

REQUEST FOR COUNCIL ACTION

Date: Feb. 10, 2014
Item No.: 14.d

Department Approval

City Manager Approval



Item Description: Discuss Community Survey Content, Length and Budget

BACKGROUND

On January 13, 2014, the Council approved negotiating a contract with the Morris Leatherman Company to conduct a community survey of Roseville residents. Council also directed Staff develop a framework of questions, themes and topics for the survey. Additionally, the City Manager advised the Council that Staff would seek input from the Council on survey content. Having received input verbally and in written form, a proposed set of questions (Attachment A) as well as input from Mayor Roe (Attachment B) are attached for consideration.

Due to the nature of the Morris Leatherman's pricing proposal (Attachment C), this discussion serves to identify what survey content the Council desires as well as the survey's length.

The 2014 budget includes \$15,000 for a resident survey. Morris Leatherman has proposed conducting a 70-80 question survey of 400 residents at this price, with a cost of \$135 for each additional question.

BUDGET IMPLICATIONS

The 2014 budget includes \$15,000 for a citizen survey. Morris Leatherman has proposed conducting a 70-80 question survey of 400 residents at this price, with a cost of \$135 for each additional question. Raising the survey length to 100 questions may add as much as \$3,000 to the final cost of the survey.

STAFF RECOMMENDATION

Staff requests the City Council provide direction as to the appropriate number of questions as well as the final budget for a community survey of Roseville residents.

REQUESTED COUNCIL ACTION

Provide direction as to survey content, the appropriate number of questions, and final budget for a community survey of Roseville residents to be conducted by The Morris Leatherman Company.

Prepared by: Garry Bowman, Communications Manager
Attachments: A: Proposed questions/topics prepared by staff
B: Additional proposed questions submitted by Mayor Dan Roe
C: Morris Leatherman Project Pricing Proposal