



January, 2002

Dear Friends,

My family is making plans to create a community center/neighborhood shopping village at the corner of Corral de Tierra Road and Highway 68 on the property we have owned for over 31 years. Because our primary goal is to serve the needs of the residents of the Toro Area community, we are interested in learning more about your shopping needs and preferences. A neighborhood survey is enclosed to solicit your input. We would appreciate it if you would take the time to fill out the survey and return it to us.

A few years ago, we sent out a similar survey to determine community interest in and support for such a neighborhood-serving facility. The community's response was overwhelmingly favorable, and the responses were very helpful to us in the overall design of our project.

Now, as we begin the application process, we want to check back with you to see if your needs and desires are the same. Will you please let us hear from you?

We very much appreciate the time and effort you might spend in filling out this survey and returning it in a timely manner. For each survey returned to us, a donation will be made to the "Nancy Phelps Memorial Fund for Nursing at Hartnell College."

With your interest and support, we hope to make your requests a reality.

Thank you.

Bill Phelps and Family

Corral De Tierra Neighborhood Survey

Dear Resident,

How can the Phelps Family create a place where the community can meet, shop for everyday items and socialize? We think your opinions are very important! Your input will help to shape a village center that reflects the community's character and improves local quality of life.

We know you are busy. This survey is designed to be very fast to complete, and the return postage is paid. Simply fold your completed survey with our address panel showing, and drop it in the mail. We are looking forward to hearing from you. Thank you.

The Staff at Pearson Research 831-429-9797

1. Which ONE of these areas best describes the location of your home?

Check only one .

- | | |
|---|--|
| <input type="checkbox"/> Toro Park | <input type="checkbox"/> Pasadera |
| <input type="checkbox"/> San Benancio | <input type="checkbox"/> Hidden Hills |
| <input type="checkbox"/> Corral de Tierra | <input type="checkbox"/> Laguna Seca |
| <input type="checkbox"/> Laureles Grade | <input type="checkbox"/> Halcyon Heights |

2. Where does your household currently shop most often for everyday goods?

Check only one .

- | | |
|--|---------------------------------------|
| <input type="checkbox"/> Monterey | <input type="checkbox"/> Salinas |
| <input type="checkbox"/> Carmel Valley | <input type="checkbox"/> Del Rey Oaks |
| <input type="checkbox"/> Other: <i>please describe</i> _____ | |

- 3. How many total trips do all members of your household make to the following locations every month? (Just make your best estimate.) Mark answers in the table below.**
- 4. Is this a destination that is more than 5 miles away from your home?**

	Number of trips per month?				Is this more than 5 miles from home?	
	Less than 1/month	1-3	4-6	7 or more	Circle YES or NO	
a) Grocery Store	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	YES	NO
b) Drug Store	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	YES	NO
c) Liquor/Deli	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	YES	NO
d) Dry Cleaners	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	YES	NO
e) Bakery/Bagel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	YES	NO
f) Video Store	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	YES	NO
g) Barber/Beauty Shop	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	YES	NO
h) Hardware/Garden	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	YES	NO
i) Wine Tasting/Wine Shop	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	YES	NO
j) Copy Shop	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	YES	NO
k) Post Office	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	YES	NO
l) Bank	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	YES	NO
m) Florist	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	YES	NO
n) Clothing Store	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	YES	NO
o) Ice Cream/Yogurt	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	YES	NO
p) Coffee/Espresso	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	YES	NO

	Number of trips per month?				Is this more than 5 miles from home?	
	Less than 1/month	1-3	4-6	7 or more	Circle YES or NO	
q) Day Care	[]	[]	[]	[]	YES	NO
r) Sporting/Camping Goods	[]	[]	[]	[]	YES	NO
s) Restaurant	[]	[]	[]	[]	YES	NO
t) Pizza	[]	[]	[]	[]	YES	NO
u) Medical/Dental	[]	[]	[]	[]	YES	NO
v) Professional Office	[]	[]	[]	[]	YES	NO
w) Travel Agency	[]	[]	[]	[]	YES	NO
x) Vet/Pet Supplies	[]	[]	[]	[]	YES	NO

5. Where do you usually travel for the following:

	Check the ONE area you go <u>most often</u> :			
	Salinas	Monterey	Corral de Tierra	Elsewhere
a) Gasoline?	[]	[]	[]	[]
b) Banking?	[]	[]	[]	[]
c) Restaurants?	[]	[]	[]	[]
d) Drugstore items?	[]	[]	[]	[]
e) Groceries?	[]	[]	[]	[]
f) Post Office?	[]	[]	[]	[]
g) Dry cleaning?	[]	[]	[]	[]
h) Hardware/garden supplies?	[]	[]	[]	[]
i) Day care?	[]	[]	[]	[]
[] check here if day care does not apply to you				

6. Which of the following types of community services would you like to see in the village at Corral de Tierra?

	Yes	No	Maybe		Yes	No	Maybe
a) Grocery Store	[]	[]	[]	q) Coffee/Esspresso	[]	[]	[]
b) Drug Store	[]	[]	[]	r) Day Care	[]	[]	[]
c) Liquor/Deli	[]	[]	[]	s) Sporting/Camping	[]	[]	[]
d) Dry Cleaners	[]	[]	[]	t) Restaurant	[]	[]	[]
e) Bakery/Bagel	[]	[]	[]	u) Pizza	[]	[]	[]
f) Video Store	[]	[]	[]	v) Medical/Dental	[]	[]	[]
g) Barber Shop	[]	[]	[]	w) Travel Agency	[]	[]	[]
h) Beauty Salon	[]	[]	[]	x) Vet/Pet Supplies	[]	[]	[]
i) Hardware/Garden	[]	[]	[]	y) Inn/Lodge	[]	[]	[]
j) Wine Tasting/Shop	[]	[]	[]	z) Bed & Breakfast	[]	[]	[]
k) Copy Shop	[]	[]	[]	aa) Real Estate Office	[]	[]	[]
l) Post Office	[]	[]	[]	bb) Gifts Store	[]	[]	[]
m) Bank	[]	[]	[]	cc) Car Wash	[]	[]	[]
n) Florist	[]	[]	[]	dd) Residential Units	[]	[]	[]
o) Clothing Store	[]	[]	[]				
p) Ice Cream/Yogurt	[]	[]	[]	Other ideas? _____			

7. How many total trips *per week* do all members of your household make to Salinas or Monterey for personal shopping and services (not counting trips made to work at a job)?

Number of trips each week for your household: _____

8. How many total trips *per week* to Salinas or Monterey would your household members save if the shopping and service opportunities you wanted were available closer to home at Corral de Tierra?

Number of trips saved each week : _____

9. How many people are in your household: _____

10. Which type of grocery store would you like to see at Corral de Tierra? Please rate your interest level in each of the following: *CIRCLE one number for each store.*

	Not At All Interested									Extremely Interested	Don't Know Them
	1	2	3	4	5	6	7	8	9		
a) Bel Air	1	2	3	4	5	6	7	8	9		[]
b) Bruno's	1	2	3	4	5	6	7	8	9		[]
c) Draegers	1	2	3	4	5	6	7	8	9		[]
d) Mollie Stones	1	2	3	4	5	6	7	8	9		[]
e) Neilsen's Market	1	2	3	4	5	6	7	8	9		[]
f) Nob Hill	1	2	3	4	5	6	7	8	9		[]
g) Petrini's	1	2	3	4	5	6	7	8	9		[]
h) Raleys	1	2	3	4	5	6	7	8	9		[]
i) Ralph's	1	2	3	4	5	6	7	8	9		[]
j) Safeway	1	2	3	4	5	6	7	8	9		[]
k) Star Market	1	2	3	4	5	6	7	8	9		[]
l) Whole Foods	1	2	3	4	5	6	7	8	9		[]

11. Do you support the idea of a community center/neighborhood shopping village at the intersection of Corral de Tierra Road and Highway 68?

[] Yes [] No

OPTIONAL:

[] I want to participate in focus group studies for the Village at Corral de Tierra

[] Please tell the County Supervisors and Planning Commission that I support approval of the Village at Corral de Tierra

If you checked either of the above, please provide the following information:

Name _____

Address _____

Telephone _____

phone # required to contact you about focus group participation

E-mail _____

Thank you for your valuable time. Return postage is pre-paid. Fold survey so our address is showing on the back panel, and secure **at top edge** with a bit of tape. **DO NOT STAPLE**, because the Post Office cannot process pre-paid mail through their machines if stapled. Thank you!

If you have questions or comments about the Corral de Tierra project, please contact Eric Phelps at 831-484-8100.

Please fold along the dashes



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