



DATE: October 26, 2016
TO: Council Budget and Finance Committee
FROM: City Manager

SUBJECT

Review of Draft 2016 Biennial Resident Satisfaction Survey Questions

RECOMMENDATION

That the Committee receives and provides comments on this report and draft survey.

BACKGROUND

The City has completed Biennial Resident Satisfaction Surveys every two years since the fall of 2008. This survey, in combination with the previous four, will provide valuable insight and data on resident satisfaction with local service delivery over the past eight years. Each survey has been conducted by Godbe Research Inc., under the leadership of Bryan Godbe. Godbe Research has also conducted voter surveys for the City's most recent ballot measures including the past Utility User Tax measures and Measure C.

DISCUSSION

Since it has been over two years since the last survey was performed by Godbe Research, staff recommends engaging the same firm to duplicate the process used in previous years. The survey will continue to assess the level of satisfaction with the delivery of services presently provided by the City.

This survey, in addition to the previous Resident Satisfaction Surveys, will provide longitudinal insight regarding the satisfaction levels of Hayward residents with City service delivery. This information will help guide the City Manager in formulating recommendations to Council for refining priorities and developing long term policy strategies.

Specifically, the Survey will continue to measure resident opinions and overall satisfaction with City service delivery, image, public safety services, communications, and customer service. Additionally, this survey also solicits resident responses to a hypothetical ballot measure regarding a bond measure to fund a new police station.

The draft survey questions will be distributed at the Council Budget and Finance Committee meeting.

The 2016 Resident Satisfaction Survey will consist of a 22-minute hybrid survey of 400 total City voters/residents, made up of both telephone surveys as well as internet surveys. The survey will be made available in both the English and Spanish languages.

FISCAL IMPACT

The total cost of this survey will be \$34,125 which will be paid out of the FY2017 CIP budget for this specific project, with additional funding coming from the City Manager's Office budget to cover the increased cost of the survey this year. The addition of the internet survey component increased the estimated cost of the survey above what staff had originally budgeted in the CIP.

NEXT STEPS

The survey will begin following the end of the November election and will take place from November 10th through November 20th. The results of the survey will be presented to the Council at a work session on December 13th.

Prepared and Recommended by: John Stefanski, Management Analyst

Approved by:



for Kelly McAdoo, City Manager