



**CITY OF LODI
COUNCIL COMMUNICATION**

AGENDA TITLE: Review Options for Conducting a Public Survey and Authorize the City Manager to Negotiate such Services as Determined by Council

MEETING DATE: January 7, 2004

PREPARED BY: Deputy City Manager

RECOMMENDED ACTION: That Council review options for conducting a public survey and authorize the City Manager to negotiate such services as determined by Council.

BACKGROUND INFORMATION: Council Members, both present and past, have periodically brought up the issue of surveying the public to ascertain project and service priorities along with other related questions. This matter was once again discussed during the December 17, 2003 Council meeting in relation to the City Manager's budget presentation. The City of Lodi is looking at a possible shortfall of \$4.7 million over the next 15 months if the State does not backfill the Vehicle License Fee revenues. Staff indicated that the City of Roseville engaged the services of DataCycles to prepare and conduct a survey in response to an anticipated \$11 million budget shortfall. DataCycles additionally compiled the survey results for presentation purposes and established a relationship with the City of Roseville for ongoing survey tasks.

The City of Roseville's survey can be found at <http://www.roseville.ca.us>. The purpose of Roseville's survey was three-fold: 1) Prioritize the City's General Fund services from the residents' point-of-view 2) Provide qualitative feedback (opinions and ideas) for their Community Standards and Visioning Committee and 3) Establish an e-mail and address list for an Online Citizens' Advisory Panel. The survey allowed for results to be submitted either electronically via the Internet or via a hard copy through the mail. The City of Roseville is extremely satisfied with the work product as presented by DataCycles and is using the information for budget discussions and decisions.

Attached for Council's information is a proposal from DataCycles along with a copy of the City of Roseville's survey results and information from their web site. DataCycles has proposed a fee ranging from \$26,660 - \$29,715 depending on certain options which will be discussed during the staff presentation. DataCycles proposes a multi-phased survey process: Phase I to include surveying 4,000 randomly selected voters who voted in the last election. Phase II to include surveying all utility customers. Additionally, the survey process will generate approximately 1000 - 1300 Online Citizens Advisory Panel members that the City can use for future Lodi community feedback projects.

APPROVED:

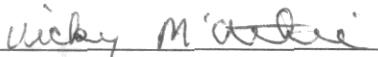
Handwritten signature of H. Dixon Flynn in black ink.
H. Dixon Flynn, City Manager

Staff has also evaluated the possibility of preparing a survey in-house. Because of the intricacies and nuances of preparing and wording the questions and the details involved with facilitating and processing the survey, it is staff's recommendation that the survey not be done by City staff. The information which will be gleaned from an independent party will be essential to the City Manager to make sound decisions regarding budget priorities. The survey results will be a tool for the City Manager to use for directing staff regarding budget matters.

One final comment regarding options for conducting a survey is worth noting. The Lodi News-Sentinel has informally offered to allow the City to include a survey in the newspaper with details to be worked out if the City is interested in pursuing this option. Staff will attempt to garner more information regarding this option prior to the January 7, 2004 Council meeting.

Staff is prepared to recommend that Council engage the services of DataCycles to facilitate the surveys for the City of Lodi. Staff has met with and spoken with Mr. Steve Childs from DataCycles, a number of times and has additionally spoken with the City of Roseville regarding their satisfaction with DataCycles. Due to the outstanding reference from the City of Roseville, and the quality work product from DataCycles, staff would recommend that Council authorize the City Manager to negotiate a service agreement with DataCycles for the services noted in their attached proposal. Mr. Childs has indicated that they will expedite the project to ensure that results are available to the City of Lodi by April 2, 2004 for budget meetings.

FUNDING: All funds


Vicky McAthie, Finance Director


Janet S. Keeter
Deputy City Manager

JSK/sl

Attachments

SCOPE OF SERVICES AND PRICE QUOTATION

PROJECT: Budget Priorities Study: Random Sample of Voters; Utility Customers

PREPARED FOR: City of Lodi

PRESENTED TO: Dixon Flynn / Janet Keeter

PREPARED BY: Steve Childs

PROPOSAL DATE: December 30, 2003

This document outlines proposed work to be conducted by DataCycles on behalf of the City of Lodi. It involves two phases of a survey of Lodi residents that will help to determine how General Fund City services should be prioritized for future funding. In addition, this work will generate approximately 1000-1300 Online Citizens Advisory Panel members for future Lodi community feedback projects. The first phase of the work is a survey of Lodi registered voters who voted in the last election. The second phase involves opening up the survey to all residents of Lodi, promoted through City of Lodi utility bills and in local media, as determined by the City.

A. Project Objectives

1. Create metrics on key services provided to Lodi residents through the City's General Fund. Gather supporting qualitative feedback.
2. Identify and compare service priorities of random sample of Lodi voters with those of general Lodi residential utility customer population.
3. Create awareness of General Fund expenditures and trade-offs; "Buy-in" for service cuts; community involvement in the budget and planning process.
4. From survey respondents, create an "Online Citizens Advisory Panel" to use for other community outreach feedback projects.
5. Gather qualitative feedback on key benefits/distractions to living in Lodi. (Optional – subject to survey length).

B. Reporting Requirements for Voters and Utility Customers (from collected data):

1. Average score ranking of services.
2. Composition score ranking of services.
3. High-low score ranking of services.
4. Text comments by service area.
5. Count of text comments by service area, ranked.
6. Demographic information.
7. Comparison of service rankings between General population (Utility Customers) and Random Sample (Lodi Voters).

C. Survey Audiences to Include:

1. Random selection of Lodi voters (4000) who voted in last election, one per household. (Phase 1)
2. All Lodi Utility Customers. (Phase 2)

D. Project Timetable: (L= Lodi; D = DataCycles)

- 1/07 – Lodi City Council: Go/no go decision. (L)
- 1/09 – Scope of Services, Agreements, Timelines approved. (L)
- 1/16 – Draft of services submitted, draft of postcard copy, and Lodi logo (L)

- 1/19 – Lodi establishes business reply permit with Lodi post office. (L)
- 1/21 – Revised draft of copy for postcard and utility stuffer submitted. (D)
- 1/23 – Voter list is acquired in Excel format for survey. (D)
- 1/24 – Final list of services approved for survey. (L&D)
- 1/24 -- Draft survey introduction to DataCycles (1-2 paragraphs) (L)
- 1/27 – Final postcard copy and layout, permit #, and address list to printer. (D)
- 1/30 – Survey URL's assigned. (D)
- 1/30 – Preview Survey online. (D&L)
- 2/03 – All survey changes and final layout approved. (L)
- 2/04 – First survey postcard mails to voter sample. (D)
- 2/09 – Draft copy of utility bill copy submitted. (D)
- 2/11 – Final utility bill copy approved. (L)
- 2/11 – Reminder postcard mails to voter sample. (D)
- 2/13 – Utility inserts and invoice message copy to mailing house. (L&D)
- 2/16 – Lodi coordinates PR effort for 2/23 launch for general survey.
- 2/23 – Press releases appear in local media. (L)
- 2/23 – General survey launches to Lodi utility customers. (L&D)
- 3/22 – Utility invoice messaging and inserts terminated (one month cycle). (L)
- 3/31 – Both surveys are closed. (D)
- 4/02 – Reports to Lodi (Format PDF, Excel, Word). (D)

E. Audience Identification Requirements:

[Note: Through Aristotle, a national database company of voters, 4,000 unique residential names and addresses are to be randomly selected from a list of Lodi residents who voted in the last election, one individual per household. Aristotle will provide the following information to DataCycles in Excel, with one row per participant, one column for each information field listed below:

| |
|--|
| A. Lodi Voters (for mailing) |
| (To be provided in Excel to DataCycles) |
| 1. First Name of Voter |
| 2. Last Name of Voter |
| 3. Street Address |
| 4. Apartment # |
| 5. City, State |
| 6. Zip (9 digit preferred) |

F. Description of Services:

DataCycles will, with the assistance of Lodi project leads where necessary, provide the following services for this project as outlined in paragraphs A through E:

| |
|---|
| Project configuration |
| Create an information model (registration process and survey) for the purpose of measuring the importance of Lodi services and related information. This includes final question development, messaging, rating and scoring methods, data segmentation, and reporting requirements. |
| Survey Design and Layout |
| Develop appropriate design and layout of the online registration and survey forms, coded in HTML. |
| Test and Validate Model |
| Using a group of 3-8 Lodi management staff, conduct a live test (preview) to gather feedback on the draft survey form, and then incorporate suggestions into final model. |

| | |
|---|--|
| Audience Configuration | Determine audience segmentation, prepare specs on participant data, and configure the audience list for postcard mailing. Manage participant registration process and migrate registered participants into survey audience, checking for duplicates, proper emails, etc. |
| Project Management and Data Collection | Manage the data collection, participant correspondence, bounced mail, data and audience security, and participant anonymity. |
| Reporting | Summarize participant status and project stats; provide online access to real-time data, project data exports in Excel, and offline report summaries of scores and text comments. |
| Related Services | Assist in drafting copy for postcards used to sample Lodi residents; coordinate production schedule. (Paper version of survey and manual data input of paper survey responses can be provided at additional, nominal charge.) |

DataCycles specializes in achieving high survey response rates while collecting practical, actionable information from employee and customer populations. DataCycles is a hybrid information consultancy, in that our online information gathering and analysis is generated by proprietary software technology, while our information modeling and survey design is done through consultation with the client in a collaborative process in which the customer retains final approval. DataCycles represents to its clients only that it will provide a set of useful, qualitative data that can assist in business decision-making, leaving interpretation of the data to the client.

Confidentiality: Information collected in response to survey requests and any identifiable information or audience data will not be sold or otherwise shared with third parties by DataCycles except as provided in our subscription agreement (for example: industry standard procedures for e-mail messaging or as required by applicable laws) without the prior written consent of Subscriber. Subscriber agrees that identities of survey participants (or identifying information) will not be disclosed to Subscriber where participant confidentiality or anonymity has been promised in survey notices or in any messaging related to these projects. Confidential opt-in advisory panel lists generated from this study are DataCycles' property and will remain in DataCycles' custody at all times, available for use by the City of Lodi in subsequent feedback projects that are managed and conducted by DataCycles, subject to normal project fees.

G. Pricing¹

DataCycles:

| | |
|---|---|
| Annual Subscription to DataCycles Service (1/9/04 – 1/8/05) | \$ 2,750 (\$3,000 deferred ²) |
| Phase 1 Budget Priorities Study: Random Sample of Lodi Voters | \$14,000 |
| Phase 2 Budget Priorities Study: Lodi Utility Customers | \$ 6,000 (40% discount ³) |

Total DataCycles Fees **\$22,750**

Estimated Production Costs⁴ (based on actual bids):

| | |
|--|---------|
| Postcard Mailings: | |
| Design, print, and mail 4,000 postcards X 2 mailings | \$1,700 |
| Outbound presorted first-class postage (.19 each) | \$1,520 |
| Voter list rental for 2 mailings (\$25/m X 4K X 2) | \$ 200 |
| Return postage from postcard mailings | \$ 340 |
| Design and create paper survey | \$ 150 |
| Data Input from paper surveys | \$ 580 |
| Subtotal Postcard production costs | \$4,490 |

| | |
|--|---------|
| Utility Bill Insert: | |
| Design, print, and ship 25K bill inserts w/ reply card | \$1,265 |
| Return postage from insert reply card | \$ 445 |
| Data Input from paper surveys | \$ 765 |
| Subtotal Postcard production costs | \$2,475 |

Total Estimated Production Costs **\$ 6,965**

Total DataCycles and Production Costs **\$29,715**

Cost Reduction options:

If Lodi performs data input from estimated 925 paper surveys⁵: **\$28,370**

If, in addition, utility insert/reply card is not used⁶: **\$26,660**

Pricing Footnotes:

1. Original DataCycles price estimate was \$29,750 plus production expenses of approximately \$8,000, or a total of \$37,750. In an effort to work with the City of Lodi, this proposal reflects a \$7,000 price reduction of DataCycles' fees, \$3000 of which is deferred and will not be charged unless Lodi performs subsequent work with DataCycles. There is no markup on any production and mailing costs.
2. Subscription is normally \$5,750 per annum. In an effort to shave costs, we have deferred \$3,000 until Lodi chooses to conduct additional studies with DataCycles.
3. Normal price for this phase is \$10,000.
4. Prices shown are from recent bids from a reliable printer and mailer in Sacramento. Final amounts may vary slightly, and postage amounts are determined by exact number of inbound/outbound pieces. DataCycles will coordinate printing and mailing, but actual invoices will be sent directly to Lodi from printer. City of Lodi will be responsible for depositing money in its own business reply permit account in Lodi. Outgoing mail will use the mailing house's permit in Sacramento.

5. DataCycles outsources paper survey data input at \$20/hour. Approximately 110 surveys can be entered in an 8 hour shift.
6. The insert reply card in the utility bill stuffer is the only method of allowing customers to request a paper survey without calling a phone number. It is possible to print a message on utility bills with a survey URL, and a phone number to request paper surveys, but this requires Lodi staff to transcribe hundreds of requests from voicemail, as opposed to the more efficient and accurate method of typing names and addresses from reply cards. In addition, not having the insert will reduce responses by half for this portion of the study, thereby reducing the advisory panel counts for future studies.

Fees include all services described in paragraphs A – F. Special reporting needs, change orders, or delays in timeline caused by the City of Lodi may incur additional fees. Prices assume timely access to relevant City of Lodi personnel in order to develop appropriate information models, and assistance in maintaining timelines. Consulting time has been estimated with each project in accordance with the timeline outlined. (Fees assume one in-person meeting at end of project between DataCycles and Lodi personnel). If the project requires additional reporting, presentations, consulting, or meetings, DataCycles will provide such services at \$200/hr including travel time and expenses.

Fees are estimates subject to approval of timeline, project objectives and reporting requirements (as indicated by acceptance of this scope of services and quotation). Project fees are separate from the annual subscription fee, and assume that the City of Lodi will receive reply cards for paper survey requests, generate a name and address mailing list from these cards, and will copy, collate, and mail paper surveys and color-coded, stamped, return envelopes. This project is authorized and performed only under a valid subscription.

Fees estimated are based in part on information provided by the Subscriber, and are believed to be sufficient to cover all required services. If additional expenses become known, the Subscriber will be notified in advance and will have the opportunity to approve such expenses.

Payment Terms: The subscription fee and Phase 1 of project fees will be invoiced on 1/12/04, net 30 days. The remaining fee for Phase 2 (\$6,000) will be invoiced on 3/1/04, net 30 days. All production and mailing costs will be invoiced directly from printer/mailer to the City of Lodi. Postage amounts must be deposited by the City of Lodi by the deadlines noted in the timeline in paragraph D. Data input, if managed by DataCycles, will be invoiced when incurred and fees are due upon receipt.

On-line Access: A unique user name and password will be issued to the Subscriber allowing on-line access to project results. Additional reports and an optional data export will be provided to Subscriber off-line. Subscriber assumes responsibility for preventing unauthorized distribution of user name and passwords, which provide authenticated access to the Subscriber's data in the DataCycles system.

Accepted By:

Date:

Janet Keeter
Deputy City Manager
City of Lodi



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Community Surveys

The Results are In! ***City-wide Services Survey Complete***

Parallel to the establishment of the Community Standards & Visioning Committee, the City contracted with DataCycles, an independent consulting firm, to conduct an on-line citizen survey. Respondents were asked to log on and complete a survey rating what they feel are the important General Fund services, programs, and facilities.

DataCycles conducted both a **random sampling** of the City's 40,000 electric utility customers, a **general survey** open to all residents. From the random sample, a total of 1,506 households responded both on-line and via a paper version. The survey was then opened up to the general public in August with all responses due by September 5, 2003. This second survey produced a total of 1690 responses, again from both on-line and paper versions.

As a separate project, DataCycles created an **On-Line Citizens Advisory Committee**. Responder either the random sample or the general survey were asked if they would like to be sent special questions in the future for their input. Questions that are posed at the Community Standards & Visioning Committee can be e-mailed to the on-line survey group, who can respond via e-mail to DataCycles for compilation and submittal to the City. A total of 1,500 residents said they would agree to receiving periodic mini-surveys via e-mail.

Results for the first On-Line Citizens Advisory Panel surveys will be released in the near future. One-half of the OCAP members were asked what they thought about circulation in Roseville and the region. The other half are being asked to review the City's website and rank future services that might be provided on-line.

All information from individual households will be kept strictly confidential and reported to the City as tabulated data with no defining characteristics that will allow individuals to be identified.

The use of technology and the proprietary software of DataCycles have proven very effective in other Northern California cities that have asked their citizenry to comment on current issues. These survey instruments will be very important tools to provide information when the Community Standards Advisory Committee and the Council are determining policies to guide the future of Roseville's General Fund services, programs, and facilities.

 [Print](#) [E-Mail a friend](#)[Staff Report - Survey Results](#)

Survey Results

Rankings

- [Random Sample Ranking of General Fund Services](#)
- [Random Sample Comparison With General Survey](#)
- [Random Sample Ranking and Score Composition](#)
- [Random Sample Essetial and Not Important Scores](#)
- [Random Sample Demographics](#)
- [General Survey Demographics](#)

Comments

Random Sample

- [Random - Rec, Library & Communication](#)
- [Random Econ Development, CDD & Roads](#)
- [Random Public Safety](#)
- [Random Parks Facilites Misc](#)
- [Random New Services](#)

General Survey

- [General - Rec, Library & Communication](#)
- [General Econ Development , CDD & Roads](#)
- [General Public Safety](#)
- [General Parks Facilites Misc](#)
- [General New Services](#)

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City of Roseville

311 Vernon Street, Roseville, California 95678
(916) 774-5200

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GENERAL INFORMATION MEMORANDUM



| | |
|----------|---|
| To: | City Council Community Standards & Visioning Committee |
| Date: | September 10, 2003 |
| Subject: | City-wide Services Survey Results |

Attached are the results of the city-wide services survey conducted by DataCycles, an independent consulting firm, at the request of the City. The survey asked residents "What City services matter most to you?" With 58 questions, the results of this comprehensive look at Roseville's General Fund services provides both a ranking of resident sentiment and insight at what residents care about most through hundreds of comments and questions e-mailed and written back to DataCycles.

This GIM will review the survey methodology, briefly analyze the data results and describe how the data will be used as a component of the City's decision-making process for future programs, services, and facilities as well as budget reductions.

BACKGROUND

Community Standards & Visioning Project

The Roseville Community Standards & Visioning Project was created by the City Council to ensure direct and meaningful participation by Roseville residents and businesses in partnership with the City to review the City's Mission, Vision and Values, General Fund programs, services and facilities, and to provide policy level recommendations on General Fund service priorities and delivery to the community.

This effort is the result of current and anticipated General Fund revenues and reflects the City's vision that "An Active, Educated and Involved Citizenry" is crucial if the City is to successfully restructure and balance its budget while maintaining the high quality of life and services valued by the community.

The Project includes establishment of the **Community Standards & Visioning Committee**, **surveying** the Roseville community to determine what matters most among the General Fund services, programs and facilities, and a concerted **community outreach** effort to through various media, community forums, presentations, etc. to involve all affected persons in planning for Roseville's future.

CITY-WIDE SERVICES SURVEY AND ON-LINE CITIZENS ADVISORY PANEL

Parallel to the establishment of the Community Standards & Visioning Committee, the City has contracted with DataCycles, an independent consulting firm, to conduct an on-line citizen survey.

The purpose of the study is three-fold. First, the survey results will prioritize the City's General Fund services from the residents' point-of-view. Second it will provide qualitative feedback (opinions and ideas) for the Community Standards & Visioning Committee. And

third, the survey will establish an e-mail and address list for an Online Citizens' Advisory Panel.

Additional benefits of the survey include a feeling of involvement and empowerment in City affairs by Roseville residents and the use of technology to position Roseville as forward-thinking by involving residents via the Internet with an option for a paper survey if Internet access was not available or convenient.

Random Sample. A random sampling of the City's 35,000 electric utility customers were asked to log on and complete a survey rating what they feel are the most important General Fund services, programs, and facilities. Every fifth customer, or 7,461 households were mailed postcards on July 10, 2003; a reminder postcard was mailed to the random sampling on July 17, 2003.

If the resident did not have Internet access, he or she was asked to mail a reply card back to the City and a paper survey was mailed for the resident to complete and return.

Random Sample – July to Aug. 2003

7,461 Electric customers selected
1,506 responses
20% response rate

As of September 3, 2003, the City received a total of 1,506 responses both via the Internet and in returned paper surveys. This is an amazing **20% response rate** and indicates the high level of interest by the community in contributing to Roseville's future.

General Survey. Beginning with a Sacramento Bee *Neighbors* article and a text message on the August bills, the public was made aware that the City-wide services survey was now available for all households to answer.

Respondents could either log-on and take the survey on-line, call a phone number and be mailed a paper survey or return a postcard included in the August utility bills for a paper survey. As of September 3, 2003, 726 residents had given us their

General Sample – Aug. to Sept. 2003

39,000 households
895 responses
N/A response rate
-still entering paper surveys

thoughts on General Fund services. Another 169 have logged on since the charts were finalized; however in spot-checking the results, the average scores have not changed.

On-Line Citizens Advisory Panel. As a separate project, DataCycles has been asked to create an On-Line Citizens Advisory Panel. Respondents to either the original on-line survey or the general survey were asked if they would like to be sent specific questions in the future for their input. For example, questions that are posed at the Community Standards & Visioning Committee can be e-mailed to the on-line survey group, who can respond via e-mail to DataCycles for compilation and submittal to the City.

The City is still receiving requests for paper surveys and on-line responses. The most recent press release by staff had stated that September 5, 2003 was the deadline to request surveys. All postcards received by September 5 are being mailed to the resident. The on-line survey will remain active for another couple of weeks as those who received their utility bill at the end of August are given an opportunity to respond. The results presented in this memorandum are not expected to change significantly based

On-Line Citizens Advisory Panel

1,500 e-mail addresses for future questions and mini-surveys.

DataCycles now has a list of approximately 1,500 e-mail addresses from respondents

of both surveys to answer questions in the future.

All information from individual households is kept strictly confidential at DataCycles and reported to the City as tabulated data with no defining characteristics that will allow individuals to be identified.

SURVEY RESULTS

Demographics

Attached are two tables that describe the demographics of the respondents. The first table provides the final results for the random survey. The second table lists the demographics for the general survey. Worthy of mention are the following statistics:

- Nearly 40% of those responding have lived in Roseville 5 years or less
- 88% of the Random Survey and 91% of the General Survey respondents own their residence
- 44% of the Random Survey and 40% of the General Survey respondents live in the 95747 ZIP code which is west and north Roseville. This correlates to the number of homes in that ZIP code as a percentage of homes in Roseville.
- A majority of the respondents have no children living in the home.
- 91% of the Random Survey and 96% of the General Survey respondents say they are likely to vote in the next election.

City Services

The four color tables attached illustrate the final results of the Roseville Budget Services. By way of a brief explanation, the respondents were asked to rate a service on a score of 1 to 5 with one being not important and 5 being essential.

1. **Roseville Budget Survey – Random Sample – 7/03** (Average Score Ranking of General Fund Services)
This chart displays the average score and the number of respondents who ranked each program, service or facility
2. **Roseville Budget Surveys – Final Results – 8/03** (Comparison of Random Sample with Open Residential Surveys)
This chart shows both the Random Sample (yellow line) and Open Survey (blue line) results and how they track when compared.
3. **Random Sample** (Ranking and Score Composition of General Fund Services) –
This chart allows you to see the more important services and neutral services. *When the 3, 4, and 5 scores are added together, in some cases, the program or service would be moved up on the list of services.*
4. **Roseville Budget Survey – Random Sample** (Ranking of Fund Services – “Essential” and “Not Important” – 7/03)
This chart displays the two extremes in sentiment. The respondents ranking the service as essential are shown in blue and those ranking the service as not important are shown in yellow.

General Comments

Snapshot of Roseville. The responses reflect a community that expects a very high level of service. The opinions expressed in the text messages reflect a conservative community that has a passion for Roseville. Public safety, traffic, and services for the youth are all very important. There is a contrast between services for the youth versus seniors and our residents are very vocal about traffic congestion.

A common theme throughout the text messages indicates a willingness by many of the respondents to pay more for the services they deem most important or to pay fees where previously there had not been a charge. Many respondents also suggested the use of volunteers for many difference City activities to save on labor costs.

Overall the text responses indicate a very well-educated group of respondents who understand local budget and service issues and have strong opinions about what City services we provide and how we fund those services.

Top-Ranked Services

The top three services are all related to public safety, as they are in all surveys that DataCycles has completed and in most local government surveys. Roadway Projects to Reduce Congestion was a surprise to the consultant as it typically is not in the top five for a local government, but ranked fourth in both the Random Survey and General Sample.

1. Fire Fighting Response (4.8/5.0)
2. Police Emergency Response (4.8/5.0)
3. Emergency Medical/Paramedic Response (4.8/5.0)
4. Roadway Projects to Reduce Congestion (4.4/5.0)
5. Investigation of Crimes Against Persons (4.4/5.0)

Text Messages

Interestingly, there were more text messages about the Neighborhood Clean-up than any other City service. Our residents want the neighborhood clean-up to return even if they have to pay for it (or at least the 83 people who responded do!) Traffic enforcement was second ranked in the number of text messages.

The comments are included for your perusal. All information is kept strictly confidential and is available only to DataCycles staff.

WHAT NEXT?

There are several next steps to allow the Council and the Committee to take advantage of the survey results and what they mean for Roseville's future.

1. **Public Release.** The survey results will be released to the public this week via a press release and posting on the City's website. There will also be an article in the next issue of Roseville Reflections, and the results will be shared with all employees via a series of City presentations.

2. **Responses to Questions and Comments.** During the course of the survey, the consultant sporadically sent comments for staff to provide a response or information to an interested individual. One of the more immediate assignments is for staff to review all comments and provide a **FAQ** or **Frequently Asked Questions** document that answers many of the questions that arose throughout the text comments. The survey results indicate that for many of our programs, our residents do not understand either the funding source or the purpose of the program
3. **Committee Policy Direction.** The responses by department and by service will also be included, where appropriate, in the presentations by staff to the Committee and will be considered during policy discussions about future funding for the various programs, alternative funding sources, and the citizen's opinions about increased charges or fees for service.
4. **Staff Direction.** City staff will also be evaluating current programs and services based on the results and text comments. What we provide and how we provide the service in most cases is consistent with what our residents want and need. Those areas where clearly there is a desire for additional or different services or a different focus will be reviewed and options considered for future work programs.

Should you have any questions about the survey methodology, results, etc., please do not hesitate to call or e-mail Julia Burrows in the Roseville City Manager's Office at 774-5361. E-mail is jburrows@roseville.ca.us.

Respectfully Submitted,

APPROVED:

Julia M. Burrows
Deputy City Manager

W. Craig Robinson
City Manager

Attachments

1. Demographics – Random Survey
2. Demographics – General Survey
3. Paper Survey – General Survey
4. Roseville Budget Survey – Random Sample
5. Roseville Budget Survey Final Results – Comparison of Random Sample with Open Residential Survey
6. Roseville Budget Survey – Random Sample – Ranking and Score Composition of General Fund Services
7. Roseville Budget Survey – Random Sample – Ranking of Essential and Not Important Scores



Thanks for participating!

The City of Roseville is harnessing the power of the Internet for a new concept in civic participation taking the community's pulse online. As a participant in the Roseville Online Citizen's Advisory Panel, your feedback will give city management a broader and more comprehensive view of citizen opinion. Look for an occasional email notice in the coming months requesting your opinion on important topics.

I sincerely appreciate your participation.

Craig Robinson, City Manager

To participate, please provide your information below:

(An independent service - DataCycles - is collecting and securing all information and survey response data for this effort. Your personal information will always be kept confidential - never sold, rented, or used for other purposes - and will NOT be associated with your survey responses. All response data will be aggregated for reporting purposes.)

Your Advisory Panel contact information:

First name: (Required)
Last name: (Required)
E-mail address: (Required)

We use this email address ONLY to send you an occasional survey notice.
Please enter your complete address (example: johndoe@hotmail.com).

For reference, your Roseville address:

Street Address: (Required)
Apt./Suite #:
Zip Code: (Required)
This address is: (Required)

Please scroll down and click the "Submit Responses" button below.

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