

CITY COUNCIL AGENDA ITEM

Date: January 21, 2021

To: Mark F. Miller, City Manager

From: Robert J. Bruner, Assistant City Manager

Subject: Resident Engagement and Priority Study

On June 22, 2020, City Council awarded contracts to Cobalt Community Research ("Cobalt") for a resident benchmarking survey, business survey, and library survey. The library survey was conducted in July 2020. City staff is now working with Cobalt on the resident benchmarking survey.

City Council discussed the resident survey during its November 23, 2020 regular meeting. Based on input provided by City Council, City staff and Cobalt prepared a draft survey. City Council discussed the draft survey during its December 7, 2020 regular meeting. The survey was revised based on input provided by City Council and was provided in a report in the December 14, 2020 City Council meeting agenda packet.

City staff worked with Cobalt to finalize the survey and is preparing for distribution. The cover letter, survey, and project timeline are attached. The presentation is tentatively scheduled for April.





You may complete this assessment online: www.CobaltCommunityResearch.org/TROY

STUDY ID: [ID]

NAME ADDRESS I ADDRESS II CITY, STATE, ZIP

Your response will be strictly confidential – your name will not be released for any purpose

DUE: Before 2/5/21

[SAL]:

Please help improve the quality of life in the City of Troy. This short evaluation will help us understand how the City can better meet your needs.

We really want to know what we're doing well and where we need to improve. It is very important that we hear from you.

Enclosed is a short evaluation that takes fewer than 10 minutes to complete. If there are individual questions not applicable to you or your household, select "Don't Know" and then complete the rest of the evaluation.

Please return the evaluation in the enclosed postage-paid envelope before February 5.

Your feedback is very important. Troy is reaching out to citizens like you to help meet and exceed your expectations and to ensure your tax dollars are being spent wisely. Your responses will help shape policies and priorities for Troy now and in the future.

This evaluation may be completed online by typing http://www.CobaltCommunityResearch.org/TROY into your internet browser. Once on the evaluation page, type in the STUDY ID number shown at the top of this letter. The STUDY ID number helps us ensure we hear from you, but your response will be strictly confidential – your name will not be released or shared with the City for any purpose without your permission.

The City of Troy and Cobalt Community Research are working together on this evaluation to ensure your responses are shared anonymously with the City and to provide outside analysis. Cobalt is a 501(c)(3) nonprofit organization created to help governmental and non-profit organizations measure, benchmark, and manage their efforts through high-quality, affordable research. You can learn more at www.CobaltCommunityResearch.org.

If you have questions, please contact us at (248) 524-3300. Thank you for your cooperation and your insight.

TROY RESIDENT STUDY PROJECT TIMELINE

PROJECT DETAILS

MILESTONE
Survey approval
Create sample/To Print
Wave 1 in mailboxes
Wave 1 due date
Wave 2 in mailboxes
Wave 2 due date
Close survey/data entry
Data analysis/draft reports
Note: Topline data available around
3/10
Schedule initial review of results
Schedule presentation



2021 City of Troy Resident Engagement and Priority Study

Thank you for your participation in this study; we value your opinion. All answers will remain completely confidential.

		Č.	Jimac									
1.	First, think about Troy's <i>fire and emergency medical</i> " <i>Poor</i> " and 10 means " <i>Excellent</i> ." If you are not su								rom 1 to	o 10, w	here 1 m	eans
	Overall perception of the Troy Fire Department Fire prevention/education Response time to fires Response time to medical emergencies	Poor= 1		3	4	5	6	7	8	9	Excellent = 10	Don't Know
2.	Now, think about Troy's local public school system	and rat	e it on t	he follo	owing a	ttribute	es:					
	Meeting the needs of the community Preparation of students for solid careers Preparation of students for college Communication with the public	Poor= 1		3	4	5	6	7	8	9	Excellent = 10	Don't Know
3.	Please think about the transportation infrastructu	re in Tro	y and r	ate it oı	n the fo	llowing	attribu	tes:			- " .	5 "
	Street maintenance/repair Road signage Traffic congestion on the roads Public transportation options Accommodation for bicycle and foot traffic Ease of finding parking	Poor= 1		3		5			8	9	Excellent = 10	Don't Know
4.	Next, rate the <i>utility services</i> (water, garbage, etc.) that yo	ou use c	n the fo	ollowing	g attrib	utes:					
	Drinking water quality Garbage collection service Brush and leaf disposal Recycling service	Poor= 1		3		5	6	7	8	9	Excellent = 10	Don't Know
5.	Please rate Troy's local law enforcement (police de	partme	nt) on t	he follo	wing at	tribute	es:					
	Respectful treatment of citizens Fair and equitable enforcement Safety education	Poor= 1		3		5		7	8	9	Excellent = 10	Don't Know
	Response time to emergencies											

6.	Have you paid property taxes in the last 12 months	s?				Yes				No (Ski p	to Q8)	
7.	Rate Troy's <i>property taxes</i> on the following attribut	es:									Excellent	Don't
		Poor= 1	2	3	4	5	6	7	8	9	= 10	Know
	Fairness of property appraisals	H	H	H	H	H	H		H	H		H
	Adequacy of period to pay taxes	H	H	H	H	H	H	-H	H	H		H
	Fairness of tax levels											
	Amount and quality of services you receive for the local taxes you pay											
	Communication on how tax dollars are used											
8.	Think about the shopping opportunities in Troy using community for providing:	g the s	cale wh	nere 1 n	neans "	Poor " a	nd 10 m	neans " E .	xcellen	t. " Plea	se rate y	Our Don't
		Poor= 1	2	3	4	5	6	7	8	9	= 10	Know
	Shopping convenience for everyday items	H	H	H	H	\vdash	H		Н	H		H
	Shopping convenience for major items	H	H	\mathbb{H}	\mathbb{H}	\mathbb{H}	뭐	-	H	\mathbb{H}		\mathbb{H}
	Sufficient choices for most of your needs	Н.	Н.	Н.	Н.	-	Щ.		н.	-		Н.
	Area restaurant choices	ш										
9.	Rate the <i>local government</i> in Troy on the following:										Excellent	Don't
	Harding leading who are to return the	Poor= 1	2	3	4	5	6	7	8	9	= 10	Know
	Having leaders who are trustworthy	H	H	H	H	H	H	H	H	H		H
	Being well-managed (efficient, organized)	H	H	H	H	H	H	H	H	H		H
	Having employees who are well-trained	H	H	H	H	\vdash	\mathbb{H}	\vdash	Н	\vdash		H
	Communicating effectively with the community	H	H	H	H	H	H	-	H	H		H
	Spending dollars wisely	H	\vdash	\vdash	\vdash	\vdash	\mathbb{H}		\vdash	\vdash		\vdash
	Encouraging citizen ideas and involvement	닞	H	\Box	H	\vdash	닏	\perp	\Box	\Box		H
	Maintaining a website that meets your needs			Ш								Ш_
	Enforcing appearance/safety codes for residential and business properties											
	Openness to resident questions or concerns											
	Level of professionalism of local staff											
	The follow-up provided by local staff											
	The ease of getting your question answered											
10.	How frequently do you contact (visit, email, call) Tr	oy's go	overnm	ent?								
	Never Fewer than 6 tin	nes a y	ear	6-1	2 times	a year			More th	an 12 t	imes a ye	ar
11.	Rate Troy's community events on the following:										Excellent	Don't
		Poor= 1	2	3	4	5	6	7	8	9	= 10	Know
	Range of cultural offerings	H	H	\square	\square	\square	\square		\square	\vdash		H
	Strong and vibrant arts community			\square			Щ		\square	-		
	Quality sporting events to attend	Щ.	\vdash	Щ.	Щ.				\perp	Щ.		Щ
	Variety of festivals and community events	Щ	Щ	Щ					Щ			Щ
	Activities that interest you											

12.	Rate the <i>economic health</i> of Troy on the following as	spects:										
	ı	Poor= 1	2	3	4	5	6	7	8	9	Excellent = 10	Don't Know
	Cost of living	Ц_	Щ	Щ	Ц_	Ц_	Ц_	Ц_	Щ	Щ	Ш	Ш
	Quality of jobs			ш	Ш	Ш	Щ	Ш	Щ	Ш		Ш
	Affordability of housing											
	Availability of jobs											
	Stability of property values											
	Strength of local economy											
	Access to health care services											
13.	How frequently do you use Troy's parks and recreati	ion faci	lities ar	nd progr	ams?							
	Never Fewer than 6 tim		Г		times a	vear		Пм	ore tha	n 12 tii	nes a ye	ar
		-				•		Ш.	010 01101		1100 ti yo	C11
14.	Next, rate Troy's <i>local parks and recreation</i> facilities	and pro	ograms	on the f	followin	ng attrik	utes:				Excellent	Don't
		Poor= 1	2	3	4	5	6	7	8	9	= 10	Know
	Parks/facilities meet your needs	Ц.	Щ	Н.	Ц.	Ц.	Ц.	Ц.	Щ	Н.	Н.	Н
	Parks/facility maintenance and cleanliness	Ц.	Щ	닏	$oxed{\sqcup}$	oxdot	oxdot	\sqcup	\sqcup	닏	Щ.	\square
	Quality of recreational programs	Ц_	Ц_	Ц.	Ц.	Ц.	Ц_	Ц_	Ц_	Ц.	Ц_	Н
	Variety of recreational programs											
15.	How frequently do you use Troy's local library?											
	Never Fewer than 6 tim	nes a ye	ar [6-12	times a	year		ШМ	ore tha	n 12 tii	nes a ye	ar
16	Next, rate Troy's <i>local library</i> on the following attrib	utoc.										
10.				•		_	,	-	0		Excellent	Don't
	Hours of operation	Poor= 1		3	4	5	6	\bigcap	8		= 10	Know
	Adequacy of resources to meet your needs	H	H	H	H	H	H	H	H	H	H	H
	Quality of programming	H	H	H	H	H	H	H	H	H	H	H
	Variety of programming			H		H		Н		H	H	H
	variety of programming								ш			
			0									
17	Consider your experiences in the last year with Troy	, How	Overal Satisfie		ou? Hsa	2 10 <u>-</u> n	oint sc	ale whe	re 1 m	eans "	Verv	
17.	Dissatisfied" and 10 means "Very Satisfied."	y. 110vv	Jacisiic	cu ai e y	ou. Osc	2 a 10 p	OIIIL SC	aic, write		Calls	very	
	Very Dissatisfied= 1 2 3 4		5	_6	5	7		8	r	9	Very Satis	fied= 10
10	Consider all of the expectations you have about Tro	v Hso	a 10 na	int ccal	owhore	1 maa	nc "Eall	c Short	of Vour	Evnoct	ations"	and
10.	10 means "Exceeds Your Expectations." To what exte											
	Falls Short= 1 2 3 4		5	6	5	7		8	,	9	Exceed	
10	Imagina an ideal community. How closely does Tray	, comp	ara wit	h that ic	laal2 DI	0000 110	o o 10 i	ooint co	طبيدماه	oro 1 i	: "No+\/	OK1 (
17.	Imagine an ideal community. How closely does Troy Close to the Ideal" and 10 is "Very Close to the Ideal."		are with	ii tiiat it	ieai: Pi	ease us	e a 10-	JOHNE SC	ale Will	ere i is	NOLVE	er y
	Not Very Close= 1 2 3 4		5	_6	<u>5</u>	7		8	_	9	Very Clo	se= 10
20	On a scale where 1 means "Not Likely" and 10 mean	s "Verv	ı l ikelv '	' how lil	celv are	vou to	take th	e follow	ing act	ions:		
_0.					.c.y ai c	, 50 10	, ,	- 101101	6 act		0	Very
	Recommend Troy as a place to live	ikely= 1	2	3	4	5	6	7	8	_ 	9 Lik	kely=10
				H	H		H			_ <u> </u> [
	Remain living here <i>five</i> years from now		H	H	H		-H			 		
	Be a community volunteer				H					_ 		
	Encourage someone to start a business here		H	H	H		-H			[
	Support current local elected officials											\square

21 . Or	n a scale where 1 is "Strongly Disagree" and 10 i			ly A	gree ," t	o wha	at ext	tent do	you ag	gree th	at Troy i	s:		
	ι	Strongly = =Strongly		2	3	_	4	_5	6	7	8	9	Strongly Agree= 10	Don't Knov
Α:	safe place to live	Ц						Ц.	Щ		$\perp \perp$	_Ц	\Box	Щ.
	n enjoyable place for children	Ш		Ш				Щ	Щ		$ \sqcup$		\Box	Щ
	n enjoyable place for young adults (age 3-35)					L	_ 							
Ar	n enjoyable place for senior citizens (age 65+)	Ш												
Ar	n enjoyable place for people to visit	Ш				L		Ш						
Ph	nysically attractive/great curb appeal	Ш												
Αį	great place for families													
Αį	great place to have a business													
А	city that is growing responsibly													
A :	safe place to bike and walk													
A	safe place to bike and walk at night													
Αı	perfect community for me													
	place that is inclusive and celebrates versity													
22. Br	riefly, what do you <i>like most</i> about the City of Ti	roy?												
23 Br	riefly, what do you <i>like least</i> about the City of Ti	cov?												
23. 5	ieny, what do you nee least about the city of h	Oy.												
					nd Pla									
	hat is your satisfaction with the following City												ere 1 me	eans
"Lo	ow satisfaction" and 10 means "High satisfaction	n." It	you	are	not fai	nılıar	with	the se	rvice, r	mark " I	Jon't Kn	ow."		Don't
Dı	ublic Safety	Low= 1	1	2	3		4	5	6	7	8	9	High= 10	Know
	mbulance services													
	nimal control	H						H	H	H	H	H		H
	uilding inspection	H		Ħ			┪	H	H	H	H	H	H	H
	ode enforcement	H						H	H	H	H	H		H
	re services	H		Ħ			┪	H	H	H	H	H	H	H
	olice services	H				<u> </u>		H	H	H		H		H
FC	office set vices	ш												Don't
Da	arks and Recreation	Low= 1	l	2	3		4	5	6	7	8	9	High= 10	Know
•	ty parks (developed green spaces)					Г								
	aisy Knight Dog Park	H						H	H			H		H
	reen space (undeveloped spaces)	H		H	\vdash	-	╡	H	H	H	H	H	H	H
	ecreation programs	H						H	H	H		H		H
	nctuary Lake Golf Course	H		H			╡	H	H	ᅢ	H	H	H	H
	lictually Lake Golf Course	H						H						
	ails and pathways	H		H			\dashv	H	H	-H		H	-H	$\neg \vdash \vdash$
		H					=	H	H			버		
ire	oy Family Aquatic Center			Ш										

		Low=	1	2		3	4		5		6		7		8	9)	High= :		Don't Know
	Other City Services		Ī				_	_	_	,			_		_	_	_			
	Billing and payments			Щ		Щ		4		_		L	_	Į	_		_	Щ		Ц.
	Customer service at City Hall	_		Ц		닏	_	4	L			_	ᆜ		_	_		Щ		Щ
	Curbside recycling and garbage collection			Щ		Щ		4	L	_		L	_	Į	_	Ļ	4	Щ		Щ
	Election and voting process	_		Ц		닏	_	4	L			_	ᆜ		_	_		Щ		Щ
	Farmers' market			Щ		Щ		_		_		L		Į	_		_	Ш		Ц.
	Library services	Ļ		Щ		Ц	_	4	L			Ļ	ᆜ	إ	4	Ļ	4	Щ		Щ
	Condition of local streets			Щ		Ц		╧	L	_		Ļ	_	Į	_		_	Щ		Ц.
	Tree maintenance/replacement			Щ		Щ							ᆜ					Щ		Щ
	Water and sewer services			Щ		Щ		┸	┸	_		L	_	Į		L		Щ		Щ
	Troy Community Center					Ш							Ц							
25.	Which seven services/programs below are the m	nost i	mpo	rta	nt to	o pri	oritiz	e in	futu	re Ci	tv ł	oudge	ts?	? (M:	ark u	n to	7)			
	Ambulance services City parks	.000.		,,		, <u>p. </u>	Trails					Juugi	[arme			et		
	Animal control Daisy Knig	ht Do	g Pa	rk			╡		•			enter	j	=	ibrar					
	Building inspection Green space		0				=		•	ayme			j	_		•		reets		
	Code enforcement Recreation		rams	;			=	-	-	-		ity Ho	וווי	_	ree n					
	Fire services Sanctuary				ırse		Curb					,		r	eplac	eme	nt			
	Police services Sylvan Glei						_garb	age	colle	ction				\v	Vater	ana	l sew	er se	rvice	es
		. 00.,	, 000	11.50]Elect	ions	and	votii	ng				roy C	:omr	nuni	ty Ce	nter	
	Residents have shared a number of ideas regard of the following would you like to see added or e Aquatic center Community center Disc golf courses Dog parks Farmers'/artisan market Green space Residents have shared a number of ideas regard of ideas regard or e Indoor athle space Landscapir New gatew New library Outdoor at fields/court	nhan letic/i ng in r y ay sig y buil chletic	reced recre medi gnag ding	in t atic ans e	he f	utur	e? (<u>M</u> Outc space Park Park Plays	ark loor rest she grou	up t ever troom Iters inds, inds,	o 7.) nt/penns indo	rfor or oor	manc	e [ecred idew treet Valki Other	atior alks mai ng/b (not	n pro nten iking	gram ance g trail	S	iich
27.	Which types of athletic spaces below would you Baseball Flexible mu					d or	enhar]Swin			he tu	tur	e? (<u>№</u>	ar [orts I	′skati	nσ	
	Basketball Handball/r			•	.6	F	Tenn		ıg				ı					3, etc.	•	
	Cricket Pickleball	асци	CLDU				Volle		II						Other	(not	e be	low)		
	Fitness class space Soccer						Strer			nino										
								igui.	tran	ша										
	Would you be willing to fund the improvements you believe is reasonable if the ideas you selected \$0 - I do not support \$5-\$10 per nadditional funding for the improvements noted above Which types of businesses or services would you	ed abo	ove v	wer	e im	iplei	mente \$11-\$	ed? 320	per n	nontl)	Wha	t le	M th	lore t ie ide	han as w	\$20 ere i	fundi per n mple qualit	nont men	h if

	Communicati	ion Preference	
30. Where do you go most often	for local news? (Mark all that app	oly.)	
TV stations	Newspapers	Family/friends/colleagues	None of these
Radio stations	Internet	Social media	_
		ts, programs, updates, etc.)? (Mark	call that apply.)
Newspaper	Print newsletter	MITroy App	Text message
Email	Online newsletter	Troy YouTube channel	Troy Today
City website	Facebook/social	Phone voice message	WTRY Government Access
	media		WTRT Government Access
Electronic newsletter 32. Which social media do you us		U.S. mail	
Facebook		NextDoor	
	Instagram		
Twitter	Snapchat	Other (note below)	
YouTube	LinkedIn	None	
	e for local news? (Mark all that app	· · · —	
WDIV Channel 4	Fox Channel 2	Other (note below)	
WXYZ Channel 7	PBS	None	
	online) or blogs do you use for loc		
The Free Press	Oakland County Times	MLive	None
The Detroit News	Troy Times	Troy Today	
The Oakland Press	Troy-Somerset Gazette	Other (note below)	
35. Other: Which additional sour	rces do you use?		
		and will not be used in any v	way to identify you.
How long have you been living it	n Trov?		
One year or less	1-5 years	6-10 years	More than 10 years
One year or less Do you own or rent/lease your r	1-5 years esidence?	6-10 years	More than 10 years
One year or less Do you own or rent/lease your r Own	1-5 years esidence? Rent/Lease	6-10 years	More than 10 years
One year or less Do you own or rent/lease your r Own Is your place of employment loc	1-5 years esidence? Rent/Lease ated in Troy?		
One year or less Do you own or rent/lease your r Own Is your place of employment loc Yes	1-5 years esidence? Rent/Lease	6-10 years I am not currently employed	More than 10 years
One year or less Do you own or rent/lease your r Own Is your place of employment loc Yes What is your age group?	1-5 years esidence? Rent/Lease ated in Troy? No, a different community	I am not currently employed	I am retired
One year or less Do you own or rent/lease your r Own Is your place of employment loc Yes What is your age group? 18 to 24 25 to	1-5 years esidence? Rent/Lease ated in Troy? No, a different community	I am not currently employed	I am retired
One year or less Do you own or rent/lease your r Own Is your place of employment loc Yes What is your age group? 18 to 24 Which of the following categori	1-5 years esidence? Rent/Lease ated in Troy? No, a different community 34 35 to 44 es best describes your level of ed	I am not currently employed 45 to 54 55 to 6	I am retired 65 or over
One year or less Do you own or rent/lease your r Own Is your place of employment loc Yes What is your age group? 18 to 24 Which of the following categoric Some high school or	1-5 years esidence? Rent/Lease ated in Troy? No, a different community	I am not currently employed 45 to 54 55 to 6	I am retired 65 or over
One year or less Do you own or rent/lease your r Own Is your place of employment loc Yes What is your age group? 18 to 24 Which of the following categoric Some high school or less	1-5 years esidence? Rent/Lease ated in Troy? No, a different community 34 35 to 44 es best describes your level of ed High school graduate Some co	I am not currently employed 45 to 54 S5 to 6 lucation? College graduat	I am retired 65 or over
One year or less Do you own or rent/lease your r Own Is your place of employment loc Yes What is your age group? 18 to 24 Which of the following categoric less Which of the following categoric	1-5 years esidence? Rent/Lease ated in Troy? No, a different community 34 35 to 44 es best describes your level of ed High school graduate Some co	I am not currently employed 45 to 54 S5 to 6 lucation? College graduat income last year?	I am retired 64
One year or less Do you own or rent/lease your r Own Is your place of employment loc Yes What is your age group? 18 to 24 Which of the following categori Some high school or less Which of the following categories \$25,000 or less	1-5 years esidence? Rent/Lease ated in Troy? No, a different community 34 35 to 44 es best describes your level of ed High school graduate Some co	I am not currently employed 45 to 54 S5 to 6 lucation? College graduat	I am retired 65 or over
One year or less Do you own or rent/lease your r Own Is your place of employment loc Yes What is your age group? 18 to 24 25 to Which of the following categoric Some high school or less Which of the following categoric \$25,000 or less Please indicate your marital state	ated in Troy? No, a different community 34	I am not currently employed 45 to 54 S55 to 6 lucation? College College graduat income last year? \$50,001 to \$100,000	I am retired 64 65 or over e Graduate degree(s) Over \$100,000
One year or less Do you own or rent/lease your r Own Is your place of employment loc Yes What is your age group? 18 to 24 25 to Which of the following categoric Some high school or less Which of the following categoric \$25,000 or less Please indicate your marital state Single	1-5 years esidence? Rent/Lease ated in Troy? No, a different community 34 35 to 44 es best describes your level of ed High school graduate Some co es includes your total household \$25,001 to \$50,000 tus: Married/living wi	I am not currently employed 45 to 54 S5 to 6 lucation? College graduat income last year? \$50,001 to \$100,000 th partner	I am retired 64
One year or less Do you own or rent/lease your r Own Is your place of employment loc Yes What is your age group? 18 to 24 Which of the following categoric Some high school or less Which of the following categoric State of the	ated in Troy? No, a different community 34 as best describes your level of ed High school graduate ses includes your total household \$25,001 to \$50,000 tus: Married/living wi e people living in your house (other)	I am not currently employed 45 to 54	I am retired 64 65 or over e Graduate degree(s) Over \$100,000 ved/separated/divorced apply.
One year or less Do you own or rent/lease your r Own Is your place of employment loc Yes What is your age group? 18 to 24 25 to Which of the following categoric Some high school or less Which of the following categoric \$25,000 or less Please indicate your marital state Single Mark the boxes that describe th Child(ren) age 12 or under	ated in Troy? No, a different community 34	I am not currently employed 45 to 54 S5 to 6 lucation? College graduat income last year? \$50,001 to \$100,000 th partner	I am retired 64
One year or less Do you own or rent/lease your r Own Is your place of employment loc Yes What is your age group? 18 to 24 25 to Which of the following categori Some high school or less Which of the following categori \$25,000 or less Please indicate your marital state Single Mark the boxes that describe th Child(ren) age 12 or under Child(ren) over age 12	ated in Troy? No, a different community 34 as best describes your level of ed High school graduate ses includes your total household \$25,001 to \$50,000 tus: Married/living wi e people living in your house (other)	I am not currently employed 45 to 54 S55 to 6 Jucation? College College graduat income last year? \$50,001 to \$100,000 th partner mer than yourself). Check all that Dependent parent age 65 or	I am retired 64 65 or over e Graduate degree(s) Over \$100,000 ved/separated/divorced apply.
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