

ROSEVILLE
REQUEST FOR COUNCIL ACTION

Date: Mar. 28, 2016
Item No.: 14.b

Department Approval

City Manager Approval



Item Description: Finalize Community Survey Discussion and Survey Budget

1 **BACKGROUND**

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3 On March 14, 2016, City Council directed staff to revise portions of the proposed 2016 resident
4 survey. Based on input from the City Council the survey now comprises 117 questions. The
5 newly-revised survey is included in Attachment A. The City Council also directed staff to obtain
6 pricing options and associated margins of error for increasing the number of residents included
7 in. Pricing and margins of error for survey sizes are:

8

9 Sample Size	Margin of Error	Cost
10 625	+/- 4.0%	\$27,250
11 500	+/- 4.5%	\$22,000
12 400	+/- 5.0%	\$18,500
13 300	+/- 5.8%	\$15,500

14

15 **BUDGET IMPLICATIONS**

16 The 2016 budget includes \$20,000 for a survey of Roseville residents. The cost to conduct a 117-
17 question survey of 400 randomly selected residents with a +/- 5.0% margin of error by The
18 Morris Leatherman company is \$18,500. Morris Leatherman did provide additional pricing
19 options for delivering surveys with +/- 4.5% and +/- 4.0% margins of errors as noted above.
20 However, the company believes that while those reductions in margin of error may be significant
21 in some political campaigns, a margin of error of +/- 5.0% for a community survey of residents
22 was both appropriate and the best value.

23

24 **STAFF RECOMMENDATION**

25 Staff recommends City Council approve the residential survey draft and final budget for a 400-
26 resident community survey. Staff also recommends City Council approve staff arranging a
27 contract for resident survey services with The Morris Leatherman Company.

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29 **REQUESTED COUNCIL ACTION**

30 A motion to approve the 2016 residential survey draft, approve budget for a 400-resident
31 community survey and approve arranging a contract for resident survey services with The Morris
32 Leatherman Company.

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Prepared by: Garry Bowman, Communications Manager
Attachments: A: City of Roseville Proposed Residential Survey - revised

City of Roseville
Residential Survey - revised
PROPOSED APRIL/MAY 2016

1. Approximately how many years have you lived in Roseville?
2. As things stand now, how long in the future do you expect to live in Roseville?
3. How would you rate the quality of life in Roseville - excellent, good, only fair, or poor?
4. What do you like most thing, about living in Roseville?
5. What do you think is the most serious issue facing Roseville today?
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?

IF "WRONG TRACK," ASK:

7. Please tell me why you feel things have gotten off on the wrong track?
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?
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?

10. Do you feel accepted in the City of Roseville?

IF "NO," ASK:

11. Why do you feel that way?
12. When thinking about a city's quality of life, what do you think is the most important aspect of that quality?

13. What aspects, if any, of the community should be fixed or improved in the future?
14. What, if anything, is currently missing from the City of Roseville which, if present, would greatly improve the quality of life for residents?

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)

- 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.....
- SOMETHING ELSE.....

16. Which is second most important? (RE-READ LIST; OMITTING FIRST CHOICE)
17. Which is least important? (RE-READ LIST; OMITTING FIRST TWO CHOICES)
18. How would you rate park and recreational facilities in Roseville-- excellent, good, only fair, or poor?
19. Which Roseville recreation facilities, if any, do you or members of your household use most frequently?
20. How would you rate the upkeep and maintenance of Roseville City Parks -- excellent, good, only fair, or poor?
21. In the past year, have you or any members of this household participated in any city-sponsored park and recreation programs?
22. Are there any park and recreation programs you would like to see offered or expanded?

- 23. How often do you or members of Your household use the trail system, weather permitting -- twice or more per week, weekly, two or three times per month, monthly, quarterly, less frequently or not at all?
- 24. Are there any areas in the City of Roseville that are lacking trails or pathways? (IF "YES," ASK:) Where would that be?
- 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.....
 SOMETHNG ELSE.....

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 park buildings?
- 27. Have you or members of your family had a chance to visit or utilize one of the new park buildings?

IF "YES," ASK:

- 28. How would you rate your experience? Would you consider using one of the new park buildings again in the future?

IF "NO," ASK:

- 29. Is there a reason you have not visited or used on of the new park buildings?

- 30. Do you feel the current mix of recreational or sports facilities meet the needs of members of your household?

IF "NO," ASK:

- 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?

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?

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:

41. Why did you rate _____ as (only fair/poor)?

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

- 42. Street repair and maintenance?
- 43. Snow plowing?
- 44. Trail and pathway plowing in parks?
- 45. Trail and pathway plowing in neighborhoods?
- 46. Pathway repair and maintenance in parks?
- 47. Pathway repair and maintenance in neighborhoods?

- 48. 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?

49. Would you favor or oppose an increase in YOUR city property tax if it were needed to maintain city services at their current level?
50. When you consider the property taxes you pay and the quality of city services you receive, would you rate the general value of city services as excellent, good, only 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

51. Water and sewer pipes?
52. City buildings?
53. Pedestrian pathways?
54. Bikeways?
55. City roads?
56. Other than voting, do you feel that if you wanted to, you could have a say about the way the City of Roseville runs things?
57. From what you know, do you approve or disapprove of the job the Mayor and City Council are doing? (WAIT FOR RESPONSE) And do you feel strongly that way?

IF "DISAPPROVE" OR "STRONGLY DISAPPROVE," ASK:

58. Why do you feel that way?
59. From what you have heard or seen, how would you rate the job performance of the Roseville City staff -- excellent, good, only fair, or poor?

IF "ONLY FAIR" OR "POOR," ASK:

60. Why do you feel that way?
61. How would you rate the general condition and appearance of Roseville -- excellent, good, only fair, or poor?

IF "ONLY FAIR" OR "POOR," ASK:

62. Why do you feel that way?

- 63. Over the past two years, has the appearance of Roseville improved, declined or remained the same?
- 64. How would you rate the job the City does enforcing city codes on nuisances - excellent, good, only fair or poor?

IF "ONLY FAIR" OR "POOR," ASK:

- 65. What nuisances does the City need to do a better job of enforcing?

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

- 66. Prior to this survey, were you aware of this housing program?

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.

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

Turning to the issue of public safety in the community. I would like to read you a short list of public safety concerns.

- 68. 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.

- Violent crime.....
- Drugs.....
- Youth crimes and vandalism.....
- Break-ins and theft from automobiles.....
- Business crimes, such as shoplifting and check fraud.....
- Residential crimes, such as burglary, and theft.....
- Traffic speeding.....
- Identity theft.....
- ALL EQUALLY.....
- NONE OF THE ABOVE.....

- 69. 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?

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

- 70. Affordable rental units?
 - 71. Market rate rental units?
 - 72. Condominiums and townhomes?
 - 73. Townhomes?
 - 74. Affordable owner-occupied housing?
 - 75. "Move up" housing?
 - 76. Higher cost housing?
 - 77. Assisted living for seniors?
 - 78. Parks and open spaces?
 - 79. Trails and bikeways?
 - 80. Service and retail establishments?
 - 81. Entertainment and dining opportunities?
82. 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?
83. 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?

IF "NOT TOO COMMITTED" OR "NOT AT ALL COMMITTED" IN QUESTIONS #82 OR #83, ASK:

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

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.

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

IF "NO" IN QUESTION #1, ASK:

86. Could you tell me one or two reasons why your household does not participate in the curbside recycling program?
87. Are there any changes or improvements in the service which could be made to induce you to participate in it?

GOTO QUESTION #89:

IF "YES" IN QUESTION #1, ASK:

88. 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...

89. 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:

90. Would you still favor a change to an every week recycling collection schedule if it increased your costs?
91. Are there any changes or improvements in the curbside recycling program you would like to see?

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.

92. Do you support or oppose 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:

93. Why do you feel that way?
94. 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?

95. 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?
96. What is your primary source of information about the City of Roseville?
97. How would you most prefer to receive information about Roseville City Government and its activities?

(ROTATE) e-mail, information posted 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, the City's Twitter feed, Nextdoor?

98. Do you recall receiving the City publication -- "Roseville City News" -- during the past year?

IF "YES," ASK:

99. Do you or any members of your household regularly read it?
100. 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?

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

101. Facebook?
102. Twitter?
103. YouTube?
104. Nextdoor?
105. E-mail?
106. City website?
107. 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?

108. Persons 65 or over?

109. Adults between the ages of 50 and 64 years of age?

110. Adults between the ages of 18 and 49 years of age?

111. School-aged children and preschoolers?

112. Do you own or rent your present residence?

113. What is your age, please?

114. Which of the following best describes your household:

A. Single, no other family at home.

B. Single parent with children at home.

C. Married or partnered, with children at home.

D. Married or partnered with no children or no children at home.

E. Something else.

115. 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: What would that be?)

116. Do you live north or south of Highway 36?

(WAIT FOR RESPONSE)

Do you east or west of Snelling Avenue?

117. What is your gender?