



**SPECIAL CITY COUNCIL WORK SESSION
RICHFIELD MUNICIPAL CENTER, BARTHOLOMEW ROOM
JANUARY 8, 2020
4:30 PM**

Call to order

1. Staff will provide an overview of the schedule and process for the 2020 community survey, including options for custom survey questions.

Adjournment

Auxiliary aids for individuals with disabilities are available upon request. Requests must be made at least 96 hours in advance to the City Clerk at 612-861-9738.



WORK SESSION

1/8/2020

REPORT PREPARED BY: Katie Rodriguez

DEPARTMENT DIRECTOR REVIEW:

OTHER DEPARTMENT REVIEW:

CITY MANAGER REVIEW: Katie Rodriguez, City Manager
1/2/2020

ITEM FOR WORK SESSION:

Staff will provide an overview of the schedule and process for the 2020 community survey, including options for custom survey questions.

EXECUTIVE SUMMARY:

One of our primary engagement goals, or action steps, for 2020 is to implement a community survey and we have contracted with the National Research Center (NRC) for this work. NRC and the International City Managers Association (ICMA) created the National Community Survey to provide statistically valid data that is benchmarked to hundreds of other communities.

Some of the features of the survey are:

- Hard copy surveys are mailed to 2,200 households (a total of three contacts).
- Respondents can complete the survey online in Spanish.
- Responses are weighted to reflect the characteristics of Richfield.
- Benchmarking against 500 citizen survey results, including custom benchmarking to similar communities.
- An opt-in web survey that is in addition to the scientific, random-sampled survey.
- Space is provided for 3-5 custom questions.
- NRC provides a full analysis and report, including a demographic subgroup comparison report (age, sex, race/ethnicity, housing tenure and housing unit type).

Surveys will be sent the first quarter of 2020 and NRC estimates 7 weeks to collect responses. After all the random-sampled surveys are sent (about 2 weeks), staff will add an opt-in web survey link to our website and social media posts so that any resident can complete a survey. The data will be kept separate for analysis which should take about 4 weeks. The full report should be available late April or early May.

DIRECTION NEEDED:

Staff will present several possible custom questions. Since the base survey is long, NRC strongly recommends limiting custom questions to 3-5 based on the number of component questions with each. Staff are seeking council feedback in order to finalize the custom questions.

BACKGROUND INFORMATION:

A. **HISTORICAL CONTEXT**

The last community survey was a phone survey completed by Springsted in 2007. Previous to that, Decison Resources, Ltd. conducted a phone survey in 1997.

B. **POLICIES (resolutions, ordinances, regulations, statutes, etc):**

N/A

C. **CRITICAL TIMING ISSUES:**

Survey collection and analysis requires several months to complete. In order to collect the data to inform the strategic planning and budgeting processes, staff must finalize the custom questions and approve the survey in early January. It is also important to send surveys early in the year to avoid confusion with the 2020 census which will begin their survey work in March.

D. **FINANCIAL IMPACT:**

The proposed plan and contract for the community survey are within the 2020 budgeted estimates for this work.

E. **LEGAL CONSIDERATION:**

N/A

ALTERNATIVE(S):

PRINCIPAL PARTIES EXPECTED AT MEETING:

ATTACHMENTS:

	Description	Type
□	2020 NCS Draft Timeline	Backup Material
□	2020 NCS Instrument	Backup Material
□	Community Survey Custom Questions	Backup Material

Timeline for The National Community Survey™

Item	Date
Preparing for the Survey	
⦿ The NCS survey process is initiated upon receipt of your first payment and signed Terms of Use	Dec 20
➔ Due to NRC: Zip code information and GIS boundary data	Dec 27
➔ Due to NRC: Selection of add-on options	Jan 8
➔ Due to NRC: Drafts of the optional custom questions to be included in the survey	Jan 10
⦿ NRC generates the sample of households in your community	Dec 27 - Jan 10
⦿ NRC finalizes the survey instrument and mailing materials and sends .pdf samples for your records	Jan 20
⦿ NRC prints materials and prepares mailings	Jan 20
Conducting the survey	
⦿ Survey materials are mailed	Jan 23 to Feb 6
⦿ Prenotification postcards sent	Jan 23
⦿ 1st wave of surveys sent	Jan 30
⦿ 2nd wave of surveys sent	Feb 6
➔ Opt-in web survey link posted on your website (source link provided to you by NRC)	Feb 27
⦿ Data collection: surveys received and processed for your community	Jan 30 to Mar 12
<p>During this time, you will receive postcards that were undeliverable due to bad addresses, or vacant housing units. This is normal. Please count all the postcards, as we will subtract the number of returned postcards from the total number mailed to estimate the number of "eligible" households in calculating the final response rate.</p>	
➔ Due to NRC: Final count of returned postcards	Mar 12
⦿ Survey analysis and report writing	Mar 12 to Apr 9
⦿ During this time, NRC will process the surveys, perform the data analysis, and produce a draft report for your community.	
← NRC emails draft report (in PDF format) to you along with invoice for balance due on The NCS Basic	Apr 9
➔ Due to NRC: community feedback on the draft report (most final reports are identical to the draft)	Apr 16
← NRC emails final report to you	Apr 23

Legend

← Indicates when items from NRC are due to you ➔ Indicates when items from you are due to NRC ⦿ Indicates information items

The City of Richfield 2020 Community Survey

Please complete this survey if you are the adult (age 18 or older) in the household who most recently had a birthday (the year of birth does not matter). Your responses are anonymous and will be reported in group form only.

1. Please rate each of the following aspects of quality of life in Richfield.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Richfield as a place to live	1	2	3	4	5
Your neighborhood as a place to live	1	2	3	4	5
Richfield as a place to raise children	1	2	3	4	5
Richfield as a place to work.....	1	2	3	4	5
Richfield as a place to visit.....	1	2	3	4	5
Richfield as a place to retire	1	2	3	4	5
The overall quality of life in Richfield	1	2	3	4	5
Sense of community.....	1	2	3	4	5

2. Please rate each of the following characteristics as they relate to Richfield as a whole.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Overall economic health of Richfield.....	1	2	3	4	5
Overall quality of the transportation system (auto, bicycle, foot, bus) in Richfield.....	1	2	3	4	5
Overall design or layout of Richfield's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	1	2	3	4	5
Overall quality of the utility infrastructure in Richfield (water, sewer, storm water)	1	2	3	4	5
Overall feeling of safety in Richfield	1	2	3	4	5
Overall quality of natural environment in Richfield.....	1	2	3	4	5
Overall quality of the parks and recreation opportunities	1	2	3	4	5
Overall health and wellness opportunities in Richfield	1	2	3	4	5
Overall opportunities for education, culture and the arts.....	1	2	3	4	5
Residents' connection and engagement with their community	1	2	3	4	5

3. Please indicate how likely or unlikely you are to do each of the following.

	<u>Very likely</u>	<u>Somewhat likely</u>	<u>Somewhat unlikely</u>	<u>Very unlikely</u>	<u>Don't know</u>
Recommend living in Richfield to someone who asks.....	1	2	3	4	5
Remain in Richfield for the next five years.....	1	2	3	4	5

4. Please rate how safe or unsafe you feel:

	<u>Very safe</u>	<u>Somewhat safe</u>	<u>Neither safe nor unsafe</u>	<u>Somewhat unsafe</u>	<u>Very unsafe</u>	<u>Don't know</u>
In your neighborhood during the day.....	1	2	3	4	5	6
In Richfield's commercial areas during the day.....	1	2	3	4	5	6
From property crime.....	1	2	3	4	5	6
From violent crime.....	1	2	3	4	5	6
From fire, flood or other natural disaster	1	2	3	4	5	6
Utilizing the City's roundabouts.....	1	2	3	4	5	6

5. Please rate the job you feel the Richfield community does at each of the following.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Making all residents feel welcome	1	2	3	4	5
Attracting people from diverse backgrounds.....	1	2	3	4	5
Valuing/respecting residents from diverse backgrounds.....	1	2	3	4	5
Taking care of vulnerable residents (elderly, disabled, homeless, etc.).....	1	2	3	4	5

6. Please rate each of the following characteristics as they relate to Richfield as a whole.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Overall quality of business and service establishments in Richfield.....	1	2	3	4	5
Variety of business and service establishments in Richfield	1	2	3	4	5
Vibrancy of commercial areas	1	2	3	4	5
Employment opportunities	1	2	3	4	5
Shopping opportunities	1	2	3	4	5
Cost of living in Richfield.....	1	2	3	4	5
Overall image or reputation of Richfield	1	2	3	4	5

7. Please rate each of the following characteristics as they relate to Richfield as a whole.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Traffic flow on major streets.....	1	2	3	4	5
Ease of public parking.....	1	2	3	4	5
Ease of travel by car in Richfield	1	2	3	4	5
Ease of travel by public transportation in Richfield	1	2	3	4	5
Ease of travel by bicycle in Richfield	1	2	3	4	5
Ease of walking in Richfield.....	1	2	3	4	5
Well-planned residential growth.....	1	2	3	4	5
Well-planned commercial growth.....	1	2	3	4	5
Preservation of the historical or cultural character of the community.....	1	2	3	4	5
Public places where people want to spend time	1	2	3	4	5
Variety of housing options.....	1	2	3	4	5
Availability of affordable quality housing.....	1	2	3	4	5
Overall quality of new development in Richfield.....	1	2	3	4	5
Overall appearance of Richfield.....	1	2	3	4	5
Cleanliness of Richfield	1	2	3	4	5
Water resources (lakes, ponds, etc.)	1	2	3	4	5
Air quality.....	1	2	3	4	5
Availability of paths and walking trails.....	1	2	3	4	5
Fitness opportunities (including exercise classes and paths or trails, etc.) ...	1	2	3	4	5
Recreational opportunities.....	1	2	3	4	5
Availability of affordable quality food	1	2	3	4	5
Availability of affordable quality health care.....	1	2	3	4	5
Availability of preventive health services.....	1	2	3	4	5
Availability of affordable quality mental health care	1	2	3	4	5
Opportunities to attend cultural/arts/music activities	1	2	3	4	5
Community support for the Arts	1	2	3	4	5
Availability of affordable quality childcare/preschool.....	1	2	3	4	5
K-12 education.....	1	2	3	4	5
Adult educational opportunities	1	2	3	4	5
Sense of civic/community pride.....	1	2	3	4	5
Opportunities to participate in social events and activities.....	1	2	3	4	5
Opportunities to attend special events and festivals	1	2	3	4	5
Opportunities to volunteer	1	2	3	4	5
Opportunities to participate in community matters	1	2	3	4	5
Openness and acceptance of the community toward people of diverse backgrounds.....	1	2	3	4	5

8. Please indicate whether or not you have done each of the following in the last 12 months.

	<u>No</u>	<u>Yes</u>
Contacted the City of Richfield (in-person, phone, email or web) for help or information.....	1	2
Contacted Richfield elected officials (in-person, phone, email or web) to express your opinion.....	1	2
Attended a local public meeting (of local elected officials like City Council or County Commissioners, advisory boards or commissions, town halls, neighborhood watch, etc.)	1	2
Watched (online or on television) a local public meeting.....	1	2
Volunteered your time to some group/activity in Richfield	1	2
Campaigned or advocated for a local issue, cause or candidate.....	1	2
Voted in your most recent local election	1	2
Used bus, rail, or other public transportation instead of driving.....	1	2
Carpooled with other adults or children instead of driving alone	1	2
Walked or biked instead of driving.....	1	2

The City of Richfield 2020 Community Survey

9. Please rate the quality of each of the following services in Richfield, keeping in mind that they may not be provided by the City of Richfield.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Public information services.....	1	2	3	4	5
Economic development.....	1	2	3	4	5
Traffic enforcement.....	1	2	3	4	5
Traffic signal timing.....	1	2	3	4	5
Street repair.....	1	2	3	4	5
Street cleaning.....	1	2	3	4	5
Street lighting.....	1	2	3	4	5
Snow removal.....	1	2	3	4	5
Sidewalk maintenance.....	1	2	3	4	5
Bus or transit services.....	1	2	3	4	5
Land use, planning and zoning.....	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc.).....	1	2	3	4	5
Affordable high-speed internet access.....	1	2	3	4	5
Garbage collection.....	1	2	3	4	5
Drinking water.....	1	2	3	4	5
Sewer services.....	1	2	3	4	5
Storm water management (storm drainage, etc.).....	1	2	3	4	5
Utility billing.....	1	2	3	4	5
Police services.....	1	2	3	4	5
Crime prevention.....	1	2	3	4	5
Animal control.....	1	2	3	4	5
Ambulance or emergency medical services.....	1	2	3	4	5
Fire services.....	1	2	3	4	5
Fire prevention and education.....	1	2	3	4	5
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations).....	1	2	3	4	5
Preservation of natural areas (open space, etc.).....	1	2	3	4	5
Richfield open space.....	1	2	3	4	5
Recycling.....	1	2	3	4	5
Yard waste pick-up.....	1	2	3	4	5
City parks.....	1	2	3	4	5
Recreation programs or classes.....	1	2	3	4	5
Recreation centers or facilities.....	1	2	3	4	5
Health services.....	1	2	3	4	5
Public library services.....	1	2	3	4	5
Overall customer service by Richfield employees (police, receptionists, planners, etc.).....	1	2	3	4	5

10. Please rate the following categories of Richfield government performance.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
The value of services for the taxes paid to Richfield.....	1	2	3	4	5
The overall direction that Richfield is taking.....	1	2	3	4	5
The job Richfield government does at welcoming resident involvement... ..	1	2	3	4	5
Overall confidence in Richfield government.....	1	2	3	4	5
Generally acting in the best interest of the community.....	1	2	3	4	5
Being honest.....	1	2	3	4	5
Being open and transparent to the public.....	1	2	3	4	5
Informing residents about issues facing the community.....	1	2	3	4	5
Treating all residents fairly.....	1	2	3	4	5
Treating residents with respect.....	1	2	3	4	5

11. Overall, how would you rate the quality of the services provided by each of the following?

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
The City of Richfield.....	1	2	3	4	5
The Federal Government.....	1	2	3	4	5

12. Please rate how important, if at all, you think it is for the Richfield community to focus on each of the following in the coming two years.

	<u>Essential</u>	<u>Very important</u>	<u>Somewhat important</u>	<u>Not at all important</u>
Overall economic health of Richfield.....	1	2	3	4
Overall quality of the transportation system (auto, bicycle, foot, bus) in Richfield.....	1	2	3	4
Overall design or layout of Richfield's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.).....	1	2	3	4
Overall quality of the utility infrastructure in Richfield (water, sewer, storm water).....	1	2	3	4
Overall feeling of safety in Richfield.....	1	2	3	4
Overall quality of natural environment in Richfield.....	1	2	3	4
Overall quality of the parks and recreation opportunities.....	1	2	3	4
Overall health and wellness opportunities in Richfield.....	1	2	3	4
Overall opportunities for education, culture and the arts.....	1	2	3	4
Residents' connection and engagement with their community.....	1	2	3	4

13. Please indicate your level of preference, if any, for each of the following current and potential future sources for receiving information and updates about Richfield Government activities, events, and services

	<u>Strongly prefer</u>	<u>Somewhat prefer</u>	<u>Do not prefer</u>
City website (www.richfieldmn.gov).....	1	2	3
Local media outlets (newspapers, radio, local television stations).....	1	2	3
The local government cable Channel 16.....	1	2	3
City of Richfield Annual Report.....	1	2	3
City Council meetings and other public meetings.....	1	2	3
Talking with City officials.....	1	2	3
City communications via social media (i.e. Facebook, Twitter or YouTube).....	1	2	3
Word-of-mouth.....	1	2	3
That's Rich(field) Podcasts.....	1	2	3
Electronic newsletters.....	1	2	3
Text alerts.....	1	2	3

14. Please indicate to what extent you would support or oppose a property tax increase for each of the following new facilities or services.

	<u>Strongly support</u>	<u>Somewhat support</u>	<u>Somewhat oppose</u>	<u>Strongly oppose</u>	<u>Don't know</u>
New Wood Lake Nature Center building.....	1	2	3	4	5
Outdoor splash pad.....	1	2	3	4	5
Athletic field improvements (more soccer fields, better lighting).....	1	2	3	4	5
New community center building.....	1	2	3	4	5
Improved park building facilities.....	1	2	3	4	5

15. Please rate how much you are satisfied or dissatisfied that the project goals to reallocate space to improve safety and comfort for all modes of transportation were met in each of the following areas in Richfield.

	<u>Very satisfied</u>	<u>Somewhat satisfied</u>	<u>Somewhat unsatisfied</u>	<u>Very unsatisfied</u>	<u>Don't know</u>
Portland Ave from 66 th St to 76 th St.....	1	2	3	4	5
66 th St from Xerxes Ave to 16 th Ave.....	1	2	3	4	5
Lyndale Ave from 66 th St to 76 th St.....	1	2	3	4	5

16. Please indicate whether or not you...

	<u>No</u>	<u>Yes</u>
Are aware of the City's snow emergency rules/procedures.....	1	2
Know where to find out if a snow emergency has been declared.....	1	2

The City of Richfield 2020 Community Survey

Our last questions are about you and your household.
Again, all of your responses to this survey are completely anonymous and will be reported in group form only.

D1. Thinking about a typical week, how many times do you:

	Several times a day	Once a day	A few times a week	Every few weeks	Less often or never	Don't know
Access the internet from your home using a computer, laptop or tablet computer	1	2	3	4	5	6
Access the internet from your cell phone.....	1	2	3	4	5	6
Visit social media sites such as Facebook, Twitter, WhatsApp, etc.	1	2	3	4	5	6
Use or check email.....	1	2	3	4	5	6
Share your opinions online.....	1	2	3	4	5	6
Shop online.....	1	2	3	4	5	6

D2. Would you say that in general your health is:

- Excellent
 Very good
 Good
 Fair
 Poor

D3. What impact, if any, do you think the economy will have on your family income in the next 6 months?

Do you think the impact will be:

- Very positive
 Somewhat positive
 Neutral
 Somewhat negative
 Very negative

D4. How many years have you lived in Richfield?

- Less than 2 years
 2-5 years
 6-10 years
 11-20 years
 More than 20 years

D5. Which best describes the building you live in?

- One family house detached from any other houses
 Building with two or more homes (duplex, townhome, apartment or condominium)
 Mobile home
 Other

D6. Do you rent or own your home?

- Rent
 Own

D7. About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?

- Less than \$500 \$2,000 to \$2,499
 \$500 to \$999 \$2,500 to \$2,999
 \$1,000 to \$1,499 \$3,000 to \$3,499
 \$1,500 to \$1,999 \$3,500 or more

D8. Do any children 17 or under live in your household?

- No Yes

D9. Are you or any other members of your household aged 65 or older?

- No Yes

D10. How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)

- Less than \$25,000 \$75,000 to \$99,999
 \$25,000 to \$49,999 \$100,000 to \$149,999
 \$50,000 to \$74,999 \$150,000 or more

D11. Are you Spanish, Hispanic or Latino?

- No, not Spanish, Hispanic or Latino
 Yes, I consider myself to be Spanish, Hispanic or Latino

D12. What is your race? (Mark one or more races to indicate what race you consider yourself to be.)

- American Indian or Alaskan Native
 Asian, Asian Indian or Pacific Islander
 Black or African American
 White
 Other

D13. In which category is your age?

- 18-24 years 55-64 years
 25-34 years 65-74 years
 35-44 years 75 years or older
 45-54 years

D14. What is your gender?

- Female
 Male
 Identify in another way

Thank you! Please return the completed survey in the postage-paid envelope to:
National Research Center, Inc., PO Box 549, Belle Mead, NJ 08502

The NCS Richfield Custom Questions

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Word-of-mouth.....	1	2	3
That's Rich(field) Podcasts	1	2	3
Electronic newsletters.....	1	2	3
Text alerts	1	2	3

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Know where to find out if a snow emergency has been declared.....	1	2