completing it, you can come back later and pick up where you left off.
- If you have a second adult in your household who is interested in taking the survey, they can also take the survey using the following passcode: <PINNUM2>

To ensure the objectivity, anonymity and reliability of the survey results, the City has contracted with True North Research – an independent survey research firm – to conduct the survey, manage the interviews, and summarize the results. Your responses to the survey will be completely confidential and at no time will the City see individual survey responses. Should you have any difficulties in accessing the survey online, please contact Rick Sarles at True North for assistance (760) 632-9900.

On behalf of all of us at the City of Beverly Hills, I thank you in advance for participating in this survey.

Sincerely,

Jeffrey Kolin
City Manager