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CITY COUNCIL AGENDA ITEM

Date: March 3, 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 included in a report in the December 14, 2020 City Council meeting agenda packet. The final cover letter, survey, and project timeline were included 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 as of February 12. Cobalt sent a second “wave” mailing during the week of February 16 to those who had not yet responded and received a total of 479 sample responses (23.95% response rate) as of March 3. This provides a margin of error of +/- 4.46% and is statistically credible. In addition, we received 259 online (non-sample) responses. These numbers may change during data entry and analysis but we are on track for results to be presented to City Council in April.