



DATE: May 17, 2017

TO: Council Budget and Finance Committee

FROM: City Manager

SUBJECT Review of Potential Focus Group Follow-up to 2016 Resident Satisfaction Survey

RECOMMENDATION

That the Council Budget and Finance Committee receives a report from Godbe Research on potential focus group follow-up to the 2016 Resident Satisfaction Survey and provides direction to staff on potentially pursuing this option.

BACKGROUND

Since 2008, the City has contracted with Godbe Research (Godbe) to complete a Biennial Resident Satisfaction Survey (Survey). The City Council approved funding for a fifth survey as a part of the FY2017 budget.

During the fall, staff again, worked with Godbe to draft the survey instrument based on the questions used in the past. However, to provide a wide set of tracking metrics, the survey instrument was mostly unaltered from the previous iterations except for the inclusion of questions regarding a hypothetical \$95 million bond issue ballot measure for the construction of a new police station.

The City Council received a report on the findings from the Fall 2016 Resident Satisfaction Survey on January 24, 2017. The topline report from this presentation can be found in Attachment II.

DISCUSSION

Following the January 24, 2017 Council work session, several council members indicated the desire to pursue a focus group to provide additional feedback on several trends the Fall 2017 Resident Satisfaction Survey identifies.

The biggest trend shifts for the City over the past two years, from the previous 2014 resident satisfaction survey to the most recent, is a statistically significant drop in satisfaction with quality of life and satisfaction with City services. More specifically, the 2016 survey identified the largest dissatisfaction in traffic circulation, availability of affordable housing, and overall effectiveness of economic development activities (availability of local jobs, attracting new

businesses, and revitalizing older neighborhoods and business districts). While these trends are apparent throughout cities in the Bay Area, Council indicated a desire to take a closer look at these issues through resident focus groups.

Attachment III contains a proposal from Godbe Research with two options to conduct focus groups from which the City can choose. These include:

1. Conduct two focus groups broken down by gender.
2. Conduct four focus groups broken down by gender and location (North/South & East/West)

Each focus group would consist of 8 to 10 individuals and would be held at a neutral location. This work would take between five and six weeks.

Charles Hester from Godbe Research will be present at the May 17th meeting to discuss these options and the overall methodology for the focus groups.

FISCAL IMPACT

The two focus groups option is estimated to cost \$16,020 and the four focus groups option estimated cost is \$26,540.

NEXT STEPS

Following feedback from the Committee, City staff will either initiate the focus groups or table this for a later date.

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Recommended by: Dustin Claussen, Director of Finance

Approved by:



Kelly McAdoo, City Manager