REQUEST FOR COUNCIL ACTION

Date: August 20, 2012

Item No.: 10.a

Department Approval

City Manager Approval

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Item Description: Consider Conducting a Resident Survey

BACKGROUND

This spring the Council adopted a Community Aspiration to be "Engaged in Our Community's Success As Citizens, Neighbors, Volunteers, Leaders, and Businesspeople" and specifically to "Routinely seek community input to evaluate and continuously improve city services." This follows the Imagine Roseville 2025 strategy for Making Roseville a Welcoming Community:

Benchmark and routinely seek community input to evaluate and continuously improve city services.

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The City conducted a resident satisfaction survey in January 2011. The budget for 2012 includes money for another resident survey. Council members indicated that they would prefer to receive survey information in the fall of 2012. Thus staff expedited the timetable so that a survey could be administered after Labor Day and the data could be presented at the December 3 City Council meeting.

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Additionally the State of Minnesota has created a Performance Measurement Program by which cities meeting the eligibility requirements would receive funding of 14 cents per capita, up to \$25,000, and be exempt from levy limits if they are in effect. One of the requirements is that cities survey their residents about satisfaction with city services.

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The City issued an RFP to administer a resident survey on July 13. More than a dozen companies were sent the RFP. Five companies submitted questions; three companies submitted responses: Accora Research, Cobalt Community Research and CJ Olson Market Research. A staff committee of Finance Director Chris Miller, Communications Specialist Carolyn Curti and Communications Specialist Tim Pratt interviewed all three companies on August 13 and prepared a ranked list of the companies including strengths and weaknesses of each company (see Attachment A).

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The committee unanimously chose Cobalt Community Research as its top choice.

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Proposal Highlights

- Cobalt conducted the 2011 survey and is familiar with Roseville and its needs.
- Cobalt has experience working with units of government on satisfaction with services and budget priorities surveys.
- Cobalt was considerably less expensive (\$10,900) than the other proposals.

- Cobalt is a not-for-profit organization with a mission to provide maximum information to units of government at an extremely low price.
- Cobalt uses a 10-point numerical scale to create quantitative results rather than subjective qualitative results.
- Cobalt is able to do cross comparisons within the state, regionally and nationally.
- Cobalt data can be displayed with multiple layers at once in the bubble format or sorted into ranked lists (see Attachment B).
- Cobalt has an online portal which allows easy cross-tabluation of data (see Attachment B) which provides greater understanding of survey results.
- The Cobalt survey used in 2011, if used again, would meet the requirements of the State's Performance Management Program.

Next Steps

Staff would begin this project by working with Cobalt Community Research to develop the questions to be asked. Work would start with the 2011 survey questions (see Attachment C). As was done with the 2011 survey, the questions would be submitted for Council approval prior to conducting the new survey.

POLICY OBJECTIVE

Meet the Council adopted Community Aspiration to be "Engaged in Our Community's Success As Citizens, Neighbors, Volunteers, Leaders, and Businesspeople" and by routinely seeking community input to evaluate and continuously improve city services.

BUDGET IMPLICATIONS

The 2012 budget includes \$10,000 for a citizen survey in the Communications division budget – a non-property tax supported division and another \$15,000 in 2013. It was originally anticipated that the survey would be prepared in 2012 and executed in 2013. However, the expedited timetable would require council to modify the budget so that the entire expenditure would occur in 2012.

STAFF RECOMMENDATION

Authorize staff to contract with Cobalt Community Research to conduct a resident survey.

REQUESTED COUNCIL ACTION

Authorize staff to contract with Cobalt Community Research to conduct a resident survey.

Prepared by: Tim Pratt, Communications Specialist Attachments: A: Ranked list of companies

B: 2011 Survey results excerptsC: 2011 Survey questions

Strengths and Weaknesses of Survey Firms

1. Cobalt Community Research

Strengths

- Familiarity with Roseville
- Lowest price
- Dedicated solely to government budgeting
- 10 point scale creates greater differentiation
- Local, regional and national comparisons
- Presentation of data allows comparison of multiple layers of data at once
- Redundant presentation of data in table format
- Ease of comparisons using cross tabs

2. CJ Olson Marketing

- Years of experience with private sector
- Experienced employees

3. Accora Research

Some experience with government

Weaknesses

- Turn-around time for mail survey
- Unique presentation of data requires more than cursory overview
- Budget size needs a reference scale

- More expensive
- Little experience with government
- Fewer questions
- Only experience with phone surveys
- Not familiar with Roseville

- Most expensive
- Not familiar with Roseville
- 12-15 minute survey too short

Overall Satisfaction	8.35
Elections/Ease of voting	9.1
Reliability of drinking water	
services	9.0
Reliability of sewer services	8.9
Emergency medical services	8.9
Firefighting services	8.9
Muriel Sahlin Arboretum	8.8
Skating center/OVAL	8.8
Harriet Alexander Nature Center	8.8
Recycling collection	8.7
License center	8.6
Appearance/Cleanliness of City	
facilities	8.6
Cedarholm Golf Course	8.6
Drinking water quality	8.5
Park/Playground maintenance	8.5
Snowplowing of streets	8.5
City newsletter	8.5
Recreational programs	8.4
Fire prevention inspections	8.4
Recreational facilities	8.4
Police crime investigations	8.3
Police citizen outreach programs	8.3
City website	8.2
Dathuraya and trails maintanana	0.1
Pathways and trails maintenance Flood protection	8.1 8.1
Leaf pickup program	8.1
Roseville cable channel 16	8.1
	0.1
Snowplowing of pathways and trails	8.0
Street maintenance	8.0
Animal control	8.0
Police patrols in your	0.0
neighborhood	8.0
Street lighting	7.8
Tree and plant maintenance	
along boulevard	7.8
Litter pickup along boulevard	7.8
Housing loan programs	7.6
Building codes/permitting	7.5
Housing code/nuisance property	
enforcement	7.3
Water quality in lakes and ponds	7.2
Traffic congestion	7.1

Priority for Funding	Median=7.0
Firefighting services	8.9
Emergency medical services	8.7
Reliability of drinking water	8.7
Snowplowing of streets	8.7
Reliability of sewer services	8.7
Drinking water quality	8.6
Police crime investigations	8.5
Street maintenance	8.4
Police patrols in your	
neighborhood	8.1
Recycling collection	7.8
Water quality in lakes and ponds	7.7
Elections/Ease of voting	7.6
Street lighting	7.5
Park/Playground maintenance	7.5
License center	7.4
Appearance/Cleanliness of City	
facilities	7.3
Fire prevention inspections	7.2
Recreational facilities	7.2
Traffic congestion	7.1
Recreational programs	6.9
Skating center/OVAL	6.9
Pathways and trails maintenance	6.8
Building codes/permitting	6.7
Housing code/nuisance property	6.7
Harriet Alexander Nature Center	6.6
Snowplowing of pathways and	6.6
Tree and plant maintenance	6.6
Muriel Sahlin Arboretum	6.6
Police citizen outreach programs	6.5
City website	6.3
Flood protection	6.3
Litter pickup along boulevard	6.3
City newsletter	6.1
Housing loan programs	6.0
Cedarholm Golf Course	6.0
Leaf pickup program Animal control	5.8 5.5
Roseville cable channel 16	5.5
vozeville capie cilqiillei 10	5.2

Parks Visits by Age

	18-24	25-34	35-44	45-54	55-64	65 or over
Never	0.0	7.0	8.0	5.0	17.0	52.0
<6 times/yr	4.0	16.0	13.0	42.0	56.0	97.0
6-12 times/yr	2.0	6.0	10.0	19.0	15.0	31.0
>12 times/yr	3.0) 15.0	24.0	35.0	29.0	31.0
(Not Answered	0.0	1.0	2.0	0.0	5.0	4.0
Total	9.0	45.0	57.0	101.0	122.0	215.0





City of Roseville Citizen Engagement and Priority Study
Thank you for your participation in this study. All answers will remain completely confidential - your name will not be shared. Please take a few moments to complete and return the survey in the enclosed postage-paid envelope.

1.) First, think about the <i>transportation infrastr</i> 10, where 1 means " <i>Poor</i> " and 10 means " <i>Exce</i>		in Rose	eville and	rate it o	on the f	ollowing	g attribu	tes usin	g a so	cale from	1 to
	Poor 1	2	3	4	5	6	7	8	9	Excellent 10	Don't Know
Road maintenance (patching, paving and plowing)											
Road signage											
Amount of traffic congestion on the roads											
Public transportation options											
Accommodation for bicycle and foot traffic											
2.) Please rate your Roseville Fire Department	on the	followir	ng attribu	tes:							
	Poor 1	2	3	4	5	6	7	8	9	Excellent 10	Don't Know
Adequate fire coverage for the community											
Fire prevention education											
Quick response to fires											
Response to medical emergencies											
3.) Next, rate the <i>utility services</i> (water, garbag	e) that y	you use	e on the f	ollowing	g attribu	tes:					
	Poor 1	2	3	4	5	6	7	8	9	Excellent 10	Don't Know
Reliability of water and sewer services											
Garbage collection											
4.) Next, please rate your Roseville Police Dep	artmen	<i>t</i> on the	e followin	g attribu	utes:						
	Poor 1	2	3	4	5	6	7	8	9	Excellent 10	Don't Know
Respectful treatment of citizens											
Safety education											
Timely response											
5.) How frequently do you use the <i>parks and rec</i> as Rosefest, recreation classes)?	creatio	n facilit	ies (such	as the	Skating	Cente	r, Arbore	etum) ar	nd pro	grams (sı	uch
Never 1-6 times a year	ear		6-1	2 times a	a year			More tha	an 12 t	imes a yea	r
6.) Next, rate your local parks and recreation fa	acilities	and pr	ograms o	n the fo	llowing	attribu	tes:				
	Poor 1	2	3	4	5	6	7	8	9	Excellent 10	Don't Know
Facilities meet your needs											
Facility maintenance											
Quality of recreational programs											
Variety of recreational programs											
7.) Rate <i>community events</i> (such as Rosefest,			rtainmen	t Series) on the	followi	ng:			Evaclont	Don't
	Poo 1		3	4	5	6	7	8	9	Excellent 10	Don't Know
Range of cultural offerings											
Strong and vibrant arts community					-H				님		뷔
Variety of festivals and community events	J	1 1							1 1		1 1

8.) Rate the <i>city government</i> in Roseville on the following: Attachment C											
	Poor 1	2	3	4	_5	6	7	8	9	Excellent 10	Don't Know
Offering services that are well-managed											
Having employees who are well-trained											
Communicating effectively to the community											
Using dollars wisely											
Responsiveness to citizen ideas and involvement											
Providing High-Quality Customer Service											
9.) Rate the economic health of your community of		llowing	aspects	s:							
	Poor 1	2	3	4	5	6	7	8	9	Excellent 10	Don't Know
Cost of living							Щ		Щ		
Affordability of housing	Щ	Щ	Щ	Щ	Щ	Щ	Щ	Щ	Щ	Щ	
Availability of jobs											
Stability of property values				Щ	Щ	Щ		Щ			
Strength of local economy											
10.) Thinking about the diversity of the people who	o live in	your co	mmuni	ty, plea	se rate	the foll	owing:				
	Poor 1	2	3	4	5	6	7	8	9	Excellent 10	Don't Know
Degree of ethnic diversity in your community											
Support of ethnic/religious diversity by local groups, businesses, houses of worship and local government	Ш	Ш	Ш	Ш	Ш	Ш	Ш	Ш	Ш	Ш	Ш
11.) Rate your <i>local property taxes</i> on the following	g attribu	te:									
	Poor 1	2	3	4	5	6	7	8	9	Excellent 10	Not Applicable
Value of services you receive for the local taxes you pay											
12.) Consider all your experiences in the last year in Dissatisfied" and 10 means "Very Satisfied."	the City	of Ros	seville.	Use a 1	0 point	scale,	where '	1 mear	ns " Ve	ry	
Very Dissatisfied= 1 2 3 4	5	٦	6		7		8		9	Very Sati	sfied= 10
12.) Consider all recommendations of the City of Da			10 :					. 06			
13.) Consider all your expectations of the City of Ro Expectations" and 10 means "Exceeds Your Exp	seville. ectatior	use a 1 1s." To	what e	xtent h	wnere 1 as Ros	mean eville fa	s " raiis illen sho	ort of o	r or yo	eded you	ır
expectations? Falls Short= 1 2 3 4	5		6		7		8		9		ds= 10
raiis Siluite i Z 3 4		1								Excee	us= 10
14.) Imagine an ideal community. How closely does					e with tl	nat idea	al? Plea	ase us	ш е а 10	point sc	ale
where 1 is "Not Very Close to the Ideal" and 10 is Not Very Close= 1 2 3 4	"Very C	Close to	o the lo	leal."	7		8		9	Very Cl	ose= 10
]									
15.) On a scale where 1 means "Not at All Likely"	and 10 i	means	"Very l	ikelv '	' how lik	elv are	vou to	take th	່ ne follo	_ wing act	ions:
N	lot at All ikely= 1	2	3	4	5	6	7		8	•	Very Likely=10
Recommend the community as a place to live	ń]	7 [
Remain living in the community <i>five</i> years from now											
Be a community volunteer							j F				
Encourage someone to start a business in the community											

16.) On a scale where 1 is "Strongly Disagre	e" ar	nd 10 is	s "Stroi	ngly Ag	ree," ho	w much	do you	agree th	at Madehi	କ୍ରନ୍ମନ୍ଥ Agree=	nity is:
A safe place to live	Didugro] /19/00=	
Enjoyable place for children											
Enjoyable place for unmarried young adults											
Enjoyable place for senior citizens											
Enjoyable place for everyone else											
Physically attractive											
A great place to live											
A great place to have a business											
A safe place to bike and walk											
A safe place to walk at night											
A perfect community for me											
Think about the following City services and satisfaction" and 10 means "High Satisfaction with Community Safety		your s		on with	each usi					Know."	
Animal Control] []			l light	DOTT TOOM
Emergency Medical Services											
Firefighting Services	П										
Fire Prevention Inspections											
Police Crime Investigations	П						ÌП				
Police Patrols in Your Neighborhood	$\overline{\Box}$										
Police Citizen Outreach Programs	$\overline{\Box}$										
0.4.6.4	Low= 1	2	3	4	5	6	7	8	9	High= 1	10 Don't Know
Litter Pickup along Boulevard											
Tree and Plant Maintenance along Boulevard											
Snowplowing of Streets											
Street Maintenance											
Street Lighting											
Traffic Congestion											
Snowplowing of Pathways and Trails											
Pathways and Trails Maintenance											
City Communication and Engagement	Low= 1	2	3	1	5	6	7	8	9	High= 1	10 Don't Know
Elections/Ease of Voting								L			
Roseville Cable Channel 16								<u> </u>			
City Newsletter											
City Website											
•	Low= 1	2	3] [5	6	7	8	9	High= 1	10 Don't Know
Appearance/Cleanliness of City Facilities] <u> </u>] <u> </u>				H			
Cedarholm Golf Course	H]] [-			
Harriet Alexander Nature Center											
Muriel Sahlin Arboretum] [
Park/Playground Maintenance											
Recreational Facilities] [
Recreational Programs											
Skating Center/OVAL											

Satisfaction with Other City Services	Low= 1	2		3	4	5	_ (5	7	8	Attaor	nment⊬@h= 10	Don't Know
Water quality in Lakes and Ponds													
Building Codes/Permitting													
Drinking Water Quality] [
Flood Protection													
Housing Code/Nuisance Property Enforcement													
Housing Loan Programs													
Leaf Pickup Program						L							
License Center	Ш												
Recycling Collection						L							
Reliability of Drinking Water Services													
Reliability of Sewer Services													
Funding Priority Next, think about the following services and rate how much priority the city should place on funding the service in the face of potential budgetary shortfalls. Use a scale where 1 means "Low Priority" and 10 means "High Priority."													
Funding Priority for Community Safety		Low= 1	2	1	3	4	5	6	; 	7	8	9	High= 10
Animal Control]									
Emergency Medical Services]						H	-] []	
Firefighting Services]									
Fire Prevention Inspections		H	-]	H	\mathbb{H}				H	-] []	
Police Crime Investigations]							H		
Police Patrols in Your Neighborhood]							<u> </u>] []	
Police Citizen Outreach Programs]									
Funding Priority for Streets and Sidewalks		Low= 1	2	1	3	4	5	6	; ¬	7	8	9	High= 10
Litter Pickup along Boulevard]						Щ	L		
Tree and Plant Maintenance along Boulevard]						Н	<u> </u>		
Snowplowing of Streets]						Щ	<u> </u>		
Street Maintenance]						Н			
Street Lighting]						Ш	<u> </u>		
Traffic Congestion			L]			Ļ			Щ	Ļ		
Snowplowing of Pathways and Trails													
Pathways and Trails Maintenance													
City Communication and Engagement		Low= 1	2	,	3	4	5	6	; 	7	8	9	High= 10
Elections/Ease of Voting		Щ											
Roseville Cable Channel 16		Щ			Щ					Щ			
City Newsletter		Щ					L						
City Website													

Funding Priority for City Activities	Low= 1	_	2	_	3		4		5	_	6		7	At	taeh	ment	C 9	Hig	h= 10
Appearance/Cleanliness of City Facilities		L																	
Cedarholm Golf Course																			
Harriet Alexander Nature Center																			
Muriel Sahlin Arboretum																			
Park/Playground Maintenance																			
Recreational Facilities																			
Recreational Programs		L																	
Skating Center/OVAL																			
Water quality in Lakes and Ponds																			
Funding Priority for Other City Services	Low= 1	Г	2	١	3	ſ	4	1 1	5	Г	6		7		8		9	Hig T	h= 10
Building Codes/Permitting	Щ	Ļ	_		_			1			4		Щ				Щ	Ļ	4
Drinking Water Quality	Н	Ļ	닉		=]	\sqsubseteq		ᆗ		Щ		\sqsubseteq		Щ	Ļ	4
Flood Protection	Щ	L	_		_]			_						Щ	L	4
Housing Code/Nuisance Property Enforcement	\square	L	_]			4		Щ					L	_
Housing Loan Programs	Щ	L	_		_]			_						Щ	L	4
Leaf Pickup Program		L	_]			4		Щ				Щ	Ļ	4
License Center		L	_	[_]		[4		Щ					L	_
Recycling Collection	Щ				Щ			1	Щ		4		Щ		Щ				
Reliability of Drinking Water Services		L	_	[_]			4		Щ					L	_
Reliability of Sewer Services																			
Addressing Budgetary Shortfalls Because of the weak economy and falling property valuations, the city is looking at ways to address the budget shortfall. If there is																			
not adequate funding to provide each service belo	w, ple		sp	ecify	the	<u>bud</u>													
Budgetary Actions for Community Safety	iminate th					duce Se	rvice	Levels		Mainta	n Curi	ent Se	rvice L	_evels		Raise	Taxes	& Fees	
Animal Control	L																		
Emergency Medical Services						L	╝												
Firefighting Services																			
Fire Prevention Inspections																			
Police Crime Investigations							_												
Police Patrols in Your Neighborhood																			
Police Citizen Outreach Programs																			
Budgetary Actions for Streets and Sidewalks	iminate th	ne Service	е		Re	duce Se	rvice	Levels		Mainta	n Curr	ent Se	rvice L	evels		Raise	Taxes	& Fees	
Litter Pickup along Boulevard						Ļ	4					4							
Tree and Plant Maintenance along Boulevard	L					Ļ	4					4					H		
Snowplowing of Streets		_				Ļ	4					4					Ш		
Street Maintenance						Ļ	4					4					Щ		
Street Lighting						L	4					4					Ш		
Traffic Congestion	L						ᆜ					4					Щ		
Snowplowing of Pathways and Trails						L	_					_					Щ		
Pathways and Trails Maintenance																			

City Communication and Engagement	Eliminate the Service	Reduce Service Levels	Maintain Current Service LevelAtta	chm enit ©axes & Fees
Elections/Ease of Voting				
Roseville Cable Channel 16				
City Newsletter				
City Website				
Budgetary Actions for City Activities	Eliminate the Service	Reduce Service Levels	Maintain Current Service Levels	Raise Taxes & Fees
Appearance/Cleanliness of City Facilities				
Cedarholm Golf Course				
Harriet Alexander Nature Center				
Muriel Sahlin Arboretum	Ц			
Park/Playground Maintenance				
Recreational Facilities			<u> </u>	
Recreational Programs				
Skating Center/OVAL				
Water quality in Lakes and Ponds				
Budgetary Actions for Other City Services	Eliminate the Service	Reduce Service Levels	Maintain Current Service Levels	Raise Taxes & Fees
Building Codes/Permitting				
Drinking Water Quality			Ц	
Flood Protection				
Housing Code/Nuisance Property Enforcement	Ц		Щ	
Housing Loan Programs				
Leaf Pickup Program				
License Center				
Recycling Collection				
Reliability of Drinking Water Services				
Reliability of Sewer Services				
The following questions are fo	or analysis only and	d will not be used i	n any way to identify	you.
How long have you been living in Roseville?	One year or less	1-5 years	6-10 years	More than 10 years
Do you own or rent/lease your residence?	Own	Rent/Lease		
Do you currently work inside the city?	Yes	No, outside the	No, I am unemployed	I am retired
What is your age group?	18 to 24 28	5 to 34 35 to 44	45 to 5455 t	65 or over
Which of the following categories best describes your level of education?	Some high school	High school Scare	ome college College graduate	Graduate degree(s)
Which of the following categories includes your total family income last year?	\$25,000 or less	\$25-\$50,000	\$50- \$100,000	Over \$100,000
Please indicate your marital status:	Single	Married/ partner		lowed/separated/ orced
Mark the boxes that describe the people living in your house (other than yourself and/or a spouse). Check all that apply. What is your gender?	Child(ren) age 12 or under	Child(ren) over age 12 Female	Parent age 65 or older	None of these
Please check all that apply: To which group(s) do you belong?	Asian White/Caucasian	Black/African American	American Indian/Alaska Native/Native Hawaiian	Other