



Meeting: Village Board
Meeting Date: June 10, 2013
Agenda Item: No. 5b

Mission Statement

Delivering quality services in a courteous, cost-effective and efficient manner.

VILLAGE BOARD MEETING STAFF REPORT

REPORT TO: Burt R. McIntyre, President
Village Board of Trustees

REPORT FROM: Paul F. Evert, Village Administrator

AGENDA ITEM: 5b Review and take action on the response to the RFP for a Community Survey

ACTION REQUESTED: ___Ordinance ___Resolution X Motion ___Receive/File

POLICY ISSUE

Should the Village Board approve of a contract for a Community Survey to be conducted?

BACKGROUND INFORMATION

In the staff report that laid out a budget schedule for 2013, staff recommended that as part of the strategic planning and budgeting process, the Board consider having a community survey conducted to see how citizens rate our delivery of services.

Staff prepared an RFP and electronically submitted it to St. Norbert College-Strategic Research Institute, UW-Green Bay, and UW-River Falls. As expected, responses were received from St. Norbert College and UW-River Falls. Both of these institutions have a long history of conducting such surveys successfully. The Administrator did meet with representatives from St. Norbert prior to the submittal of their proposal at their request and they indicated they felt they could perform a telephone survey for less cost than they could conduct a mail survey.

In summary the two proposals received stated the cost and method as follows:

St. Norbert College Strategic Research Institute:

Cost: \$14,950

Method: 400 ten-minute interviews conducted by phone, 95% confidence

UW-River Falls:

Cost: \$5,467.84

Method: Mail a 4-page survey to 1,865 randomly sampled residents

A return rate of 20% equals 373 responses, 95% confidence

PRIOR ACTION/REVIEW

The idea of a community survey was recommended as part of the strategic planning and budget process but not formally approved. In 2001, Brown County assisted the Village in sending out a survey as part of the comprehensive plan. That consisted of a mailing of 600 surveys, 195 were returned, nearly a 32.5% response.

FISCAL IMPACT:

- | | |
|------------------------------|--|
| 1. Is There A Fiscal Impact? | <u>Yes, \$5,467.84</u> |
| 2. Is it Currently Budgeted? | <u>Yes</u> |
| 3. If Budgeted, Which Line? | <u>Community Development
Contracted Services</u> |

RECOMMENDED ACTION

Village staff recommends the Village Board accept the proposal of UW-River Falls to conduct a Community Survey for a cost of \$5,467.84. The proposed questions would be approved by the Board at a subsequent meeting. A sample of the survey used for the City of Columbus is attached.

If the Village Board agreed with this action, the following motion could be used, "*Motion to accept the proposal of UW-River Falls to perform a Community Survey for \$5,467.84.*"

POLICY ALTERNATIVE(S)

The Village Board could take the following actions:

- Approve with revisions
- Deny the suggested motion
- Table the suggested motion and request additional information

ATTACHED INFORMATION

- I. City of Columbus Survey

COPIES FORWARDED TO:

City of Columbus Citizen Survey - 2011

****Please return by November 10, 2011****

Using blue or black ink, please fill the circle that most closely matches your response.

Answer Selection: Correct = ● Incorrect = ✕ ✓ ⊖

STREETS, SIDEWALKS and INFRASTRUCTURE

1. Rate the overall quality of the following in the City of Columbus?	Excellent	Good	Fair	Poor
a. Sidewalks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. Parks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. Recreation opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. Senior Citizen opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e. Roads	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
f. Energy sustainability initiatives	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2. During the next 5 years, in which of the following do you think the City of Columbus should invest? **Using the letters a to f, please rank your top 4 choices in priority order below:**

- | | |
|------------------------------------|--|
| a. Maintaining existing roadways | d. Improving existing sidewalks |
| b. Improving existing roadways | e. Improving bicycling opportunities widening shoulders on existing roads |
| c. Developing additional sidewalks | f. Improving bicycling opportunities by developing separate trails for bicycling |

___ Letter of highest priority ___ Letter of 2nd highest priority ___ Letter of 3rd highest priority ___ Letter of 4th highest priority

3. If these steps in Question 2 to improve transportation services required an increase in taxes or fees, would you support or oppose increases for the following?	Support	Not sure	Oppose
a. Maintenance to existing roadways	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. Improving existing roadways	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. Developing additional sidewalks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. Improving existing sidewalks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e. Improving bicycling opportunities by:			
i. Widening shoulders on existing roads	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ii. Developing separate trails for bicycling	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

NATURAL AND CULTURAL RESOURCES

4. How satisfied are you with the following aspects of environmental quality in the City of Columbus area?	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied
a. Sewer system	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. Noise control	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. Signage control around schools	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. Overall signage control	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e. Storm water drainage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
f. Street light illumination	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
g. The number of streetlights	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
h. Enforcement of property upkeep ordinances	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
i. Animal control	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5. During the next 5 years, how high a priority do you think it is for the City of Columbus to invest in the following recreational facilities?	High	Medium	Low	Not a Priority
a. Soccer fields	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. Baseball/softball diamonds	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. Basketball courts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. Skate board park	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e. Ice skating rink	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
f. Dog park	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
g. Frisbee golf course	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
h. Picnic areas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
i. Playground equipment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
j. Teen center	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
k. Tennis courts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
l. Volleyball courts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
m. Youth football fields	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. If you believe that any of the resources above (Question 5) should be created or expanded, how should the improvements be paid for? (Mark (•) one only)			
Property Taxes	General Park User Fees	Fees for specific uses	Combination of fees and taxes
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

HOUSING

7. To what extent do you agree or disagree that more of the following types of housing are needed in the City of Columbus	Strongly Agree	Agree	Disagree	Strongly Disagree
a. Single-family housing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. Mobile home parks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. Duplexes (2 units)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. Apartments (3 or more units)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e. Townhomes and condominiums	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
f. Affordable housing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
g. Senior condominiums and apartments	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
h. Assisted living facilities for seniors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
i. Starter (first time buyer) homes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
j. Executive (high-end) homes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

ECONOMIC DEVELOPMENT

8. In which of the following locations should Columbus focus its economic development efforts? Please indicate your level of agreement or disagreement with each.	Strongly Agree	Agree	Disagree	Strongly Disagree
a. Downtown area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. Industrial parks along the highway 151-16/60/73 corridors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. Professional services/retail developments along the highway 151-16/60/73 corridors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. AMTRAK railroad depot area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

9. Which of the following retail establishments are the highest priorities for the City of Columbus? Using the letters a to l, please rank your top 4 choices in priority order below:

- | | | |
|-------------------------------|---------------------------------|-----------------------------|
| a. Downtown development | e. Small Specialty Stores | i. Fast food restaurants |
| b. Convenience stores | f. Entertainment establishments | j. Specialty grocery stores |
| c. Upscale department stores | g. Supper Clubs | k. Supermarkets |
| d. Discount department stores | h. Family Restaurants | l. Meat wholesaler |

____ Letter of highest priority ____ Letter of 2nd highest priority ____ Letter of 3rd highest priority ____ Letter of 4th highest priority

UTILITY AND COMMUNITY FACILITIES/SERVICES

10. Based on your experience, please rate the following City of Columbus services.	Excellent	Good	Fair	Poor	Not Sure
a. Ambulance service	<input type="radio"/>				
b. Fire protection	<input type="radio"/>				
c. Garbage collection	<input type="radio"/>				
d. Zoning and building Inspections	<input type="radio"/>				
e. Municipal water system	<input type="radio"/>				
f. Park and recreation facilities	<input type="radio"/>				
g. Police protection	<input type="radio"/>				
h. Public library	<input type="radio"/>				
i. Municipal electric system	<input type="radio"/>				
j. Recycling program	<input type="radio"/>				
k. Sanitary sewer service	<input type="radio"/>				
l. Snow removal	<input type="radio"/>				
m. Storm water management	<input type="radio"/>				
n. Street and road maintenance	<input type="radio"/>				
o. Senior center	<input type="radio"/>				

11. If improvements required increases in your taxes or fees, would you support or oppose increases for the following services?	Support	Oppose
a. Ambulance service	<input type="radio"/>	<input type="radio"/>
b. Fire protection	<input type="radio"/>	<input type="radio"/>
c. Garbage collection	<input type="radio"/>	<input type="radio"/>
d. Zoning and building inspections	<input type="radio"/>	<input type="radio"/>
e. Municipal water system	<input type="radio"/>	<input type="radio"/>
f. Park and recreation facilities	<input type="radio"/>	<input type="radio"/>
g. Police protection	<input type="radio"/>	<input type="radio"/>
h. Public library	<input type="radio"/>	<input type="radio"/>
i. Municipal electric system	<input type="radio"/>	<input type="radio"/>
j. Recycling program	<input type="radio"/>	<input type="radio"/>
k. Sanitary sewer service	<input type="radio"/>	<input type="radio"/>
l. Snow removal	<input type="radio"/>	<input type="radio"/>
m. Storm water Management	<input type="radio"/>	<input type="radio"/>
n. Street and road maintenance	<input type="radio"/>	<input type="radio"/>
o. Senior center	<input type="radio"/>	<input type="radio"/>

12. Should the City Council consider spending funds to improve the following city structures?	Yes	No
a. Columbus Public Library	<input type="radio"/>	<input type="radio"/>
b. Fireman's Park Pavilion	<input type="radio"/>	<input type="radio"/>
c. City Hall auditorium	<input type="radio"/>	<input type="radio"/>

DEMOGRAPHICS

13. Gender:	Male <input type="radio"/>	Female <input type="radio"/>					
14. Age:	18-24 <input type="radio"/>	25-34 <input type="radio"/>	35-44 <input type="radio"/>	45-54 <input type="radio"/>	55-64 <input type="radio"/>	65 and older <input type="radio"/>	
15. Employment status:	Employed Full Time <input type="radio"/>	Employed Part Time <input type="radio"/>	Self Employed <input type="radio"/>	Unemployed <input type="radio"/>	Retired <input type="radio"/>	Other: _____ <input type="radio"/>	
16. Place of residence:	Own <input type="radio"/>	Rent <input type="radio"/>	Other: _____ <input type="radio"/>				
			0	1	2	3	4
17. Number of Adults (18 or older) in household:				<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
18. Number of children (under 18) in household:			<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
19. Household income range:	Less than 15,000 <input type="radio"/>	15,000 – 24,999 <input type="radio"/>	25,000 – 49,999 <input type="radio"/>	50,000 – 74,999 <input type="radio"/>	75,000 – 99,999 <input type="radio"/>	100,000 or More <input type="radio"/>	
20. Highest level of education:	Less than high school <input type="radio"/>	High school diploma <input type="radio"/>	Some college/tech <input type="radio"/>	Tech college graduate <input type="radio"/>	Bachelor's degree <input type="radio"/>	Graduate or professional degree <input type="radio"/>	
21. How many years have you lived in the City of Columbus?	Less than 1 <input type="radio"/>	1 – 4 <input type="radio"/>	5 - 9 <input type="radio"/>	10 - 24 <input type="radio"/>	25+ <input type="radio"/>		

The City Council of Columbus thanks you for taking the time to provide your input regarding the importance of city programs and services. This information will be considered in our long range planning and budgeting.

Please return your survey in the enclosed postage-paid envelope by **November 10, 2011** to:
 Survey Research Center, University of Wisconsin – River Falls
 124 Regional Development Institute
 410 S. Third Street, River Falls, WI 54022-5001