Visit Mendocino
2022 Resident Perspective and Visitor Profile Study
Notes on Tasks and Timing

| | Feb 2022 | | | | Mar | | | | Apr | | | | May | | | | June | | | | July | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Task / Week of Study** | **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** | **9** | **10** | **11** | **12** | **13** | **14** | **15** | **16** | **17** | **18** | **19** | **20** | **21** | **22** | **23** | **24** |
| **RESIDENT STUDY** | | | | | | | | | | | | | | | | | | | | | | | | |
| ***Information Gathering*** | | | | | | | | | | | | | | | | | | | | | | | | |
| Literature/documents review | | | | | | | | | | | | | | | | | | | | | | | | |
| Develop questions for Staff Interviews | | | | | | | | | | | | | | | | | | | | | | | | |
| Survey development/test | | | | | | | | | | | | | | | | | | | | | | | | |
| Survey deployment (internet); response period | | | | | | | | | | | | | | | | | | | | | | | | |
| ***Data Analysis*** | | | | | | | | | | | | | | | | | | | | | | | | |
| Tabulate collected data | | | | | | | | | | | | | | | | | | | | | | | | |
| Analyze/data – summary report of key points | | | | | | | | | | | | | | | | | | | | | | | | |
| **Client Meeting on Key Findings/next steps** | | | | | | | | | | | | | | | | | | | | | | | | |
| **VISITOR STUDY** | | | | | | | | | | | | | | | | | | | | | | | | |
| Apply resident survey findings; develop visitor survey | | | | | | | | | | | | | | | | | | | | | | | | |
| Survey test/revise finalize | | | | | | | | | | | | | | | | | | | | | | | | |
| Survey deployment (internet)/response period | | | | | | | | | | | | | | | | | | | | | | | | |
| ***Data Analysis*** | | | | | | | | | | | | | | | | | | | | | | | | |
| Tabulate collected data | | | | | | | | | | | | | | | | | | | | | | | | |
| Analyze data – summary report of key points | | | | | | | | | | | | | | | | | | | | | | | | |
| **Client Meeting on Key Findings/next steps** | | | | | | | | | | | | | | | | | | | | | | | | |
| ***Final Report; combine both surveys, detailed Draft report including strategy*** | | | | | | | | | | | | | | | | | | | | | | | | |
| Final Report | | | | | | | | | | | | | | | | | | | | | | | | |
| **Presentation** (on request) | | | | | | | | | | | | | | | | | | | | | | | | **TBD** |