



Request for City Council Committee Action from the Department of Communications

Date: Feb. 11, 2008

To: Council Member Paul Ostrow, Chair, Ways and Means Committee

Subject: RFP for 2008 Resident Survey

Recommendation: That the proper City officers be authorized to issue a Request for Proposals (RFP) for conducting a 2008 Resident Survey, contingent on PRC approval.

Previous Directives: none

Prepared by: Elizabeth Haugen, Communications Specialist, 673-2009

Approved by: Sara Dietrich, Communications Director _____

Steven Bosacker, City Coordinator _____

Presenter in Committee: Elizabeth Haugen

Reviews

Permanent Review Committee (PRC): PENDING
Civil Rights Affirmative Action Plan Approval 2/6/08

Financial Impact

No financial impact - or - Action is within current department budget.

Action is within business plan.

Community Impact

City Goals: the residents' opinions will provide feedback and insights on how well the City is performing in meeting all of the City goals.

- A SAFE PLACE TO CALL HOME
Housing, Health and Safety
- ONE MINNEAPOLIS
Equal Access, Equal Opportunity, Equal Input
- LIFELONG LEARNING SECOND TO NONE
Schools, Libraries and Innovation
- CONNECTED COMMUNITIES
Great Spaces & Places, Thriving Neighborhoods

- ENRICHED ENVIRONMENT
Greenspace, Arts, Sustainability
- A PREMIER DESTINATION
Visitors, Investment and Vitality

As adopted by the City Council and mayor, July 2006

Supporting Information

The City of Minneapolis is seeking to engage a professional research firm to develop and conduct a random sample telephone survey of Minneapolis residents that would measure resident opinions, perceptions and expectations regarding City government services and priorities and the City's progress toward achieving our City goals. This survey will be conducted May 2008.

The 2008 Minneapolis Resident Survey will build off the surveys conducted in 2001, 2003 and 2005 to measure resident opinions, perceptions, expectations and priorities. Particular focus will be given to consistency in order to discern real trends in resident priorities and satisfaction with City services while completing analysis of the changes in resident opinions from the 2001, 2003, 2005 and 2008 survey results.

The intention of the resident survey process is to:

- 1) Measure satisfaction with City services and perceptions about quality of life indicators, which serve as departmental performance measures
- 2) Gather information on residents' priorities, which inform department business planning efforts
- 3) Gauge residents' need for services, their expectations regarding the level of those services, and their willingness to pay for service enhancements or to pay to maintain existing services
- 4) Gather information about residents' knowledge of City services
- 5) Determine how residents currently access and prefer to access City information

Information on the 2001, 2003 and 2005 surveys can be found on the City Web site at:
<http://www.ci.minneapolis.mn.us/results-oriented-minneapolis/citizensurvey/index.asp>.