



STAFF REPORT

Meeting Date: October 15, 2013

To: Honorable Mayor & City Council

From: Michelle Tse, Senior Management Analyst

Subject: 2013 Resident and Business Satisfaction Surveys

Attachments:

1. 2009 Resident Survey Results
2. Sample Resident Survey Invitation Letter
3. Sample Business Survey Invitation Letter
4. Sample Resident Survey
5. Sample Business Survey

INTRODUCTION

In 2009, the City contracted with survey research firm True North Research to conduct a resident satisfaction survey. This year, the city has contracted with True North Research to conduct both a resident and business survey to receive more current data regarding perceptions, priorities, and concerns of residents and businesses in the community. This information may be of value to the City Council as it contemplates a variety of upcoming issues in 2014 and beyond.

DISCUSSION

True North Research is an independent full-service research firm which specializes in survey research for municipalities and has conducted surveys for several cities including Long Beach, Los Angeles, San Diego and Santa Monica.

The surveys will include questions relating to quality of life, an evaluation of various city programs and services, as well as solicit feedback on relevant local issues such as the proposed "South/Little Santa Monica / Burton Way" street name change as well as solicit resident opinion about a proposed bike lane along Santa Monica Boulevard, among others. The business survey will focus on issues relevant to the commercial sector, such as city permitting processes, parking and sidewalk maintenance.

The consultant will utilize survey methodology to ensure a representative sample of businesses and residents be invited to participate in the survey; not all businesses and residents will be contacted. Survey invitation letters were mailed with an anticipated October 15 delivery date. As part of the city's outreach efforts, notifications including a press release about the survey project were sent out. The survey period is scheduled to take place during mid- to late October 2013 with preliminary results to be made available the following month in November. The survey results will be presented during the December 5th Study Session for Council consideration in anticipation for the December 17th Council Priorities Session.

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FISCAL IMPACT

Funding for the cost of the two surveys were included in the FY2013-2014 Policy and Management budget.

RECOMMENDATION

That the City Council be aware of the upcoming resident and business surveys.

Cheryl Friedling
Approved By

