

REQUEST FOR COUNCIL ACTION

Date: Mar. 24, 2014
Item No.: 13.b

Department Approval

City Manager Approval



Item Description: Finalize Draft Survey and Budget for Resident Community Survey

BACKGROUND

On January 13, 2014, the City Council directed staff to negotiate a contract with the Morris Leatherman Company to conduct a community survey of Roseville residents. Council also directed staff to compile a list of potential topics, themes and questions for the survey

On February 10, 2014, Council further discussed the survey with staff and approved a framework of potential questions for the survey. Council then approved that this framework be forwarded to Morris Leatherman to be crafted into a draft (Attachment A) for further review.

BUDGET IMPLICATIONS

The 2014 budget includes \$15,000 for a citizen survey. Morris Leatherman's survey draft includes 106 questions. At this length, Morris Leatherman's total charge to conduct a 400-resident survey (+/- 5.0% margin of error) is \$17,500. As an option, Morris Leatherman will conduct a 300-resident survey (+/- 5.8% margin of error) for a total charge of \$14,500.

STAFF RECOMMENDATION

Staff recommends City Council approve the Morris Leatherman survey draft and final budget for either a 300- or 400-resident community survey.

REQUESTED COUNCIL ACTION

Finalize the Morris Leatherman survey draft and budget for a 300- or 400-resident community survey.

Prepared by: Garry Bowman, Communications Managaer
Attachments: A: Proposed survey draft prepared by Morris Leatherman

DECISION RESOURCES, LTD.
 3128 Dean Court
 Minneapolis, Minnesota 55416

City of Roseville
 Residential Survey
 PRELIMINARY MARCH 2014

Hello, I'm _____ of Decision Resources, Ltd., a polling firm located in Minneapolis. We have been retained by the City of Roseville to speak with a random sample of residents about issues facing the community. This survey is being conducted because the City Council and City Staff are interested in your opinions and suggestions about current and future city needs. I want to assure you that all individual responses will be held strictly confidential; only summaries of the entire sample will be reported.

1. Approximately how many years have you lived in Roseville?

LESS THAN TWO YEARS.....	1
TWO TO FIVE YEARS.....	2
FIVE TO TEN YEARS.....	3
TEN TO TWENTY YEARS.....	4
20 TO 30 YEARS.....	5
OVER THIRTY YEARS.....	6
DON'T KNOW/REFUSED.....	7

2. As things stand now, how long in the future do you expect to live in Roseville?

LESS THAN TWO YEARS.....	1
TWO TO FIVE YEARS.....	2
SIX TO TEN YEARS.....	3
OVER TEN YEARS.....	4
DON'T KNOW/REFUSED.....	5

3. How would you rate the quality of life in Roseville - excellent, good, only fair, or poor?

EXCELLENT.....	1
GOOD.....	2
ONLY FAIR.....	3
POOR.....	4
DON'T KNOW/REFUSED.....	5

4. What do you like most, if anything, 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? RIGHT DIRECTION.....1
WRONG TRACK.....2
DON'T KNOW/REFUSED.....3

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? VERY STRONG.....1
SOMEWHAT STRONG.....2
NOT TOO STRONG.....3
NOT AT ALL STRONG.....4
DON'T KNOW/REFUSED.....5

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.....1
NEIGHBORHOOD.....2
SCHOOL DISTRICT.....3
CHURCH.....4
WORKPLACE.....5
FAMILY/FRIENDS.....6
DON'T KNOW/REFUSED.....7
10. Do you feel accepted in the City of Roseville? YES.....1
NO.....2
DON'T KNOW/REFUSED.....3

IF "NO," ASK:

11. Why do you feel that way?
-
-

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

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)

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.....	01.....	01.....	01
WELL MAINTAINED PROPERTIES.....	02.....	02.....	02
LOW PROPERTY TAXES.....	03.....	03.....	03
LOW CRIME RATE.....	04.....	04.....	04
GOOD SCHOOL SYSTEM.....	05.....	05.....	05
VARIETY OF SHOPPING OPPORTUNITIES.....	06.....	06.....	06
VARIETY OF PARK AND RECREATION OPPORTUNITIES.....	07.....	07.....	07
JOB OPPORTUNITIES.....	08.....	08.....	08
COMMUNITY EVENTS AND FESTIVALS.....	09.....	09.....	09
SENSE OF COMMUNITY.....	10.....	10.....	10
ELSE.....	11.....	11.....	11
DON'T KNOW/REFUSED.....	12.....	12.....	12

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..... | 1 |
| GOOD..... | 2 |
| ONLY FAIR..... | 3 |
| POOR..... | 4 |
| DON'T KNOW/REFUSED..... | 5 |

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?
- | | |
|-------------------------|---|
| EXCELLENT..... | 1 |
| GOOD..... | 2 |
| ONLY FAIR..... | 3 |
| POOR..... | 4 |
| DON'T KNOW/REFUSED..... | 5 |

21. In the past year, have you or any members of this household participated in any city-sponsored park and recreation programs?
- | | |
|-------------------------|---|
| YES..... | 1 |
| NO..... | 2 |
| DON'T KNOW/REFUSED..... | 3 |

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?
- | | |
|---------------------------|---|
| TWICE OR MORE A WEEK..... | 1 |
| WEEKLY..... | 2 |
| TWO/THREE PER MONTH..... | 3 |
| MONTHLY..... | 4 |
| QUARTERLY..... | 5 |
| LESS FREQUENTLY..... | 6 |
| NOT AT ALL..... | 7 |
| DON'T KNOW/REFUSED..... | 8 |

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.....1
CONSTRUCTION OF TRAILS CONNECTING NEIGHBORHOODS
AND PARKS.....2
CONSTRUCTION OF TRAILS CONNECTING NEIGHBORHOODS
AND SHOPPING AND BUSINESS AREAS.....3
ELSE (.....).....4
DON'T KNOW/REFUSED.....5

26. Are you aware of the Roseville Parks Renewal Program and its projects?
- | | |
|-------------------------|---|
| YES..... | 1 |
| NO..... | 2 |
| DON'T KNOW/REFUSED..... | 3 |

IF "YES," ASK:

27. What project are you most interested in?

28. Do you feel the current mix of recreational or sports facilities meet the needs of members of your household?
- | | |
|-------------------------|---|
| YES..... | 1 |
| NO..... | 2 |
| DON'T KNOW/REFUSED..... | 3 |

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?
- | | |
|-------------------------|---|
| STRONGLY SUPPORT..... | 1 |
| SUPPORT..... | 2 |
| OPPOSE..... | 3 |
| STRONGLY OPPOSE..... | 4 |
| DON'T KNOW/REFUSED..... | 5 |
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..... | 1 |
| SOMEWHAT LIKELY..... | 2 |
| NOT TOO LIKELY..... | 3 |
| NOT AT ALL LIKELY..... | 4 |
| DON'T KNOW/REFUSED..... | 5 |

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..... | 1 |
| \$3.00..... | 2 |
| \$6.00..... | 3 |
| \$9.00..... | 4 |
| \$12.00..... | 5 |
| \$15.00..... | 6 |
| \$18.00..... | 7 |
| DON'T KNOW/REFUSED..... | 8 |

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?	1	2	3	4	5
34. Fire protection?	1	2	3	4	5
35. Sewer and water?	1	2	3	4	5
36. Drainage and flood control?	1	2	3	4	5
37. Building inspections?	1	2	3	4	5
38. Animal control?	1	2	3	4	5
39. Code enforcement?	1	2	3	4	5

IF ANY SERVICES WERE RATED "ONLY FAIR" OR "POOR," ASK:

40. 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 ____, County Road ____ or _____, should not be considered. How would you rate

....

	EXCL	GOOD	FAIR	POOR	DK/R
41. Street repair and maintenance?	1	2	3	4	5
42. Snow plowing?	1	2	3	4	5
43. Trail and pathway plowing in parks?	1	2	3	4	5
44. Trail and pathway plowing in neighborhoods?	1	2	3	4	5
45. 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?	VERY HIGH.....1 SOMEWHAT HIGH.....2 ABOUT AVERAGE.....3 SOMEWHAT LOW.....4 VERY LOW.....5 DON'T KNOW/REFUSED.....6				

46. Would you favor or oppose an increase in YOUR city property tax if it were needed to maintain city services at their current level? FAVOR.....1
OPPOSE.....2
DON'T KNOW/REFUSED.....3
47. 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? EXCELLENT.....1
GOOD.....2
ONLY FAIR.....3
POOR.....4
DON'T KNOW/REFUSED.....5

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
48. Water and sewer pipes?	1	2	3	4	5
49. City buildings?	1	2	3	4	5
50. Pedestrian pathways?	1	2	3	4	5
51. Bikeways?	1	2	3	4	5
52. City roads?	1	2	3	4	5

Changing topics....

53. 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? YES.....1
NO2
DON'T KNOW/REFUSED.....3
54. 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? STRONGLY APPROVE.....1
APPROVE.....2
DISAPPROVE.....3
STRONGLY DISAPPROVE.....4
DON'T KNOW/REFUSED.....5

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

55. Why do you feel that way?

56. 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?
- | | |
|-------------------------|---|
| EXCELLENT..... | 1 |
| GOOD..... | 2 |
| ONLY FAIR..... | 3 |
| POOR..... | 4 |
| DON'T KNOW/REFUSED..... | 5 |

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

57. Why do you feel that way?
-
-

Thinking about another topic....

58. How would you rate the general condition and appearance of Roseville -- excellent, good, only fair, or poor?
- | | |
|-------------------------|---|
| EXCELLENT..... | 1 |
| GOOD..... | 2 |
| ONLY FAIR..... | 3 |
| POOR..... | 4 |
| DON'T KNOW/REFUSED..... | 5 |

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

59. Why do you feel that way?
-
-

60. Over the past two years, has the appearance of Roseville improved, declined or remained the same?
- | | |
|-------------------------|---|
| IMPROVED..... | 1 |
| DECLINED..... | 2 |
| REMAINED THE SAME..... | 3 |
| DON'T KNOW/REFUSED..... | 4 |

61. How would you rate the job the City does enforcing city codes on nuisances - excellent, good, only fair or poor?
- | | |
|-------------------------|---|
| EXCELLENT..... | 1 |
| GOOD..... | 2 |
| ONLY FAIR..... | 3 |
| POOR..... | 4 |
| DON'T KNOW/REFUSED..... | 5 |

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

62. 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.

63. Prior to this survey, were you	YES.....	1
aware of this housing program?	NO.....	2
	DON'T KNOW/REFUSED.....	3

The City also sponsors free home and garden workshops each February and fall.

64. Were you aware of these workshops?	YES.....	1
	NO.....	2
	DON'T KNOW/REFUSED.....	3

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

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

65. 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.....	01
Drugs.....	02
Youth crimes and vandalism.....	03
Break-ins and theft from automobiles.....	04
Business crimes, such as shop- lifting and check fraud.....	05
Residential crimes, such as burglary, and theft.....	06
Traffic speeding.....	07
Identity theft.....	08
ALL EQUALLY.....	09
NONE OF THE ABOVE.....	10
DON'T KNOW/REFUSED.....	11

66. 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.....1 ABOUT RIGHT AMOUNT.....2 NOT ENOUGH.....3 DON'T KNOW/REFUSED.....4
---	--

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 /MCH	FEW/ LITT	ABT RGHT	DK/ REFD
67. Affordable rental units?	1	2	3	4
68. Market rate rental units?	1	2	3	4
69. Condominiums and townhomes?	1	2	3	4
70. Starter homes for young families?	1	2	3	4
72. "Move up" housing?	1	2	3	4
73. Higher cost housing?	1	2	3	4
74. Assisted living for seniors?	1	2	3	4
75. Parks and open spaces?	1	2	3	4
76. Trails and bikeways?	1	2	3	4
77. Service and retail establishments?	1	2	3	4
78. Entertainment and dining opportunities?	1	2	3	4
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?	VERY COMMITTED.....1 SOMEWHAT COMMITTED.....2 NOT TOO COMMITTED.....3 NOT AT ALL COMMITTED.....4 DON'T KNOW/REFUSED.....5			
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.....1 SOMEWHAT COMMITTED.....2 NOT TOO COMMITTED.....3 NOT AT ALL COMMITTED.....4 DON'T KNOW/REFUSED.....5			

IF "NOT TOO COMMITTED" OR "NOT AT ALL COMMITTED IN QUESTIONS
#79 OR #80, ASK:

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

Changing topics....

Most communities have one of three systems for garbage collection. In an open collection system, like the City of Roseville currently has, residents choose their hauler from several different companies serving the community. Other cities use an organized collection system, where the City contracts with haulers for collection throughout the city. Other cities contract with a collection of haulers who are then assigned to collect from specific regions of the city.

82. Which system do you most prefer?	OPEN/STRONGLY.....1
(WAIT FOR RESPONSE) Do you feel	OPEN.....2
strongly that way?	ORGANIZED/STRONGLY.....3
	ORGANIZED.....4
	ASSIGNED/STRONGLY.....5
	ASSIGNED.....6
	DON'T KNOW/REFUSED.....7

IF A RESPONSE IS GIVEN, ASK:

83. Could you tell me one or two reasons for your decision?

84. How would you rate the City of	EXCELLENT.....1
Roseville's recycling program -	GOOD.....2
excellent, good, only fair or	ONLY FAIR.....3
poor?	POOR.....4
	DON'T KNOW/REFUSED.....5

Continuing....

85. 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.....	1
GOOD.....	2
ONLY FAIR.....	3
POOR.....	4
DON'T KNOW/REFUSED.....	5

86. What is your primary source of information about the City of Roseville?

87. 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.....	1
CITY WEBSITE.....	2
PUBLICATIONS/NEWSLTRS....	3
MAILINGS TO HOME.....	4
LOCAL WEEKLY PAPERS.....	5
CABLE TV.....	6
CITY FACEBOOK PAGE.....	7
TWITTER.....	8
ELSE: _____	

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

YES.....	1
NO.....	2
DON'T KNOW/REFUSED.....	3

IF "YES," ASK:

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

YES.....	1
NO.....	2
DON'T KNOW/REFUSED.....	3

90. 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.....	1
SOMEWHAT EFFECTIVE.....	2
NOT TOO EFFECTIVE.....	3
NOT AT ALL EFFECTIVE.....	4
DON'T KNOW/REFUSED.....	5

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 LIK	USE NLK	DK/ REF
91. Facebook?	1	2	3	4
92. Twitter?	1	2	3	4
93. YouTube?	1	2	3	4
94. Nextdoor?	1	2	3	4
95. E-mail?	1	2	3	4
96. City website?	1	2	3	4

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.

97. Persons 65 or over?	NONE.....1 ONE.....2 TWO OR MORE.....3
98. Adults between the ages of 50 and 64 years of age?	NONE.....1 ONE.....2 TWO.....3 THREE OR MORE.....4
99. Adults between the ages of 18 and 49 years of age?	NONE.....1 ONE.....2 TWO.....3 THREE OR MORE.....4
100. School-aged children and pre- schoolers?	NONE.....1 ONE.....2 TWO.....3 THREE OR MORE.....4
101. Do you own or rent your present residence?	OWN.....1 RENT.....2 REFUSED.....3
102. What is your age, please? (READ CATEGORIES, IF NEEDED)	18-24.....1 25-34.....2 35-44.....3 45-54.....4 55-64.....5 65 AND OVER.....6

103. Which of the following best describes your household: (READ)	SINGLE/NO OTHER.....1
A. Single, no other family at home.	SINGLE PARENT.....2
B. Single parent with children at home.	MAR/PARTN/CHILDREN.....3
C. Married or partnered, with children at home.	MAR/PARTN/NO CHILD.....4
D. Married or partnered with no children or no children at home.	SOMETHING ELSE.....5
E. Something else.	DON'T KNOW/REFUSED.....6

104. Which of the following categories represents your ethnicity --	WHITE.....1
White, African-American, Hispanic-	AFRICAN-AMERICAN.....2
Latino, Asian-Pacific Islander,	HISPANIC-LATINO.....3
Native American, or something	ASIAN-PACIFIC ISLAND....4
else? (IF "SOMETHING ELSE," ASK:)	NATIVE AMERICAN.....5
What would that be?	SOMETHING ELSE.....6
	MIXED/BI-RACIAL.....7
	DON'T KNOW.....8
	REFUSED.....9

Thank you for your time. Good-bye.

105. Gender (DO NOT ASK)	MALE.....1
	FEMALE.....2

106. REGION OF CITY