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CITY COUNCIL AGENDA ITEM

Date: February 16, 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 and December 7, 2020 regular meetings. 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. The final cover letter, survey, and project timeline were provided in a report in the January 25, 2021 City Council meeting agenda packet.

Cobalt sent the first “wave” mailing to 2,000 randomly selected recent voters on January 28 and had received 403 responses ($403 / 2,000 = 20\%$ response rate) as of February 12. A second “wave” mailing will be sent during the week of February 16 to those who have not yet responded. Cobalt expects the final response rate to be around 30% (600). This will provide a margin of error of +/- 4% at 95% confidence. For reference, a national survey representing 330,000,000 people only needs about 390 responses to be +/- 5% at 95% confidence.

Responses are due by February 28 and Cobalt will close the survey during the week of March 1 so data analysis can begin during the week of March 8. City staff will provide another report in the March 8, 2021 City Council meeting agenda packet. The results will be presented to City Council in April.