

ROSEVILLE
REQUEST FOR COUNCIL ACTION

Date: Mar. 14, 2016
Item No.: 14.a

Department Approval

City Manager Approval



Item Description: Finalize Community Survey Discussion and Survey Budget

BACKGROUND

On February 22, 2016, the City Council directed staff to obtain a proposal from the Morris Leatherman Company to conduct a community survey of Roseville residents. Council also directed staff to compile a framework of potential questions for the survey and that the framework should closely resemble the City's 2014 survey. All new or revised questions in the proposed survey are highlighted in yellow and included in Attachment A.

BUDGET IMPLICATIONS

The 2016 budget includes funds for a survey of Roseville residents. Morris Leatherman's proposal (Attachment B) includes conducting a 100-questions survey of 400 randomly selected residents. The cost to conduct a 400-resident survey (+/- 5.0% margin of error) is \$17,500. The proposal also includes pricing for additional questions of \$135 per question.

STAFF RECOMMENDATION

Staff recommends City Council approve the Morris Leatherman survey draft and final budget for a 400-resident community survey.

REQUESTED COUNCIL ACTION

Finalize the Morris Leatherman survey draft and approve a budget for a 400-resident, 100-question community survey.

Prepared by: Garry Bowman, Communications Manager
Attachments: A: Proposed framework of potential survey questions
B: Morris Leatherman survey pricing proposal

City of Roseville
 Residential Survey
 PROPOSED APRIL/MAY 2016

1. Approximately how many years have you lived in Roseville?
 - LESS THAN TWO YEARS.....
 - TWO TO FIVE YEARS.....
 - FIVE TO TEN YEARS.....
 - TEN TO TWENTY YEARS.....
 - 20 TO 30 YEARS.....
 - OVER THIRTY YEARS.....
 - DON'T KNOW/REFUSED.....

2. As things stand now, how long in the future do you expect to live in Roseville?
 - LESS THAN TWO YEARS.....
 - TWO TO FIVE YEARS.....
 - SIX TO TEN YEARS.....
 - OVER TEN YEARS.....
 - DON'T KNOW/REFUSED.....

3. How would you rate the quality of life in Roseville - excellent, good, only fair, or poor?
 - EXCELLENT.....
 - GOOD.....
 - ONLY FAIR.....
 - POOR.....
 - DON'T KNOW/REFUSED.....

4. What do you like most, if anything, about living in Roseville?
 - DON'T KNOW/REFUSED.....
 - NOTHING.....
 - CONVENIENT LOCATION....
 - NEIGHBORHOOD/HOUSING...
 - SAFE.....
 - FRIENDLY PEOPLE.....
 - CLOSE TO FAMILY.....
 - CLOSE TO JOB.....
 - SCHOOLS.....
 - PARKS/TRAILS.....
 - SHOPPING.....
 - QUIET AND PEACEFUL.....
 - SCATTERED.....

5. What do you think is the most serious issue facing Roseville today?
 - DON'T KNOW/REFUSED.....
 - NOTHING.....
 - HIGH TAXES.....
 - RISING CRIME.....
 - POOR CITY SPENDING.....
 - LACK OF JOBS/BUSINESS...
 - AGING POPULATION.....
 - AGING INFRASTRUCTURE....
 - STREET REPAIR.....
 - SCATTERED.....

6. All in all, do you think things in Roseville are generally headed in the right direction, or do you feel things are off on the wrong track?
- RIGHT DIRECTION.....
 WRONG TRACK.....
 DON'T KNOW/REFUSED.....

IF "WRONG TRACK," ASK: (n=18)

7. Please tell me why you feel things have gotten off on the wrong track?
- DON'T KNOW/REFUSED.....
 HIGH TAXES.....
 POOR CITY SPENDING.....
 STREET REPAIR.....
 RISING CRIME.....
 GROWING DIVERSITY.....
 CITY PLANNING.....
 TOO MUCH RETAIL.....
8. How would you rate the sense of community identity among residents in Roseville -- would you say it is very strong, somewhat strong, not too strong, or not at all strong?
- VERY STRONG.....
 SOMEWHAT STRONG.....
 NOT TOO STRONG.....
 NOT AT ALL STRONG.....
 DON'T KNOW/REFUSED.....
9. Please tell me which of the following do you feel the closest connection to -- the City of Roseville as a whole, your neighborhood, your School District or something else? (IF "SOMETHING ELSE," ASK:) What would that be?
- CITY OF ROSEVILLE.....
 NEIGHBORHOOD.....
 SCHOOL DISTRICT.....
 CHURCH.....
 WORKPLACE.....
 FAMILY/FRIENDS.....
 DON'T KNOW/REFUSED.....
10. Do you feel accepted in the City of Roseville?
- YES.....
 NO.....
 DON'T KNOW/REFUSED.....

IF "NO," ASK: (n=3)

11. Why do you feel that way?

DON'T KNOW NEIGHBORS, ; UNFRIENDLY PEOPLE, .

Let's spend a few minutes discussing the future of the City of Roseville.

12. When thinking about a city's
- DON'T KNOW/REFUSED.....

quality of life, what do you think is the most important aspect of that quality?

SAFETY.....
 SENSE OF COMMUNITY.....
 GOOD SCHOOLS.....
 UPKEEP OF CITY.....
 OPEN SPACE/NATURE.....
 PARKS/RECREATION.....
 UPKEEP OF HOUSING.....
 QUIET AND PEACEFUL.....
 SCATTERED.....

13. What aspects, if any, of the community should be fixed or improved in the future?
- DON'T KNOW/REFUSED.....
 NOTHING.....
 LOWER TAXES.....
 BETTER ROADS.....
 MORE JOBS.....
 MORE PUBLIC TRANSIT.....
 MORE SENIOR HOUSING.....
 LESS AFFORDABLE HOUSING.....
 SIDEWALKS.....
 SCATTERED.....

14. What, if anything, is currently missing from the City of Roseville which, if present, would greatly improve the quality of life for residents?
- DON'T KNOW/REFUSED.....
 NOTHING.....
 MORE PUBLIC TRANSIT.....
 MORE JOBS.....
 MORE ENTERTAINMENT.....
 MORE AFFORDABLE
 HOUSING.....
 SIDEWALKS.....
 SCATTERED.....

I would like to read a list of characteristics others have mentioned that indicate a city has a high quality of life.

15. Please tell me which one you think is most important for a city to have? (ROTATE AND READ LIST)
16. Which is second most important? (RE-READ LIST; OMITTING FIRST CHOICE)
17. Which is least important? (RE-READ LIST; OMITTING FIRST TWO CHOICES)

MOST SEC LST

HIGH PROPERTY VALUES.....
 WELL MAINTAINED PROPERTIES.....
 LOW PROPERTY TAXES.....

LOW CRIME RATE.....
 GOOD SCHOOL SYSTEM.....
 VARIETY OF SHOPPING OPPORTUNITIES.....
 VARIETY OF PARK AND RECREATION
 OPPORTUNITIES.....
 JOB OPPORTUNITIES.....
 COMMUNITY EVENTS AND FESTIVALS.....
 SENSE OF COMMUNITY.....
 ELSE.....
 DON'T KNOW/REFUSED.....

Let's discuss recreational opportunities in the community....

- | | |
|--|--|
| 18. How would you rate park and recreational facilities in Roseville -- excellent, good, only fair, or poor? | EXCELLENT.....
GOOD.....
ONLY FAIR.....
POOR.....
DON'T KNOW/REFUSED..... |
| 19. Which Roseville recreation facilities, if any, do you or members of your household use most frequently? | DON'T KNOW/REFUSED.....
NONE.....
TRAILS.....
NEIGHBORHOOD PARKS.....
ATHLETIC FIELDS.....
SCATTERED..... |
| 20. How would you rate the upkeep and maintenance of Roseville City Parks -- excellent, good, only fair, or poor? | EXCELLENT.....
GOOD.....
ONLY FAIR.....
POOR.....
DON'T KNOW/REFUSED..... |
| 21. In the past year, have you or any members of this household participated in any city-sponsored park and recreation programs? | YES.....
NO.....
DON'T KNOW/REFUSED..... |
| 22. Are there any park and recreation programs you would like to see offered or expanded? | |
| | NO, ; SENIOR, ; CONCERTS IN THE PARK, ; COMMUNITY CENTER,
; SCATTERED, |
| 23. How often do you or members of your household use the trail system, weather permitting -- twice or more per week, weekly, two or | TWICE OR MORE A WEEK...
WEEKLY.....
TWO/THREE PER MONTH....
MONTHLY..... |

three times per month, monthly, QUARTERLY.....
 quarterly, less frequently or not LESS FREQUENTLY.....
 at all? NOT AT ALL.....
 DON'T KNOW/REFUSED.....

24. Are there any areas in the City of Roseville that are lacking trails or pathways? (IF "YES," ASK:) Where would that be?

UNSURE, ; NO, ; SIDEWALKS ALONG BUSY ROADS, ; COUNTRY ROAD B, ; NEAR LAKE OWASSO, ; RICE STREET, , SCATTERED, .

25. Which of the following would be your top priority for the City's trails and sidewalk system?

CONSTRUCTION OF ADDITIONAL TRAILS FOR
 EXERCISE WITHIN PARKS.....
 CONSTRUCTION OF TRAILS CONNECTING NEIGHBORHOODS
 AND PARKS.....
 CONSTRUCTION OF TRAILS CONNECTING NEIGHBORHOODS
 AND SHOPPING AND BUSINESS AREAS.....
 ELSE (SIDEWALKS).....
 DON'T KNOW/REFUSED.....

In the past year the City has opened new park buildings at Autumn Grove, Lexington, Rosebrook, Oasis, Sandcastle and Villa Parks.

26. Are you aware of these new Yes...
 park buildings? No....

27. Have you or members of your Yes...
 had a chance to visit or utilize No....
 one of the new park buildings

28. Do you feel the current mix of YES.....
 recreational or sports facilities NO.....
 meet the needs of members of your DON'T KNOW/REFUSED.....
 household?

IF "NO," ASK: (n=1)

29. What facilities do you feel are missing?

There have been on-going discussions in the community about the need for a Community Center that would provide community gathering space for recreation, programs and meetings.

30. Do you support or oppose the construction of a Community Center by the City of Roseville? (WAIT FOR RESPONSE) Do you feel strongly that way?
- STRONGLY SUPPORT.....
SUPPORT.....
OPPOSE.....
STRONGLY OPPOSE.....
DON'T KNOW/REFUSED.....
31. If a Community Center were built, how likely would you or members of your household be to use the facility -- very likely, somewhat likely, not too likely, or not at all likely?
- VERY LIKELY.....
SOMEWHAT LIKELY.....
NOT TOO LIKELY.....
NOT AT ALL LIKELY.....
DON'T KNOW/REFUSED.....

The construction of the Community Center would use property taxes. Suppose the City of Roseville proposed a Community Center development which you considered to be a reasonable approach.

32. How much would you be willing to see your property taxes increase to fund this construction? Let's say, would you be willing to see your monthly property taxes increase by \$____? (CHOOSE RANDOM STARTING POINT; MOVE UP OR DOWN DEPENDING ON RESPONSE) How about \$____ per month?
- NOTHING.....
\$3.00.....
\$6.00.....
\$9.00.....
\$12.00.....
\$15.00.....
\$18.00.....
DON'T KNOW/REFUSED.....

Moving on....

I would like to read you a list of a few city services. For each one, please tell me whether you would rate the quality of the service as excellent, good, only fair, or poor? (ROTATE)

EXCL GOOD FAIR POOR DK/R

33. Police protection?
34. Fire protection?
35. Emergency medical services?
36. Sewer and water?
37. Drainage and flood control?
38. Building inspections?
39. Animal control?
40. Code enforcement?

IF ANY SERVICES WERE RATED "ONLY FAIR" OR "POOR," ASK: (n=69)

41. Why did you rate _____ as (only fair/poor)?
- DON'T KNOW/REFUSED.....
 COULD IMPROVE.....
 FLOODING.....
 MORE PATROLLING.....
 POOR INSPECTIONS.....
 LOOSE ANIMALS.....
 RUNDOWN HOMES.....
 RUDE/UNFRIENDLY.....
 SCATTERED.....

Now, for the next four city services, please consider only their job on city-maintained streets and roads in neighborhoods. That means excluding interstate highways, state and county roads that are taken care of by other levels of government. Hence, Interstate 35W, Highway 36, Highway 36, County Road C or Lexington Avenue, should not be considered. How would you rate

EXCL GOOD FAIR POOR DK/R

42. Street repair and maintenance?
43. Snow plowing?
44. Trail and pathway plowing in parks?
45. Trail and pathway plowing in neighborhoods?
46. Do you consider the city portion of your property taxes to be very high, somewhat high, about average, somewhat low, or very low in comparison with neighboring cities?
47. Would you favor or oppose an increase in YOUR city property tax if it were needed to maintain city services at their current level?
48. When you consider the property taxes you pay and the quality of city services you receive, would
- VERY HIGH.....
 SOMEWHAT HIGH.....
 ABOUT AVERAGE.....
 SOMEWHAT LOW.....
 VERY LOW.....
 DON'T KNOW/REFUSED.....
- FAVOR.....
 OPPOSE.....
 DON'T KNOW/REFUSED.....
- EXCELLENT.....
 GOOD.....
 ONLY FAIR.....

you rate the general value of city POOR.....
 services as excellent, good, only DON'T KNOW/REFUSED.....
 fair, or poor?

For each of the following long-term infrastructure projects,
 please tell me if you strongly support the City continuing to
 invest in it, somewhat support, somewhat oppose or strongly
 oppose.

STS SMS SMO STO DKR

- 49. Water and sewer pipes?
- 50. City buildings?
- 51. Pedestrian pathways?
- 52. Bikeways?
- 53. City roads?

Changing topics....

- 54. Other than voting, do you feel YES.....
 that if you wanted to, you could NO
 have a say about the way the City DON'T KNOW/REFUSED.....
 of Roseville runs things?

- 55. From what you know, do you approve STRONGLY APPROVE.....
 or disapprove of the job the Mayor APPROVE.....
 and City Council are doing? (WAIT DISAPPROVE.....
 FOR RESPONSE) And do you feel STRONGLY DISAPPROVE.....
 strongly that way? DON'T KNOW/REFUSED.....

IF "DISAPPROVE" OR "STRONGLY DISAPPROVE," ASK: (n=15)

- 56. Why do you feel that way? POOR JOB.....
 POOR SPENDING.....
 COULD IMPROVE.....
 HIGH TAXES.....
 DON'T LISTEN.....

- 57. From what you have heard or seen, EXCELLENT.....
 how would you rate the job per- GOOD.....
 formance of the Roseville City ONLY FAIR.....
 staff -- excellent, good, only POOR.....
 fair, or poor? DON'T KNOW/REFUSED.....

IF "ONLY FAIR" OR "POOR," ASK: (n=6)

- 58. Why do you feel that way? POOR SPENDING.....

COULD IMPROVE.....
 DON'T LISTEN.....
 RUDE/UNPROFESSIONAL....

Thinking about another topic....

59. How would you rate the general condition and appearance of Roseville -- excellent, good, only fair, or poor? EXCELLENT.....
 GOOD.....
 ONLY FAIR.....
 POOR.....
 DON'T KNOW/REFUSED.....

IF "ONLY FAIR" OR "POOR," ASK: (n=17)

60. Why do you feel that way? DON'T KNOW/REFUSED.....
 RUNDOWN HOMES.....
 MESSY YARDS.....
 RUNDOWN BUSINESSES.....
 JUNK CARS.....

61. Over the past two years, has the appearance of Roseville improved, declined or remained the same? IMPROVED.....
 DECLINED.....
 REMAINED THE SAME.....
 DON'T KNOW/REFUSED.....

62. How would you rate the job the City does enforcing city codes on nuisances - excellent, good, only fair or poor? EXCELLENT.....
 GOOD.....
 ONLY FAIR.....
 POOR.....
 DON'T KNOW/REFUSED.....

IF "ONLY FAIR" OR "POOR," ASK: (n=32)

63. What nuisances does the City need to do a better job of enforcing? DON'T KNOW/REFUSED.....
 MESSY YARDS.....
 RUNDOWN HOMES.....
 JUNK CARS.....
 LOOSE ANIMALS.....

The City of Roseville offers a housing program for residential home improvements.

64. Prior to this survey, were you aware of this housing program? YES.....
 NO.....
 DON'T KNOW/REFUSED.....

The City also sponsors free home sweet home seminars and workshops at the Roseville Library. In the past these workshops have

featured information about home remodeling, landscaping and gardening, aging in place and energy efficiency.

65. Prior to this survey, were you aware of these workshops?

YES.....
NO.....
DON'T KNOW/REFUSED.....

Turning to the issue of public safety in the community....

I would like to read you a short list of public safety concerns.

66. Please tell me which one you consider to be the greatest concern in Roseville? If you feel that none of these problems are serious in Roseville, just say so.

FIRST

Violent crime.....
 Drugs.....
 Youth crimes and vandalism.....
 Break-ins and theft from automobiles.....
 Business crimes, such as shop-
 lifting and check fraud.....
 Residential crimes, such as
 burglary, and theft.....
 Traffic speeding.....
 Identity theft.....
 ALL EQUALLY.....
 NONE OF THE ABOVE.....
 DON'T KNOW/REFUSED.....

67. How would you rate the amount of patrolling the Roseville Police Department does in your neighborhood -- would you say they do too much, about the right amount, or not enough?

TOO MUCH.....
ABOUT RIGHT AMOUNT.....
NOT ENOUGH.....
DON'T KNOW/REFUSED.....

Changing topics...

I would like to read you a list of characteristics of a community. For each one, please tell me if you think Roseville currently has too many or too much, too few or too little, or about the right amount.

MANY	FEW/	ABT	DK/
/MCH	LITT	RGHT	REFD

68. Affordable rental units?
 69. Market rate rental units?
 70. Condominiums and townhomes?
 71. Affordable owner-occupied housing?
 72. "Move up" housing?
 73. Higher cost housing?
 74. Assisted living for seniors?
 75. Parks and open spaces?
 76. Trails and bikeways?
 77. Service and retail establishments?
 78. Entertainment and dining opportunities?
79. If you were going to move from your current home for upgrading, how committed would you be to stay in Roseville -- very committed, somewhat committed, not too committed or not at all committed?
80. And, if you were going to move from your current home for downsizing, how committed would you be to stay in Roseville -- very committed, somewhat committed, not too committed, or not at all committed?

VERY COMMITTED.....
 SOMEWHAT COMMITTED.....
 NOT TOO COMMITTED.....
 NOT AT ALL COMMITTED....
 DON'T KNOW/REFUSED.....

VERY COMMITTED.....
 SOMEWHAT COMMITTED.....
 NOT TOO COMMITTED.....
 NOT AT ALL COMMITTED....
 DON'T KNOW/REFUSED.....

IF "NOT TOO COMMITTED" OR "NOT AT ALL COMMITTED" IN QUESTIONS #79 OR #80, ASK: (n=40)

81. Is there anything missing or that could be improved in Roseville that would make you committed to staying?

NO, ; AFFORDABLE HOUSING, ; MOVE-UP HOUSING, ; PUBLIC TRANSIT, ; LESS TRAFFIC CONGESTION, .

Changing topics....

The City contracts with a local company for curbside recycling services. Currently, residents are provided with their choice of single-sort recycling cart and recyclables are picked up every two weeks.

82. Do you participate in the curbside recycling program by separating recyclable items from the rest of your garbage?

IF "NO" IN QUESTION #1, ASK:

83. Could you tell me one or two reasons why your household does not participate in the curbside recycling program?

84. Are there any changes or improvements in the service which could be made to induce you to participate in it?

GOTO QUESTION #__:

IF "YES" IN QUESTION #1, ASK:

85. How often do you put recyclables out for collection -- every two weeks, monthly, or less often?

When you think of the recyclables your household generates...

86. Would you favor or oppose a change to an every week collection schedule for recyclables? (WAIT FOR RESPONSE) Do you feel strongly that way?

IF "YES" IN QUESTION #5, ASK:

87. Would you still favor a change to an every week recycling collection schedule if it increased your costs?

88. Are there any changes or improvements in the curbside recycling program you would like to see?

Changing topics....

As you may know, some cities have begun a curbside collection program for compostable waste called "organics," such as food scraps and non-recyclable paper.

89. Do you support or oppose the City offering a curbside collection program for compostable waste for an additional fee? (WAIT FOR RESPONSE) Do you feel strongly that way?

IF A RESPONSE IS GIVEN, ASK:

18. Why do you feel that way?

90. If a curbside collection program for compostable waste was available, how likely would your household be to participate in it -- very likely, somewhat likely, not too likely or not at all likely?

Changing topics....

91. How would you rate the City's overall performance in communicating key local issues to residents in its publications, website, mailings, and on cable television -- excellent, good, only fair, or poor?
- EXCELLENT.....
GOOD.....
ONLY FAIR.....
POOR.....
DON'T KNOW/REFUSED.....
92. What is your primary source of information about the City of Roseville?
- DON'T KNOW/REFUSED.....
NONE.....
CITY NEWSLETTER.....
LOCAL NEWSPAPER.....
CITY WEBSITE.....
CABLE TELEVISION.....
WORD OF MOUTH.....
SCATTERED.....
93. How would you most prefer to receive information about Roseville City Government and its activities -- (ROTATE) e-mail, information on the city's website, city publications and newsletters, mailings to your home, local weekly newspaper coverage, cable television programming, the city's Facebook page or the City's Twitter feed?
- E-MAIL.....
CITY WEBSITE.....
PUBLICATIONS/NEWSLTRS..
MAILINGS TO HOME.....
LOCAL WEEKLY PAPERS....
CABLE TV.....
CITY FACEBOOK PAGE.....
TWITTER.....
WORD OF MOUTH.....
94. Do you recall receiving the City publication -- "Roseville City News" -- during the past year?
- YES.....
NO.....
DON'T KNOW/REFUSED.....

IF "YES," ASK: (n=342)

95. Do you or any members of your household regularly read it?
- YES.....
NO.....
DON'T KNOW/REFUSED.....

96. How effective is this city publication in keeping you informed about activities in the city -- very effective, somewhat effective, not too effective, or not at all effective?
- VERY EFFECTIVE.....
 SOMEWHAT EFFECTIVE.....
 NOT TOO EFFECTIVE.....
 NOT AT ALL EFFECTIVE.....
 DON'T KNOW/REFUSED.....

I would like to ask you about social media sources. For each one, tell me if you currently use that source of information; then, for each you currently use, tell me if you would be likely or unlikely to use it to obtain information about the City of Roseville.

NOT	USE	USE	DK/
USE	LIK	NLK	REF

97. Facebook?
 98. Twitter?
 99. YouTube?
 100. Nextdoor?
 101. E-mail?
 102. City website?
 103. Speak Up Roseville?

Now, just a few more questions for demographic purposes....

Could you please tell me how many people in each of the following age groups live in your household.

104. Persons 65 or over?
- NONE.....
 ONE.....
 TWO OR MORE.....
105. Adults between the ages of 50 and 64 years of age?
- NONE.....
 ONE.....
 TWO MORE.....
106. Adults between the ages of 18 and 49 years of age?
- NONE.....
 ONE.....
 TWO.....
 THREE OR MORE.....
107. School-aged children and pre-schoolers?
- NONE.....
 ONE.....
 TWO.....
 THREE OR MORE.....

108. Do you own or rent your present residence?
 OWN.....
 RENT.....
 REFUSED.....
109. What is your age, please?
 (READ CATEGORIES, IF NEEDED)
 18-24.....
 25-34.....
 35-44.....
 45-54.....
 55-64.....
 65 AND OVER.....
110. Which of the following best describes your household: (READ)
 A. Single, no other family at home. SINGLE/NO OTHER.....
 B. Single parent with children at home. SINGLE PARENT.....
 C. Married or partnered, with children at home. MAR/PARTN/CHILDREN.....
 D. Married or partnered with no children or no children at home. MAR/PARTN/NO CHILD.....
 E. Something else. SOMETHING ELSE.....
 DON'T KNOW/REFUSED.....
111. Which of the following categories represents your ethnicity --
 White, African-American, Hispanic-Latino, Asian-Pacific Islander, Native American, or something else? (IF "SOMETHING ELSE," ASK:) WHITE.....
 What would that be? AFRICAN-AMERICAN.....
 HISPANIC-LATINO.....
 ASIAN-PACIFIC ISLAND.....
 NATIVE AMERICAN.....
 SOMETHING ELSE.....
 MIXED/BI-RACIAL.....
 DON'T KNOW.....
 REFUSED.....
112. Do you live north or south of Highway 36? (WAIT FOR RESPONSE)
 Do you east or west of Snelling Avenue?
 NORTHWEST.....
 NORTHEAST.....
 SOUTHEAST.....
 SOUTHWEST.....
 DON'T KNOW/REFUSED.....
113. Gender
 MALE.....
 FEMALE.....

PROJECT PROPOSAL

THE MORRIS LEATHERMAN COMPANY

3128 Dean Court
Minneapolis, Minnesota 55416
(612) 920-0337
Fax: (612) 929-1069

To: Garry Bowman

Date: March 8, 2016

From: Peter Leatherman

Subject: Survey Project Costs and Schedule

Residential Survey Parameters:

- 400 Random Sample of City of Roseville residents
- 100 Questions
- Quality of Life and City Service Survey

Costs:

- 400 Random Sample, ± 5.0 in 95 out of 100 cases \$17,500.00
 - Each additional question would be \$135.00

Project Schedule:

- Completion of all fieldwork within a three to four week period.
- Coding, data entry and preparation of the frequencies. The frequencies are available within two weeks after completion of the fieldwork.
- Presentation of the survey results at a City Council meeting.
- Delivery of the final written report to the City of Roseville, including presentation graphics. Afterwards, telephone consultation, as the need arises, will be provided about the study's findings and implications.

Work Products:

- Frequencies of Responses
- Cross-Tabulation Tables
- Written Analysis

Peter Leatherman
Vice President