

SIERRA ● CURTIS  
Neighborhood Association

February 17, 2015

**SENT VIA EMAIL TO [jschenirer@cityofsacramento.org](mailto:jschenirer@cityofsacramento.org)**

Jay Schenirer, Councilmember  
City of Sacramento  
915 I Street  
Sacramento, CA 95814

February 17, 2014

Dear Councilmember Schenirer:

The Sierra Curtis Neighborhood Association is disappointed by the content and methodology of the recent survey mailed to Curtis Park residents by Petrovich Development, LLC. The survey's questions are biased and inaccurate, and offer false Hobson's choices instead of a full range of true choices. We ask that you and others who may be presented with any results of this survey disregard those results for the following reasons:

- The title is inaccurate: "The Neighborhood's Choice." The developer has constrained the "choice" through his prior choices of business model and marketing tactics.
- There are only two plans offered in the grid: Plan A and Plan B. One could easily come with alternate scenarios; this forced choice is akin to "Would you rather be punched in the head or the gut? It's your choice."
- Plan A is a specific grocer; Plan B is non-specific. They are not comparable in terms, making it impossible to have an informed choice.
- The "Conditions" question uses scare tactics to make other options look more attractive: there is not a single Safeway store that houses an auto repair facility.
- The "Conditions" question presents options that have already been agreed upon: the existing PUDs for Curtis Park Village already set restrictions on lighting.
- The introductory text is inaccurate. Safeway pays union wages at dozens of stores in competitive California markets that do not have fueling stations.
- The "Your Opinion" question only has two boxes, without any space to write in an actual opinion.
- The "Your Opinion" question uses "best," when there are only two options presented. This should be "better," because there are certainly ideas on what is best for Curtis Park that are not presented as options.
- There is no space for a name to be entered in the "Privacy" question.
- Multiple surveys were sent to single addresses.
- No surveys were sent to many other addresses.

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This survey would not pass muster as evidence in a high school statistics class, much less in a high-stakes urban infill project. It appears that the developer is attempting to manipulate the neighborhood into accepting the same limited choices that the developer has presented all along.

I do hope we can move forward with the development of Curtis Park Village in an environment where facts, accuracy and collaboration are the order of the day.

Very truly yours,

**SIERRA CURTIS  
NEIGHBORHOOD ASSOCIATION**

By: 

Eric A. Johnson, President

Cc: Sacramento City Council



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