

REQUEST FOR COUNCIL ACTION

Date: August 13, 2012
Item No.: 13.b

Department Approval

City Manager Approval



Item Description: Consider Conducting a Resident Survey

BACKGROUND

This spring the Council adopted a Community Aspiration to be “Engaged in Our Community's Success As Citizens, Neighbors, Volunteers, Leaders, and Businesspeople” and specifically to “Routinely seek community input to evaluate and continuously improve city services.”

The City conducted a resident satisfaction survey in January 2011. The budget for 2012 includes money for another resident survey. Council members indicated that they would prefer to receive survey information in the fall of 2012. Thus staff expedited the timetable so that a survey could be administered after Labor Day and the data could be presented at the December 3 City Council meeting.

The City issued an RFP to administer a resident survey on July 13 (see Attachment A). More than a dozen companies were sent the RFP, but only three chose to respond: Accora Research, Cobalt Community Research and CJ Olson Market Research. A staff committee of Finance Director Chris Miller, Communications Specialist Carolyn Curti and Communications Specialist Tim Pratt interviewed all three companies the afternoon of August 13. A ranked list will be presented to council at the meeting of August 13. When the RFP was issued staff had intended to present to the Council at the August 20 meeting. The timetable was reshuffled so that the August 20 meeting would be solely dedicated to Strategic Plans.

Proposal Highlights

Accora Research
Phone survey
Minimum=500 completed surveys
Cost=\$28,181

Cobalt Community Research
Mail survey
Sample size=1,500 (there were 572 respondents in 2011)
Cost=\$10,900

CJ Olson Market Research
Phone survey
Minimum=400 completed surveys
Cost=\$19,171

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Staff would begin this project by working with survey firm to develop the questions to be asked. As was done with the previous survey, the questions would be submitted for Council approval prior to conducting the new survey.

POLICY OBJECTIVE

Meet the Council adopted a Community Aspiration to be “Engaged in Our Community's Success As Citizens, Neighbors, Volunteers, Leaders, and Businesspeople” and by routinely seeking community input to evaluate and continuously improve city services.

BUDGET IMPLICATIONS

The 2012 budget includes \$10,000 for a citizen survey in the Communications division budget – a non-property tax supported division and another \$15,000 in 2013. It was originally anticipated that the survey would be prepared in 2012 and executed in 2013. However, the expedited timetable would require council to modify the budget so that the entire expenditure would occur in 2012. Two of the three proposals are within the budget.

STAFF RECOMMENDATION

Authorize staff to contract with one of the three survey firms to conduct a resident survey.

REQUESTED COUNCIL ACTION

Authorize staff to contract with one of the three survey firms to conduct a resident survey.

Prepared by: Tim Pratt, Communications Specialist
Attachments: A: Survey RFP
B: 2011 Survey questions



City of Roseville, Minnesota

REQUEST FOR PROPOSALS

For a

Resident Survey

July 13, 2012

The City of Roseville

2660 Civic Center Drive

Roseville, MN 55113

Proposal Must be Received

No Later Than: 4:00 p.m. CDT, August 2, 2012

City of Roseville

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I. REQUEST FOR PROPOSAL NOTICE

Notice is hereby given that the City of Roseville will accept Proposals for a Resident Survey until 4:00 p.m. CDT, August 2, 2012

All Proposals shall be clearly identified as *Resident Survey Proposal for the City of Roseville*

Copies of your Proposal should be forwarded to the City at the following address:

City of Roseville

Attn: Tim Pratt, Communications Specialist

2660 Civic Center Drive

Roseville, MN 55113

Please note that no formal opening of the proposals will take place.

Proposals will be evaluated and the successful vendor(s) will be determined and approved by the City Council at its meeting on August 20, 2012.

The City reserves the right to reject any or all Proposals, waive formalities and to select the vendor, benefits and services that best meet the needs of the City and its employees. The City reserves the right to select and terminate any servicing agent, agency, company or administrator.

Inquiries, clarification, or requests for Proposal forms should be directed by telephone or e-mail to the following contact:

Tim Pratt, Communications Specialist

Direct: 651-792-7027

E-mail: tim.pratt@ci.roseville.mn.us

II. BACKGROUND AND GENERAL INFORMATION

The City of Roseville is seeking proposals for a Resident Survey.

While having varied uses, the primary purpose of a community survey is to:

- 1) Measure the needs, wants, and desires of the community
- 2) Gauge the level of satisfaction in the services currently being provided
- 3) Ensure that we provide high-quality, cost-effective services
- 4) Validate that our resource allocation is appropriate
- 5) Identify future funding priorities
- 6) Examine trends in satisfaction and funding priorities (through comparison with previously collected data)
- 7) Demonstrate we care and value public opinion and input

The past two resident surveys were conducted in 2011 and 1998. Results are included as Attachment A to this RFP.

III. SCOPE OF SERVICE

The selected contractor will provide the following services:

- Assist in the development of the final survey
- Suggest additional analyses that could be run to help achieve the goals itemized in the Background and General Information section above
- Acquire all necessary contact information for the target audience
- Develop, in consultation with the City, a methodology(ies) for data collection
- Implement the methodology(ies), collect and document all data
- Provide a draft report, including but not necessarily limited to: an executive summary, a summary of results for all survey questions, key findings, appropriate graphics, and trend data
- Meet either in person or virtually with City staff to review the draft report, discuss the findings, and identify any necessary revisions to the report
- Provide a final report that incorporates revisions from the meeting, a Power Point presentation summarizing the data and key findings, and an Excel file of the raw data
- Provide all documents in electronic format, compatible with Microsoft Office 2007
- Communicate with City staff as necessary

The City will provide the following:

1. A draft set of survey questions
2. Findings from previous surveys to be used for trend analysis
3. Staff time to answer questions throughout the course of this project

IV. PROPOSAL EVALUATION CRITERIA

The City will evaluate proposals based on the needs of the City and its residents. Your Proposal shall include sections (using the headers in bold below) that document the following:

1. **Contractor Qualifications**, describing your ability to take on this project
2. A **Description of Previous Work** on at least 1 similar project
3. A **Budget** that specifies all direct and indirect expenses and the total project cost
4. A minimum of 3 **References** including contact names, phone numbers and emails
5. **Proposed Activities** to address the Scope of Services, including:
 - a) The methodology or combination of methodologies to be used for data collection
 - b) Sufficient justification for the proposed methodology(ies), including the benefits and drawbacks of each
 - c) Appropriate explanation of any industry terms (jargon), so that they are reasonably clear to an audience (including the Roseville City Council) that may not be familiar with the specifics of sampling/polling/market research
6. A **Timeline** with a start date of August 21, 2012 and a completion date of November 30, 2012
7. **Languages** - an indication of whether you are able to administer the survey in a language other than English. And if so, (a) which language(s), and (b) what, if any, impact this would have on total cost

One electronic copy and four printed copies of the proposal shall be delivered to the City by the August 2 deadline. The electronic copy may either be emailed or provided on a CD-ROM formatted to be read by a PC using Word 2007.

After reviewing the proposals, the City may designate a group of finalists. Those finalists may be invited for interviews August 13 or 14 regarding their proposals.

The City will choose the proposals that best fits its needs. The City is not obligated to award the contract based on cost alone.

V. CONDITIONS AND STIPULATIONS

You are invited to submit your Proposal for conducting a Resident Survey based on the information contained in this Request for Proposals. Unless a specific note is made to the contrary, we will assume that your Proposal conforms to the City's Specifications.

You are invited to ask questions during the proposal process and to seek additional information, if needed. We want this to be an interactive process and will make every effort to provide sufficient data for your response.

- ~ The City will look to contract with a vendor to provide the most comprehensive service to the City

- ~ The City reserves the right to accept or reject any or all proposals and to waive formalities. The City's objective is to select a vendor who will provide the best possible service at the best possible cost while meeting the Request for Proposal specifications. The City is not obligated to award the contract based on cost alone.

- ~ Any proposed deviations to any part of these Specifications must be submitted in writing, and clearly identified in the appropriate section of the Proposal. Any deviation deemed to be significant by the City will disqualify the Proposal.

Failure to identify any such deviation(s) shall not in the future accrue to the disadvantage of the City.

- ~ The vendor awarded the business shall submit properly executed contracts to the City within thirty days of the Council's approval of the proposal.

Hello, I'm [REDACTED] of [REDACTED], a polling firm located in [REDACTED]. We've been retained by the City of Roseville to speak with a random sample of residents about issues facing the city. The survey is being taken because your city representatives and staff are interested in your opinions and suggestions. I want to assure you that all individual responses will be held strictly confidential; only summaries of the entire sample will be reported. (DO NOT PAUSE)

- IF "GOOD," "ONLY FAIR," OR "POOR," ASK: (N=161)

- NO ANSWER, 9%; LOWER TAXES, 4%; REDUCE CRIME, 2%;
IMPROVE CITY GOVERNMENT, 3%; SLOW DEVELOPMENT, 8%;
LESS TRAFFIC, 3%; MORE PARKS, 4%; IMPROVE BUS
SERVICE, 5%; SCATTERED RESPONSES, 2%.

Many people talk about "quality" these days. They might say something is "high quality" or "low quality." I'd like you to think about the City of Roseville for a moment.

- NO ANSWER, 3%; EDUCATION, 18%; CITY SERVICES, 16%; PARKS,
RECREATION, 26%; SHOPPPING, 12%; LOCATION, 10%; NICE
NEIGHBORHOODS, 11%; PEOPLE, 3%;

- NO ANSWER, 16%; NOTHING, 32%; CRIME RATE, 8%; CITY GOVERNMENT, 7%; OVER DEVELOPED, 12%; RUN DOWN AREAS, 4%; TRAFFIC, 13%; SCHOOLS, 3%; PEOPLE, 4%.

6. Are there any communities in the Metropolitan Area which you feel are generally "higher quality" than Roseville? (IF "YES," ASK:) Which ONE, specifically, comes to mind?

NO ANSWER, 19%; NO, 44%; SHORVIEW, 7%; EDINA, 7%; MAHTOMEDI, 7%; NORTH OAKS, 5%; MINNETONKA, 4%; FOREST LAKE, 3%; WOODBURY, 2%; SCATTERED, 3%.

IF "YES," ASK: (N=148)

7. Why do you feel that _____ is a higher quality community than Roseville?

NO ANSWER, 1%; BETTER HOUSES/LOTS, 10%; SCHOOLS, 3%; MORE RURAL, 12%; LESS CRIME, 2%; CITY SERVICES, 7%; LAKES, 3%.

Moving on....

8. What do you feel is the most serious issue facing the City of Roseville?
- | | |
|-------------------------|-----|
| DON'T KNOW/REFUSED..... | 25% |
| GROWTH..... | 25% |
| TAXES..... | 15% |
| SCHOOLS..... | 6% |
| TRAFFIC..... | 4% |
| CRIME..... | 15% |
| RUN-DOWN AREAS..... | 9% |
| CITY GOVERNMENT..... | 2% |

Here's a little different question for you....

9. Why do you continue to live in Roseville; in other words, what keeps you here?

NO ANSWER, 1%; LOCATION, 45%; NICE CITY, 11%; FAMILY HERE, 14%; LIKE NEIGHBORHOOD, 8%; QUALITY OF LIFE, 6%; SCHOOLS, 4%; HOME HERE, 12%.

Now, I'm going to ask you a few questions about your neighborhood.

10. Thinking about the neighborhood where you live, how satisfied are you with that area as a place to live -- very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied?
- | | |
|-------------------------|-----|
| VERY SATISFIED..... | 72% |
| SOMEWHAT SATISFIED.... | 22% |
| SOMEWHAT DISSATISFIED.. | 5% |
| VERY DISSATISFIED..... | 0% |
| DON'T KNOW/REFUSED..... | 0% |

11. If you were to describe the ONE thing that best makes up the quality of your neighborhood to you, which of the following statements would you choose? (READ AND ROTATE -- ACCEPT ONE ANSWER ONLY)
- STATEMENT A.....22%
STATEMENT B.....44%
STATEMENT C.....28%
NONE OF THE ABOVE.....6%
DON'T KNOW/REFUSED.....1%
- A. The friendships I have with the people who live there.
B. The quality of things such as schools, churches, parks, and other services.
C. The feeling that I'm living among people like myself whether I know them or not.
12. Which of these two statements come closer to your feelings?
- STATEMENT A.....60%
STATEMENT B.....25%
NONE OF ABOVE (VOL.)..13%
DON'T KNOW/REFUSED.....2%
- A. I have real roots in my own neighborhood.
B. It's just a place to live. I'd be just as happy elsewhere.
13. In terms of general lifestyle, do you think that most of your neighbors are pretty much like you, or are they quite different from you?
- LIKE.....70%
DIFFERENT.....24%
DON'T KNOW/REFUSED.....6%
14. In terms of the types of people who live in your neighborhood, would you say your neighborhood has changed for the better in recent years, changed for the worse, or has it not changed very much?
- CHANGED FOR BETTER....19%
CHANGED FOR WORSE.....7%
NOT CHANGED.....65%
DON'T KNOW/REFUSED.....9%

I will name some things that affect neighborhoods. Please tell me how well you think Roseville City Government does in dealing with them. Would you say the City has done an excellent job, good job, only fair job, or poor job for each one: (ROTATE)

	EXC	GOO	FAI	POO	DKR
15. Street maintenance	23%	59%	14%	3%	1%
16. City inspection of homes and yards	4%	38%	8%	4%	47%
17. Cleaning up trash in the neighborhood	19%	54%	11%	2%	14%
18. Responsiveness of City government	8%	45%	20%	5%	22%
19. Recreational programs	30%	42%	12%	2%	14%
20. Snow plowing of streets	37%	52%	7%	3%	1%
21. Snow plowing of sidewalks and trails	14%	40%	12%	3%	32%
22. Having reasonable property taxes	5%	37%	32%	12%	14%
23. Responsiveness of the police force	28%	46%	7%	2%	18%
24. Street traffic	9%	46%	28%	11%	6%

	EXC	GOO	FAI	POO	DKR
25. Problems with businesses in the neighborhood	13%	41%	10%	3%	34%
26. Vandalism	13%	51%	16%	1%	20%
27. Park maintenance	27%	56%	11%	0%	6%
28. Trail and sidewalk maintenance and repair	12%	51%	12%	1%	24%
29. Curb and gutter repair	11%	63%	6%	1%	20%
30. Street light replacement	14%	62%	4%	2%	18%
31. Tree maintenance along the boulevards	13%	62%	8%	1%	17%
32. Do you think in the past few years your neighborhood has become more desirable as a place to live, less desirable, or has there not been much change?	MORE DESIRABLE.....35%	LESS DESIRABLE.....11%	NOT CHANGE.....50%	DON'T KNOW/REFUSED.....4%	

IF A RESPONSE IS GIVEN, ASK: (N=385)

33. Why do you feel that way?	DON'T KNOW/REFUSED.....3%
	NO PROBLEMS.....7%
	NO CHANGE SEEN.....32%
	WORKING TO IMPROVE.....14%
	HIGHER CRIME.....2%
	LOW INCOME HOUSING.....6%
	GROWTH.....8%
	NICE AREA.....25%

How would you rate the area of Roseville where you now live on the following things -- would you say excellent, good, only fair, or poor for each one: (ROTATE)

	EXC	GOO	FAI	POO	DKR
34. General appearance and livability	44%	54%	2%	0%	0%
35. Safety from property crimes, like burglary	24%	58%	14%	2%	2%
36. Safety from violent personal crime, like assault	33%	54%	9%	0%	4%
37. Resale value of homes	38%	49%	3%	1%	9%
38. Street maintenance	20%	67%	11%	1%	1%
39. Bus service	7%	31%	18%	14%	31%
40. Freedom from excessive noise	19%	51%	22%	7%	2%
41. Convenience of shopping areas	58%	38%	2%	0%	2%
42. A place to raise children	40%	54%	4%	1%	2%
43. Convenience to your place of worship	31%	54%	4%	2%	10%
44. Available day care for children	7%	30%	8%	1%	54%
45. Convenience to work	32%	46%	7%	2%	15%
46. A place to retire	30%	49%	12%	3%	7%

	EXC	GOO	FAI	POO	DKR
47. A place to purchase a starter home, that is, a home for first-time buyers	20%	36%	18%	11%	15%
48. A place to purchase "move-up" second housing	20%	53%	15%	2%	11%
49. A place to purchase luxury housing	12%	37%	27%	9%	16%
50. Available health care facilities	13%	51%	22%	3%	10%
51. Available full-time jobs	10%	38%	18%	4%	31%

Moving on....

52. All in all, do you think things in Roseville are generally headed in the right direction, or do you feel things are off on the wrong track?

RIGHT DIRECTION.....	87%
WRONG TRACK.....	6%
DON'T KNOW/REFUSED.....	7%

IF "WRONG TRACK," ASK: (N=25)

53. Could you tell me why you feel that way?

DON'T KNOW/REFUSED.....	0%
TOO MUCH GROWTH.....	3%
CRIME.....	1%
SCHOOLS.....	0%
TRAFFIC.....	0%
HIGH TAXES.....	1%
LOW INCOME HOUSING.....	1%

54. Would you recommend living in the City of Roseville to others?

YES.....	95%
NO.....	3%
DON'T KNOW/REFUSED.....	2%

55. Would you favor or oppose the city offering funding and expertise to residential property owners and neighborhoods in deteriorating areas for both housing and neighborhood rehabilitation? (WAIT FOR RESPONSE) Do you feel strongly that way?

STRONGLY FAVOR.....	25%
FAVOR.....	48%
OPPOSE.....	10%
STRONGLY OPPOSE.....	6%
DON'T KNOW/REFUSED.....	11%

56. Would you favor or oppose the city aggressively aiding in the purchase and redevelopment of deteriorating and blighted neighborhoods as multi-family housing opportunities, retail shopping, and/or commercial office buildings? (WAIT FOR RESPONSE) Do you feel strongly that way?

STRONGLY FAVOR.....	14%
FAVOR.....	30%
OPPOSE.....	26%
STRONGLY OPPOSE.....	14%
DON'T KNOW/REFUSED.....	16%

57.	Would you favor or oppose the City of Roseville acquiring blighted housing for either renovation or removal? (WAIT FOR RESPONSE) Do you feel strongly that way?	STRONGLY FAVOR.....26%
		FAVOR.....43%
		OPPOSE.....10%
		STRONGLY OPPOSE.....5%
		DON'T KNOW/REFUSED....16%

Moving on....

58. Should the TOP priority for development in this city be on increasing the tax base, providing head-of-household jobs, providing housing opportunities for young families and retirees, providing recreational and leisure time offerings, or attracting more retail shopping opportunities?

59. What should be the second priority? (RE-READ ABOVE LIST, IF NECESSARY.)

	TOP	SEC
INCREASE TAX BASE.....	19%	10%
HEAD OF HOUSEHOLD JOBS.....	20%	17%
HOUSING FOR YOUNG FAMILIES		
AND RETIREES.....	26%	20%
REC AND LEISURE TIME OFFERINGS.....	17%	20%
RETAIL SHOPPING.....	1%	4%
NONE (VOL.).....	9%	15%
MULTIPLE (VOL.).....	2%	2%
DON'T KNOW/REFUSED.....	7%	12%

Changing topics....

60.	Other than voting, do you feel that if you wanted to, you could have a say about the way things are run in this community?	YES.....65%
		NO.....23%
		DON'T KNOW/REFUSED....12%

IF "NO," ASK: (N=92)

61.	Why do you feel you cannot have a say?	DON'T KNOW/REFUSED.....0%
		DON'T LISTEN.....11%
		RENTER.....6%
		ISSUE IGNORED.....6%

As you may know, property taxes are divided between the City of Roseville, Ramsey County, and your local public school district.

62.	From what you have seen or heard, what percentage of your property tax goes to the City of Roseville -- under ten percent, ten to twenty percent, twenty to thirty percent, thirty to forty percent, forty to fifty percent, or over fifty percent?	UNDER TEN PERCENT.....3%
		10 TO 20 PERCENT.....28%
		21 TO 30 PERCENT.....17%
		31 TO 40 PERCENT.....7%
		41 TO 50 PERCENT.....3%
		OVER FIFTY PERCENT.....1%
		DON'T KNOW/REFUSED....41%

Just for your information, 15 percent is the City's share of your property tax.

63. Would you favor or oppose an increase in city property taxes if it were needed to maintain city services at their current level? FAVOR.....58%
OPPOSE.....27%
DON'T KNOW/REFUSED....14%

64. In comparison with nearby areas, do you feel that the city property taxes in Roseville are very high, somewhat high, about average, somewhat low, or very low? VERY HIGH.....5%
SOMEWHAT HIGH.....31%
ABOUT AVERAGE.....47%
SOMEWHAT LOW.....2%
VERY LOW.....0%
DON'T KNOW/REFUSED....16%

65. When you consider the city property taxes you pay and the quality of the city services you receive, would you rate the general value of city services as excellent, good, only fair, or poor? EXCELLENT.....19%
GOOD.....68%
ONLY FAIR.....6%
POOR.....1%
DON'T KNOW/REFUSED....6%

IF "ONLY FAIR" OR "POOR," ASK: (N=28)

66. Why do you feel that way? DON'T KNOW/REFUSED.....0%
HIGH TAXES.....4%
POOR SERVICES.....2%

As you may know, for the past ten years the City of Roseville has had a policy of limiting its increase in city property taxes to less than the rate of inflation. At times, this has required the Mayor and City Council to make difficult choices about continuing, enhancing, and curtailing various services and programs. As a result, city services provided in Roseville may not be as extensive or as complete as in other communities. But, city property tax increases have been minimal.

67. What services, facilities, or programs, if any, do you feel are missing from the City of Roseville?

NO ANSWER, 29%; NONE, 48%; COMMUNITY CENTER, 9%; LEAF PICK-UP, 3%; MORE POLICE, 3%; SIDEWALKS, 4%; YOUTH PROGRAMS, 5%.

68. What city services, facilities, or programs, if any, do you feel should be cut?

NO ANSWER, 39%; NONE, 48%; POOL, 10%; RECYCLING, 2%; SCATTERED, 1%.

69. In making the trade-off between the quality and breadth of public services and their tax costs, should the PRIMARY emphasis be placed on providing excellent services or minimizing taxes costs? (IF RESPONDENT SAYS "BOTH," ASK:) If it were possible to only do one or the other, which should it be?
- | | |
|-------------------------|-----|
| EXC SERVICES/STRONGLY | 18% |
| EXCELLENT SERVICES.... | 29% |
| MINIMIZE TAXES..... | 27% |
| MINI TAXES/STRONGLY.... | 9% |
| DON'T KNOW/REFUSED.... | 18% |

Currently, the City's share of the property tax does not increase higher than the rate of inflation each year. A one percent increase above inflation would cost an owner of the typical \$100,000 home about 20 cents per month in additional property taxes, and would produce an additional \$63,000 in general revenue.

70. If an additional revenue increase were needed beyond the rate of inflation to expand or improve basic city services, how much would you be willing to see your property taxes increase per month for this purpose? Let's say, would you be willing to pay an additional \$_____ per month? (WAIT FOR RESPONSE; MOVE HIGHER OR LOWER) How about \$_____ per month? (REPEAT PROCESS)
- | | |
|-----------------|-----|
| NOTHING..... | 16% |
| \$1.00..... | 8% |
| \$2.00..... | 19% |
| \$3.00..... | 10% |
| \$4.00..... | 6% |
| \$5.00..... | 16% |
| \$6.00..... | 5% |
| \$7.00..... | 6% |
| DON'T KNOW..... | 14% |
| REFUSED..... | 1% |

Moving on....

The City of Roseville provides a number of services to its residents, including police, fire, street repair and maintenance, park and trail maintenance, economic development, recreational facilities, building inspection, and code enforcement.

71. In general, are there any services provided by city government which you think could be just as effectively or more effectively either completely undertaken by the private sector or through public-private partnerships? (IF "YES," ASK:) What comes to mind?

NO ANSWER, 38%; NONE, 47%; BUILDING INSPECTION, 8%; PARK MAINTENANCE, 7%.

72. And, in general, are there any services provided by city government which you think could be just as effectively or more effectively provided by a different level of government, such as Ramsey County, the State of Minnesota, the Federal Government, or another city? (IF "YES," ASK:) What comes to mind?

NO ANSWER, 40%; NONE, 57%; ROAD MAINTENANCE, 2%;

73.	How much do you feel you know about the work of the Mayor and City Council -- a great deal, a fair amount, very little, or nothing?	A GREAT DEAL.....4% FAIR AMOUNT.....30% VERY LITTLE.....50% NOTHING.....15% DON'T KNOW/REFUSED.....2%
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74.	From what you know, do you approve or disapprove of the job the Mayor and City Council are doing? (WAIT FOR RESPONSE) And, do you feel strongly that way?	APPROVE/STRONGLY.....12% APPROVE.....50% DISAPPROVE.....6% DISAPPROVE/STRONGLY....3% DON'T KNOW/REFUSED....29%
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IF A JUDGMENT IS GIVEN, ASK: (N=284)

75.	Could you tell me one or two reasons why you feel that way?	DON'T KNOW/REFUSED.....4% DON'T LISTEN.....4% LISTEN.....7% COULD IMPROVE.....5% WASTE MONEY.....3% GOOD JOB.....31% POOR JOB.....2% NO PROBLEMS.....13% ISSUES.....2%
76.	How much first-hand contact have you had with the Roseville City Staff -- quite a lot, some, very little, or none?	QUITE A LOT.....5% SOME.....22% VERY LITTLE.....48% NONE.....24% DON'T KNOW/REFUSED.....1%
77.	From what you have seen, heard, or experienced, how would you rate the job of the Roseville City Staff -- excellent, good, only fair, or poor?	EXCELLENT.....10% GOOD.....60% ONLY FAIR.....8% POOR.....1% DON'T KNOW/REFUSED....21%
78.	During the past year, have you contacted by telephone or in person any Roseville City staff member?	YES.....44% NO.....50% DON'T KNOW/REFUSED.....7%

IF "YES," ASK: (N=176)

79.	On your last contact with City staff, which department did you reach -- Police, Fire, Finance, Planning, Building Inspection, Public Works and Engineering, Parks and Recreation, Code enforcement office, the Information Desk, Motor Vehicle Licensing, or Administration?	POLICE.....7% FIRE.....1% FINANCE.....1% PLANNING.....3% BUILDING INSPECTION....6% PUBLIC WORKS.....8% PARKS AND REC.....8% CODE ENFORCEMENT.....2% INFORMATION DESK.....2% MOTOR VEHICLE LIC.....5% ADMINISTRATION.....1% DON'T KNOW/REFUSED.....1%
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Thinking about that last contact, for each of the following characteristics, please rate the Roseville City staff as excellent, good, only fair, or poor....

	EXC	GOO	FAI	POO	DKR
80. Courtesy of the Information Desk receptionist?	17%	23%	1%	1%	2%
81. Waiting time for service?	14%	23%	4%	1%	2%
82. Ease of reaching a department staff member who could help you?	15%	23%	4%	1%	0%
83. Efficiency of the department staff?	13%	23%	3%	3%	2%
84. Courtesy of the department staff?	19%	23%	2%	0%	0%

Let's talk about park and recreation opportunities in Roseville....

85. In general, how well informed are you about the Roseville park and recreation system and facilities -- would you say you are very well informed, somewhat informed, not too well informed, or not at all informed?	VERY WELL INFORMED....23%
	SOMEWHAT INFORMED.....51%
	NOT TOO WELL INFORMED.21%
	NOT AT ALL INFORMED....5%
	DON'T KNOW/REFUSED.....1%

Which of these park and recreational facilities have you or members of your household used during the past year?

	YES	NO	DKR
86. Trails?	70%	30%	0%
87. Neighborhood Parks?	78%	22%	0%
88. Central Park?	76%	23%	1%
89. Cedarholm Golf Course?	24%	75%	1%
90. Roseville Skating Center?	26%	73%	1%
91. Harriet Alexander Nature Center?	42%	57%	1%
92. Roseville Activity Center?	35%	64%	2%
93. Gymnastics Center at the Roseville Area High School?	7%	92%	1%
94. Gymnasiums at Brim Hall and Central Elementary Schools?	7%	93%	0%
95. How would you rate park and recreation facilities in Roseville -- excellent, good, only fair, or poor?	EXCELLENT.....37%	GOOD.....51%	ONLY FAIR.....8%
	POOR.....0%	DON'T KNOW/REFUSED.....4%	

Moving on....

As you may know, there has been discussions about the construction of a new Community Center in the City of Roseville to replace the existing Center....

96. If a new Community Center were constructed, what facilities do you feel it is important to include?

NO ANSWER, 34%; POOL, 42%; FITNESS ROOM, 9%; ATHLETIC FIELDS, 5%; COMMUNITY ROOM, 7%; SENIOR CENTER, 4%.

I would like to read you a list of facilities that could be included in a community center. For each one, please tell me if you would strongly favor, somewhat favor, somewhat oppose, or strongly oppose its inclusion in a community center. (ROTATE)

	STF	SMF	SMO	STO	DKR
97. An indoor swimming pool?	46%	33%	8%	8%	4%
98. An aerobics, exercise, and fitness room?	31%	44%	9%	9%	7%
99. A gymnasium?	30%	35%	11%	12%	12%
100. An additional indoor ice sheet?	4%	14%	30%	38%	15%
101. A banquet room for community meeting and rental purposes?	21%	47%	11%	10%	11%
102. An indoor running-walking track?	34%	38%	13%	9%	7%
103. Group meeting rooms?	20%	46%	13%	8%	12%
104. A teen center?	26%	44%	8%	10%	12%
105. A relocated senior citizens center?	25%	39%	11%	10%	15%
106. An indoor playground?	21%	35%	17%	15%	13%
107. An arts and crafts room for instructional programs and classes?	21%	39%	16%	12%	12%
108. Day care and pre-school space?	21%	41%	13%	12%	13%
109. Are there any other facilities, you would like to see included in a Community Center?					
	NO ANSWER, 21%; NONE, 69%; ADULT EDUCATION, 5%; THEATER, 4%; SCATTERED, 2%.				
110. Would you favor or oppose the construction of a new Community Center in the City of Roseville? (WAIT FOR RESPONSE) And do you feel strongly that way?	STRONGLY FAVOR.....28% FAVOR.....37% OPPOSE.....8% STRONGLY OPPOSE.....12% DON'T KNOW/REFUSED....15%				

A bond referendum would be required to pay for its construction and partial operating costs, User fees would also underwrite the operation of the community center to some extent.

111. How much would you be willing to pay in additional property taxes to support the construction and partial operation of a new Roseville Community Center? (START WITH A RANDOMLY SELECTED CHOICE) Let's say, would you be willing to pay \$_____ per year? (MOVE TO NEXT CHOICE UP OR DOWN DEPENDING ON ANSWER.) How about \$_____ per year?
112. Would you be more likely or less likely to support a Roseville Community Center if it were built in a partnership with private sector businesses to decrease construction costs? (WAIT FOR RESPONSE) Do you feel strongly that way?
113. Would you be more likely or less likely to support a Roseville Community Center if it included other uses on the site, such as a convention center, hotels, and restaurants? (WAIT FOR RESPONSE) Do you feel strongly that way?

City programs and services can be funded in many ways. Some are funded exclusively through general tax revenues and residents using the service pay nothing or only a nominal amount for it. Some are funded totally through user fees, where users pay a charge sufficiently high to cover all the costs associated with the program. And, in some cases, programs and services are partially paid for with general tax revenues and partially through user fees.

I would like to read you a list of several city services. For each one, please tell me if you feel it should be funded totally through general tax revenues, a combination of tax revenues and user fees, or totally through user fees. (IF RESPONDENT CHOOSES "COMBINATION," ASK:) Should general tax revenues cover approximately 25% of the cost of this service, about 50% of the cost, or approximately 75% of the cost? (ROTATE LIST)

	TOT	25%	50%	75%	ALL	DKR
114. Fall leaf pick-up?	34%	7%	20%	5%	26%	9%
115. Youth recreation programs, such as T-Ball?	28%	16%	35%	3%	9%	9%
116. Emergency fire and police calls?	5%	1%	6%	8%	75%	5%
117. Curbside pick-up of recycling?	15%	6%	20%	9%	39%	11%

	TOT	25%	50%	75%	ALL	DKR
118. Operation of the Roseville Skating Center?	35%	18%	28%	5%	5%	10%
119. Nature Center operations and programs?	9%	8%	29%	13%	33%	9%
120. City inspection of residential housing?	13%	5%	15%	12%	45%	10%
121. Senior affordable housing?	15%	16%	30%	10%	13%	17%

Turning to the issue of public safety in the community....

122. Have you or any member of your household needed ambulance or emergency medical service -- EMS -- during the past year?	YES.....8%
	NO.....92%
	DON'T KNOW/REFUSED.....0%

IF "YES," ASK: (N=30)

123. Did the ambulance or EMS personnel arrive promptly, or not?	YES.....7%
	NO.....0%
	DON'T KNOW/REFUSED.....1%
124. Were the ambulance or EMS personnel professional, or not?	YES.....7%
	NO.....1%
	DON'T KNOW/REFUSED.....0%

In thinking about your neighborhood, how serious are the following problems -- very serious, somewhat serious, not very serious, or not at all serious. If you have no opinion, just say so....
(ROTATE)

	VSR	SSR	NSR	NAA	DKR
125. Burglary	3%	19%	47%	29%	2%
126. Street robbery or assault	0%	3%	50%	45%	2%
127. Auto Theft	1%	12%	43%	40%	5%
128. Bike Theft	3%	13%	41%	33%	9%
129. General theft?	1%	14%	47%	34%	5%
130. Vandalism and grafitti?	1%	14%	46%	36%	3%
131. Drugs?	3%	19%	33%	30%	15%
132. Gang activity?	2%	12%	35%	41%	11%
133. Juvenile delinquency and mischief?	1%	22%	44%	26%	6%
134. Traffic problems, such as speeding and careless driving?	12%	29%	37%	20%	3%
135. Loud parties?	1%	8%	43%	42%	8%
136. Strangers in your neighborhood?	1%	5%	45%	39%	10%
137. Are there places in the City you would not feel safe walking alone at night? (IF "YES, " ASK:) Where would that be?					

DON'T KNOW/NO, 39%; MALLS, 13%; EVERYWHERE, 26%;
TRAILS/PARKS, 12%; RICE STREET, 10%.

- | | |
|---|--|
| 138. Do you think crime in your neighborhood has increased, decreased, or stayed about the same during the past three years? | INCREASED.....13%
DECREASED.....6%
STAYED ABOUT SAME.....74%
DON'T KNOW/REFUSED.....7% |
| 139. And, do you think crime in the City of Roseville has increased, decreased, or stayed about the same during the past three years? | INCREASED.....33%
DECREASED.....5%
STAYED ABOUT SAME.....45%
DON'T KNOW/REFUSED.....18% |
| 140. Based on what you have seen in the past year, do you think City of Roseville Police patrol activity has increased, decreased, or remained about the same in your neighborhood? | INCREASED.....21%
DECREASED.....4%
STAYED ABOUT SAME.....57%
DON'T KNOW/REFUSED.....18% |

Moving on....

- | | |
|--|---|
| 141. Do you have at least one working smoke detector installed in your home? | YES.....99%
NO.....2%
DON'T KNOW/REFUSED.....0% |
| 142. Do you have a working carbon monoxide detector installed in your home? | YES.....51%
NO.....47%
DON'T KNOW/REFUSED.....2% |
| 143. Would you be interested in having a Home Fire Safety Analysis, if it were offered by the Roseville Fire Department for a nominal fee? | YES.....27%
NO.....57%
DON'T KNOW/REFUSED.....17% |

Changing topics....

Several communities conduct regular inspection of the exterior of housing units in their cities. An inspector checks each housing unit for compliance with building codes and requires action to be taken to correct any violations.

- | | |
|--|--|
| 144. Would you favor or oppose the City of Roseville instituting a system of regular inspection of the exterior of all rental units in the community? (WAIT FOR RESPONSE) Do you feel strongly that way? | STRONGLY FAVOR.....29%
FAVOR.....42%
OPPOSE.....12%
STRONGLY OPPOSE.....6%
DON'T KNOW/REFUSED.....12% |
| 145. Would you favor or oppose the City of Roseville instituting a system of regular inspection of the exterior of all single family homes and duplexes in the community? (WAIT FOR RESPONSE) Do you feel strongly that way? | STRONGLY FAVOR.....17%
FAVOR.....35%
OPPOSE.....23%
STRONGLY OPPOSE.....12%
DON'T KNOW/REFUSED.....13% |

The City of Roseville is currently renegotiating its franchise agreements with the cable television company and Northern States Power. A key issue is placing underground all utility lines in the city.

146. Would you favor or oppose the City placing utility lines underground a requirment of any new agreement? (WAIT FOR RESPONSE) Do you feel strongly that way?

STRONGLY FAVOR.....	32%
FAVOR.....	40%
OPPOSE.....	10%
STRONGLY OPPOSE.....	5%
DON'T KNOW/REFUSED....	13%

The cost of placing utility lines underground would be reflected in an increase in your monthly utility bill.

147. How much would you be willing to see your utility bill increase to fund placing utility lines underground. Let's say, would you be willing to pay an additional \$____ per month? (CHOOSE RANDOM STARTING POINT; MOVE UP OR DOWN DEPENDING ON RESPONSE) How about \$____ per month? (REPEAT PROCESS)

NOTHING.....	28%
\$2.00.....	27%
\$4.00.....	16%
\$6.00.....	8%
\$8.00.....	4%
\$10.00.....	2%
\$12.00.....	1%
DON'T KNOW.....	13%
REFUSED.....	1%

Moving on....

148. What is your principal source of information about city government and its activities?

DON'T KNOW, 2%; MAILINGS, 5%; LOCAL PAPER, 35%; ROSEVILLE REVIEW, 14%; NEWSLETTER, 18%; CABLE, 6%; WORD OF MOUTH, 9%; FOCUS PAPER, 9%; PIONEER PRESS, 4%.

149. Do you feel you have adequate access to information about City programs and services? (IF "NO, ASK:) What more is needed?

DON'T KNOW, 7%; YES, 89%; MORE MAILINGS, 4%.

150. Do you recall receiving the City newsletter, titled the "Roseville Newsletter," during the past year?

YES.....	91%
NO.....	8%
DON'T KNOW/REFUSED....	2%

IF "YES, ASK: (N=365)

151. Do you or any members of your household regularly read it?

YES.....	81%
NO.....	10%
DON'T KNOW/REFUSED....	1%

152. How effective is the city newsletter in keeping you informed about activities in the city -- very effective, somewhat effective, not too effective, or not at all effective?
- | | |
|-------------------------|-----|
| VERY EFFECTIVE..... | 33% |
| SOMEWHAT EFFECTIVE.... | 49% |
| NOT TOO EFFECTIVE..... | 2% |
| NOT AT ALL EFFECTIVE... | 2% |
| DON'T KNOW/REFUSED..... | 5% |
153. Does your household currently receive cable television?
- | | |
|-------------------------|-----|
| YES..... | 55% |
| NO..... | 45% |
| DON'T KNOW/REFUSED..... | 0% |

IF "YES," ASK: (N=220)

154. During the past six months, have you watched telecasts of the Roseville City Council Meetings on Channel 16?
- | | |
|-------------------------|-----|
| YES..... | 24% |
| NO..... | 31% |
| DON'T KNOW/REFUSED..... | 0% |
155. During the past six months, have you watched any public access and/or educational programs?
- | | |
|-------------------------|-----|
| YES..... | 31% |
| NO..... | 24% |
| DON'T KNOW/REFUSED..... | 0% |
156. If you could choose the amount of your monthly cable television payment to go to provide Community Television on Channel 15 and Government Access on Channel 16, what would it be? Let's say, would you allot \$_____?
- (SELECT RANDOM STARTING LEVEL) How about \$_____?
- (MOVE UP OR DOWN DEPENDING UPON RESPONSE)
- | | |
|-----------------|-----|
| NOTHING..... | 11% |
| \$1.00..... | 10% |
| \$2.00..... | 14% |
| \$3.00..... | 9% |
| \$4.00..... | 3% |
| \$5.00..... | 3% |
| \$6.00..... | 0% |
| \$7.00..... | 1% |
| DON'T KNOW..... | 5% |
| REFUSED..... | 0% |

Because of advances in technology, it is possible to offer a number of services through the wire providing cable television. In addition to television programming, fire detection systems, emergency assistance systems, and home security systems can also be offered.

157. Of the following services available through cable television, which would you place the highest importance upon -- community television programs produced by residents, government telecasts of meetings and information, educational telecasts of school board meetings and public school events, community bulletin board listing civic information, home security systems, fire detection systems, or emergency assistance systems?
158. And, which would you rank as second most important?

HIGH SECD

COMMUNITY TELEVISION PROGRAMS.....	6%	5%
GOVERNMENT TELECASTS.....	13%	9%
EDUCATION TELECASTS.....	14%	11%
COMMUNITY BULLETIN LISTING.....	7%	11%
HOME SECURITY SYSTEMS.....	7%	6%
FIRE DETECTION SYSTEMS.....	10%	12%
EMERGENCY ASSISTANCE SYSTEMS.....	18%	15%
NONE (VOL.).....	9%	11%
MULTIPLE (VOL.).....	2%	2%
DON'T KNOW/REFUSED.....	15%	19%

- | | | |
|--|-------------------------|-----|
| 159. If those services were offered by the cable company, how likely would you be to subscribe or continue to subscribe -- very likely, somewhat likely, not too likely, or not at all likely? | VERY LIKELY..... | 9% |
| | SOMEWHAT LIKELY..... | 34% |
| | NOT TOO LIKELY..... | 17% |
| | NOT AT ALL LIKELY..... | 20% |
| | DON'T KNOW/REFUSED.... | 21% |
| 160. Do you currently own a home computer? (IF "YES," ASK:) Do you use a modem on your home computer? | NO..... | 38% |
| | YES/YES..... | 48% |
| | YES/NO..... | 13% |
| | DON'T KNOW/REFUSED..... | 0% |

IF THEY HAVE A MODEM OR "YES/YES," ASK: (N=194)
IF THEY DO NOT HAVE A MODEM GO TO QUESTION #166:

Which of the following computer resources on the Internet have you used through your modem?

	YES	NO	DKR
161. Electronic mail, or e-mail?	41%	7%	1%
162. Subscriber newsgroups?	7%	39%	2%
163. The World Wide Web?	39%	9%	1%
164. Purchasing products or services from a web site?	11%	36%	1%

165. Have you visited the City of Roseville's homepage on the World Wide Web? (IF "YES," ASK:) Are there any changes or improvements you would suggest?

DON'T KNOW, 2%; NO, 38%; VISITED/NO CHANGES NEEDED, 9%.

- | | | |
|--|------------------------|-----|
| 166. If the City of Roseville were to operate an internet service provider at competitive prices, how likely would you be to subscribe to the service -- very likely, somewhat likely, not too likely, or not at all likely? | VERY LIKELY..... | 6% |
| | SOMEWHAT LIKELY..... | 27% |
| | NOT TOO LIKELY..... | 19% |
| | NOT AT ALL LIKELY..... | 29% |
| | DON'T KNOW/REFUSED.... | 20% |

Now, just a few more questions for demographic purposes....

Could you please tell me how many people in each of the following age groups live in your household. Let's start oldest to youngest, and be sure to include yourself....

167. First, persons 65 or over?	NONE.....74%
	ONE.....13%
	TWO OR MORE.....13%
168. Adults under 65?	NONE.....19%
	ONE.....21%
	TWO.....48%
	THREE.....10%
	FOUR OR MORE.....3%
169. School-aged children or pre-schoolers?	NONE.....69%
	ONE.....10%
	TWO.....16%
	THREE.....3%
	FOUR OR MORE.....2%
170. What is your age, please?	18-24.....6%
	25-34.....15%
	35-44.....18%
	45-54.....22%
	55-64.....17%
	65 AND OVER.....24%
	REFUSED.....0%

IF "OVER 65," ASK: (N=96)

171. Which of the following best describes your current residence -- single family home, apartment building, apartment building for seniors only, mobile/manufactured home, or something else?	SINGLE FAMILY.....19%
	APARTMENT BUILDING.....3%
	APT BLDG FOR SENIORS...1%
	MOBILE HOME.....0%
	SOMETHING.....1%
	DON'T KNOW/REFUSED.....0%
172. Do you contemplate moving during the next decade?	YES.....4%
	NO.....16%
	DON'T KNOW/REFUSED.....3%

IF "YES," ASK: (N=19)

173. Will you move to another residence in Roseville or someplace outside of the community?	YES.....2%
	NO.....1%
	DON'T KNOW/REFUSED.....2%

174. Will you most likely	SINGLE FAMILY.....1%
move to a single family	SENIOR HOUSING.....2%
home, senior housing de-	APARTMENT BUILDING.....0%
velopment, apartment	MOBILE HOME.....0%
building, mobile/manu-	SOMETHING ELSE.....1%
factured home, or some-	DON'T KNOW/REFUSED.....1%
thing else?	

IF A RESPONSE IS GIVEN, ASK: (N=15)

175. Do you hope to	OWN.....1%
rent or own	RENT.....3%
your next	DON'T KNOW/REFUSED.....0%
residence?	

IF "45-64 YEARS OLD," ASK: (N=153)

176. Do you have living parents or	YES.....22%
parent in-laws?	NO.....17%
	DON'T KNOW/REFUSED.....0%

IF "YES," ASK: (N=85)

177. Do they live in or near	NEAR ROSEVILLE.....8%
Roseville, within the	WITHIN METRO.....3%
Metropolitan Area, or	OUTSIDE OF METRO.....11%
outside of the Metropol-	DON'T KNOW/REFUSED.....0%
itan Area?	

IF "WITHIN METRO" OR "OUTSIDE METRO," ASK: (N=55)

178. Have you considered	YES.....6%
having one or more	NO.....8%
of them move to be	DON'T KNOW/REFUSED.....0%
near you, in or	
close to Roseville?	

179. What is the last grade of formal	LESS THAN HIGH SCHOOL..2%
education you completed?	HIGH SCHOOL GRADUATE..20%
	VO-TECH/TECH COLLEGE...9%
	SOME COLLEGE.....16%
	COLLEGE GRADUATE.....35%
	POST-GRADUATE.....19%
	REFUSED.....0%

180. Do you own or rent your present	OWN.....76%
residence?	RENT.....24%
	REFUSED.....0%

City of Roseville Citizen Engagement and Priority Study

Thank you for your participation in this study. All answers will remain completely confidential - your name will not be shared. Please take a few moments to complete and return the survey in the enclosed postage-paid envelope.

1.) First, think about the **transportation infrastructure** in Roseville and rate it on the following attributes using a scale from 1 to 10, where 1 means "**Poor**" and 10 means "**Excellent**."

	Poor 1	2	3	4	5	6	7	8	9	Excellent 10	Don't Know
Road maintenance (patching, paving and plowing)	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Road signage	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Amount of traffic congestion on the roads	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Public transportation options	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Accommodation for bicycle and foot traffic	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐

2.) Please rate your **Roseville Fire Department** on the following attributes:

	Poor 1	2	3	4	5	6	7	8	9	Excellent 10	Don't Know
Adequate fire coverage for the community	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Fire prevention education	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Quick response to fires	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Response to medical emergencies	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐

3.) Next, rate the **utility services** (water, garbage) that you use on the following attributes:

	Poor 1	2	3	4	5	6	7	8	9	Excellent 10	Don't Know
Reliability of water and sewer services	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Garbage collection	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐

4.) Next, please rate your **Roseville Police Department** on the following attributes:

	Poor 1	2	3	4	5	6	7	8	9	Excellent 10	Don't Know
Respectful treatment of citizens	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Safety education	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Timely response	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐

5.) How frequently do you use the **parks and recreation** facilities (such as the Skating Center, Arboretum) and programs (such as Rosefest, recreation classes)?

☐ Never
 ☐ 1-6 times a year
 ☐ 6-12 times a year
 ☐ More than 12 times a year

6.) Next, rate your **local parks and recreation** facilities and programs on the following attributes:

	Poor 1	2	3	4	5	6	7	8	9	Excellent 10	Don't Know
Facilities meet your needs	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Facility maintenance	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Quality of recreational programs	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Variety of recreational programs	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐

7.) Rate **community events** (such as Rosefest, Summer Entertainment Series) on the following:

	Poor 1	2	3	4	5	6	7	8	9	Excellent 10	Don't Know
Range of cultural offerings	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Strong and vibrant arts community	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Variety of festivals and community events	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐

[illegible][illegible][illegible][illegible]

Very Dissatisfied= 1 2 3 4 5 6 7 8 9 Very Satisfied= 10

Falls Short= 1 2 3 4 5 6 7 8 9 Exceeds= 10

Not Very Close= 1 2 3 4 5 6 7 8 9 Very Close= 10

[illegible]

16.) On a scale where 1 is **"Strongly Disagree"** and 10 is **"Strongly Agree,"** how much do you agree that your community is:

Disagree= 123456789Agree= 10Don't Know

A safe place to live

Enjoyable place for children

Enjoyable place for unmarried young adults

Enjoyable place for senior citizens

Enjoyable place for everyone else

Physically attractive

A great place to live

A great place to have a business

A safe place to bike and walk

A safe place to walk at night

A perfect community for me

City Government

Think about the following City services and rate your satisfaction with each using a scale from 1 to 10, where 1 means **"Low satisfaction"** and 10 means **"High satisfaction."** If you are not familiar with the service, mark **"Don't Know."**

Satisfaction with Community Safety

Low= 123456789High= 10Don't Know

Animal Control

Emergency Medical Services

Firefighting Services

Fire Prevention Inspections

Police Crime Investigations

Police Patrols in Your Neighborhood

Police Citizen Outreach Programs

Satisfaction with Streets and Sidewalks

Low= 123456789High= 10Don't Know

Litter Pickup along Boulevard

Tree and Plant Maintenance along Boulevard

Snowplowing of Streets

Street Maintenance

Street Lighting

Traffic Congestion

Snowplowing of Pathways and Trails

Pathways and Trails Maintenance

City Communication and Engagement

Low= 123456789High= 10Don't Know

Elections/Ease of Voting

Roseville Cable Channel 16

City Newsletter

City Website

Satisfaction with City Activities

Low= 123456789High= 10Don't Know

Appearance/Cleanliness of City Facilities

Cedarholm Golf Course

Harriet Alexander Nature Center

Muriel Sahlin Arboretum

Park/Playground Maintenance

Recreational Facilities

Recreational Programs

Skating Center/OVAL

[illegible]

Funding Priority

Next, think about the following services and rate how much priority the city should place on funding the service in the face of potential budgetary shortfalls. Use a scale where 1 means "**Low Priority**" and 10 means "**High Priority.**"

[illegible][illegible][illegible]

Funding Priority for City Activities

	Low= 1	2	3	4	5	6	7	8	9	High= 10
Appearance/Cleanliness of City Facilities	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Cedarholm Golf Course	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Harriet Alexander Nature Center	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Muriel Sahlin Arboretum	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Park/Playground Maintenance	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Recreational Facilities	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Recreational Programs	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Skating Center/OVAL	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Water quality in Lakes and Ponds	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐

Funding Priority for Other City Services

	Low= 1	2	3	4	5	6	7	8	9	High= 10
Building Codes/Permitting	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Drinking Water Quality	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Flood Protection	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Housing Code/Nuisance Property Enforcement	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Housing Loan Programs	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Leaf Pickup Program	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
License Center	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Recycling Collection	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Reliability of Drinking Water Services	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Reliability of Sewer Services	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐

Addressing Budgetary Shortfalls

Because of the weak economy and falling property valuations, the city is looking at ways to address the budget shortfall. If there is not adequate funding to provide each service below, please specify the **budgetary actions you would support** for each service. (Mark all that apply).

Budgetary Actions for Community Safety

	Eliminate the Service	Reduce Service Levels	Maintain Current Service Levels	Raise Taxes & Fees
Animal Control	☐	☐	☐	☐
Emergency Medical Services	☐	☐	☐	☐
Firefighting Services	☐	☐	☐	☐
Fire Prevention Inspections	☐	☐	☐	☐
Police Crime Investigations	☐	☐	☐	☐
Police Patrols in Your Neighborhood	☐	☐	☐	☐
Police Citizen Outreach Programs	☐	☐	☐	☐

Budgetary Actions for Streets and Sidewalks

	Eliminate the Service	Reduce Service Levels	Maintain Current Service Levels	Raise Taxes & Fees
Litter Pickup along Boulevard	☐	☐	☐	☐
Tree and Plant Maintenance along Boulevard	☐	☐	☐	☐
Snowplowing of Streets	☐	☐	☐	☐
Street Maintenance	☐	☐	☐	☐
Street Lighting	☐	☐	☐	☐
Traffic Congestion	☐	☐	☐	☐
Snowplowing of Pathways and Trails	☐	☐	☐	☐
Pathways and Trails Maintenance	☐	☐	☐	☐

City Communication and Engagement

	<i>Eliminate the Service</i>	<i>Reduce Service Levels</i>	<i>Maintain Current Service Levels</i>	<i>Raise Taxes & Fees</i>
Elections/Ease of Voting	☐	☐	☐	☐
Roseville Cable Channel 16	☐	☐	☐	☐
City Newsletter	☐	☐	☐	☐
City Website	☐	☐	☐	☐

Budgetary Actions for City Activities

	<i>Eliminate the Service</i>	<i>Reduce Service Levels</i>	<i>Maintain Current Service Levels</i>	<i>Raise Taxes & Fees</i>
Appearance/Cleanliness of City Facilities	☐	☐	☐	☐
Cedarholm Golf Course	☐	☐	☐	☐
Harriet Alexander Nature Center	☐	☐	☐	☐
Muriel Sahlin Arboretum	☐	☐	☐	☐
Park/Playground Maintenance	☐	☐	☐	☐
Recreational Facilities	☐	☐	☐	☐
Recreational Programs	☐	☐	☐	☐
Skating Center/OVAL	☐	☐	☐	☐
Water quality in Lakes and Ponds	☐	☐	☐	☐

Budgetary Actions for Other City Services

	<i>Eliminate the Service</i>	<i>Reduce Service Levels</i>	<i>Maintain Current Service Levels</i>	<i>Raise Taxes & Fees</i>
Building Codes/Permitting	☐	☐	☐	☐
Drinking Water Quality	☐	☐	☐	☐
Flood Protection	☐	☐	☐	☐
Housing Code/Nuisance Property Enforcement	☐	☐	☐	☐
Housing Loan Programs	☐	☐	☐	☐
Leaf Pickup Program	☐	☐	☐	☐
License Center	☐	☐	☐	☐
Recycling Collection	☐	☐	☐	☐
Reliability of Drinking Water Services	☐	☐	☐	☐
Reliability of Sewer Services	☐	☐	☐	☐

The following questions are for analysis only and will not be used in any way to identify you.

How long have you been living in Roseville? ☐ One year or less ☐ 1-5 years ☐ 6-10 years ☐ More than 10 years

Do you own or rent/lease your residence? ☐ Own ☐ Rent/Lease

Do you currently work inside the city? ☐ Yes ☐ No, outside the city ☐ No, I am unemployed ☐ I am retired

What is your age group? ☐ 18 to 24 ☐ 25 to 34 ☐ 35 to 44 ☐ 45 to 54 ☐ 55 to 64 ☐ 65 or over

Which of the following categories best describes your level of education? ☐ Some high school ☐ High school graduate ☐ Some college ☐ College graduate ☐ Graduate degree(s)

Which of the following categories includes your total family income last year? ☐ \$25,000 or less ☐ \$25-\$50,000 ☐ \$50-\$100,000 ☐ Over \$100,000

Please indicate your marital status: ☐ Single ☐ Married/living with partner ☐ Widowed/separated/divorced

Mark the boxes that describe the people living in your house (other than yourself and/or a spouse). Check all that apply.

What is your gender? ☐ Male ☐ Female

Please check all that apply: To which group(s) do you belong?

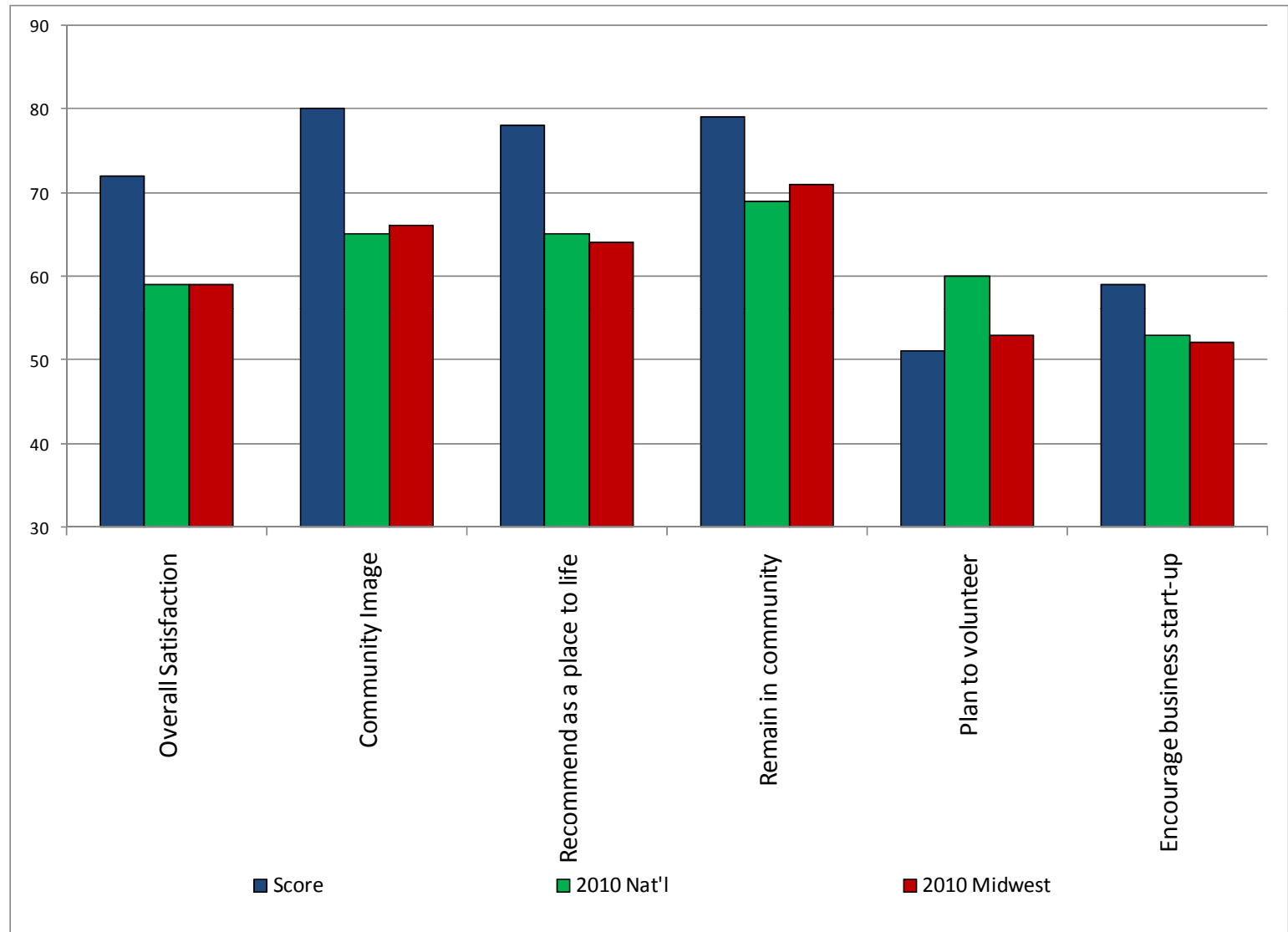
☐ Asian ☐ Black/African American ☐ American Indian/Alaska Native/Native Hawaiian ☐ Other

☐ White/Caucasian ☐ Hispanic/Latino

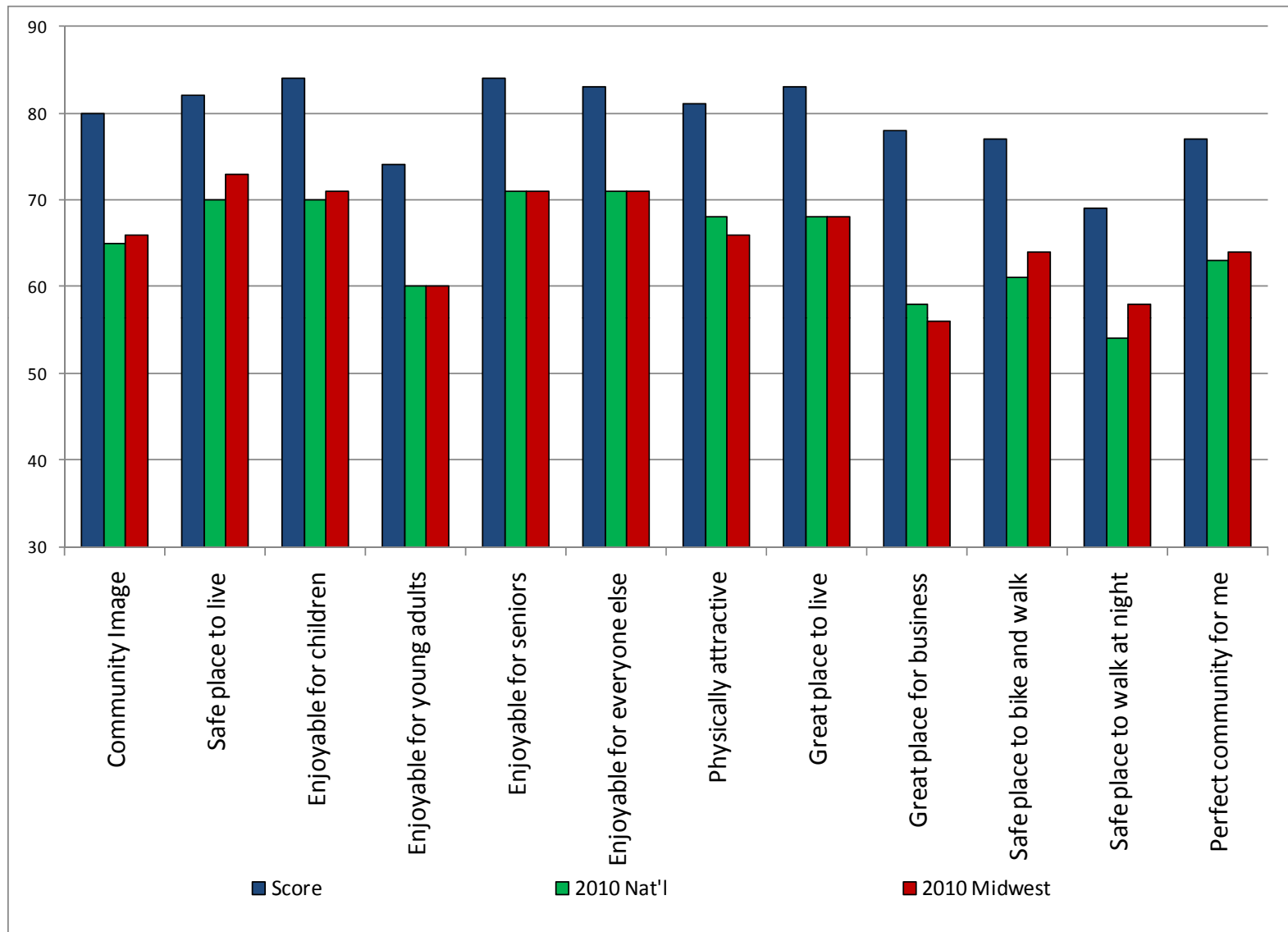
Results



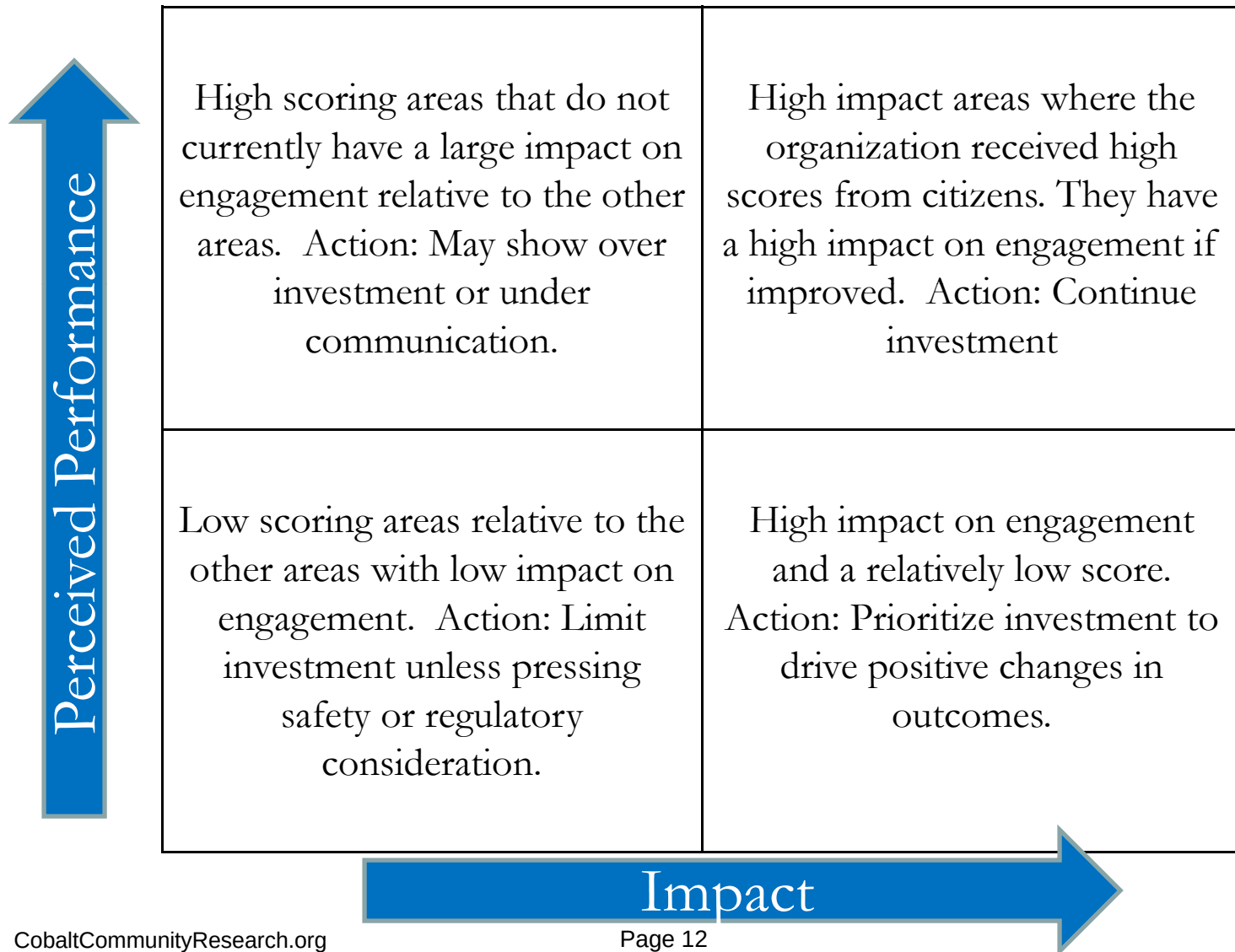
Outcome Measurements (High score = 100)



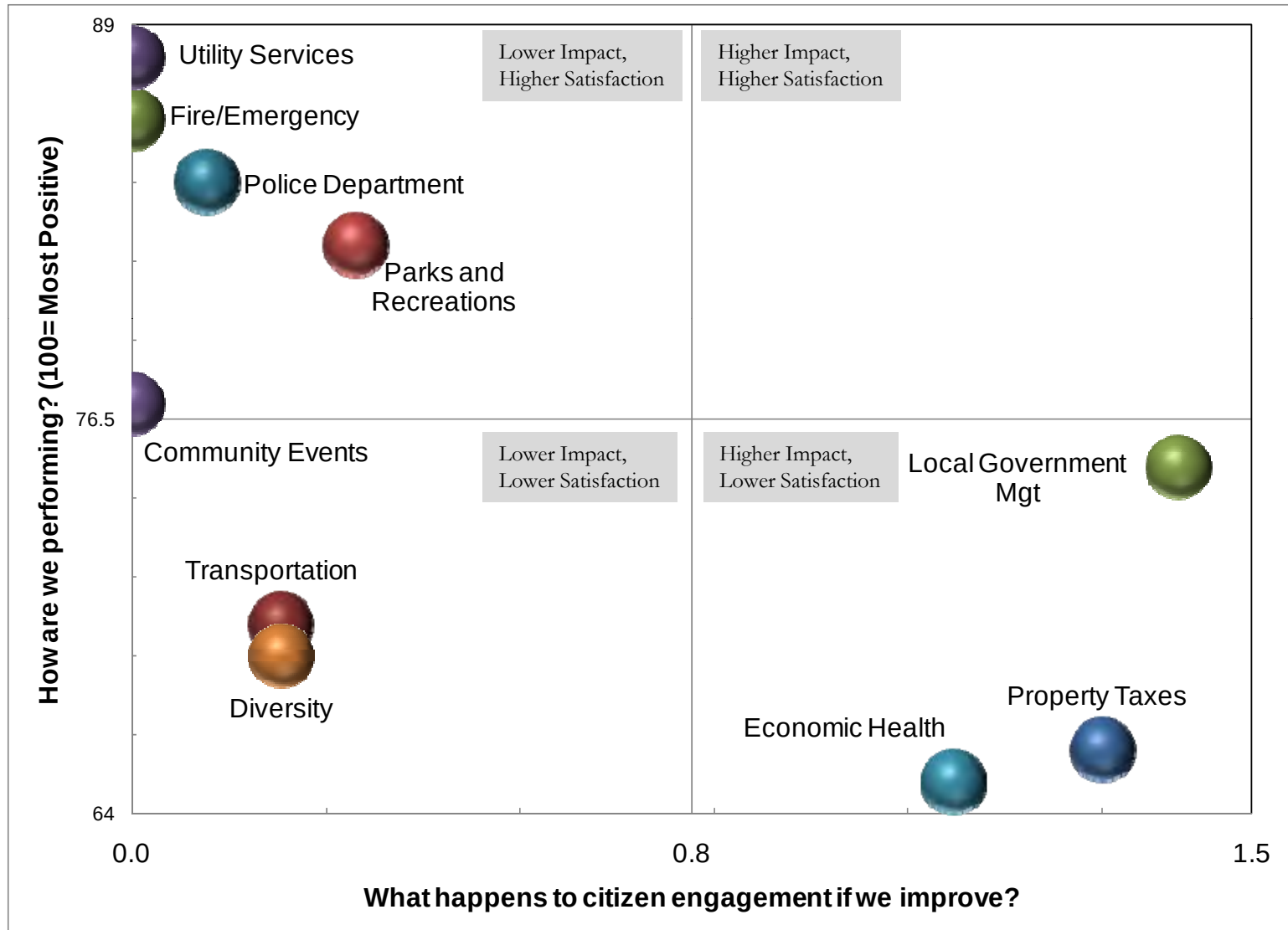
Community Image Components (High score = 100)



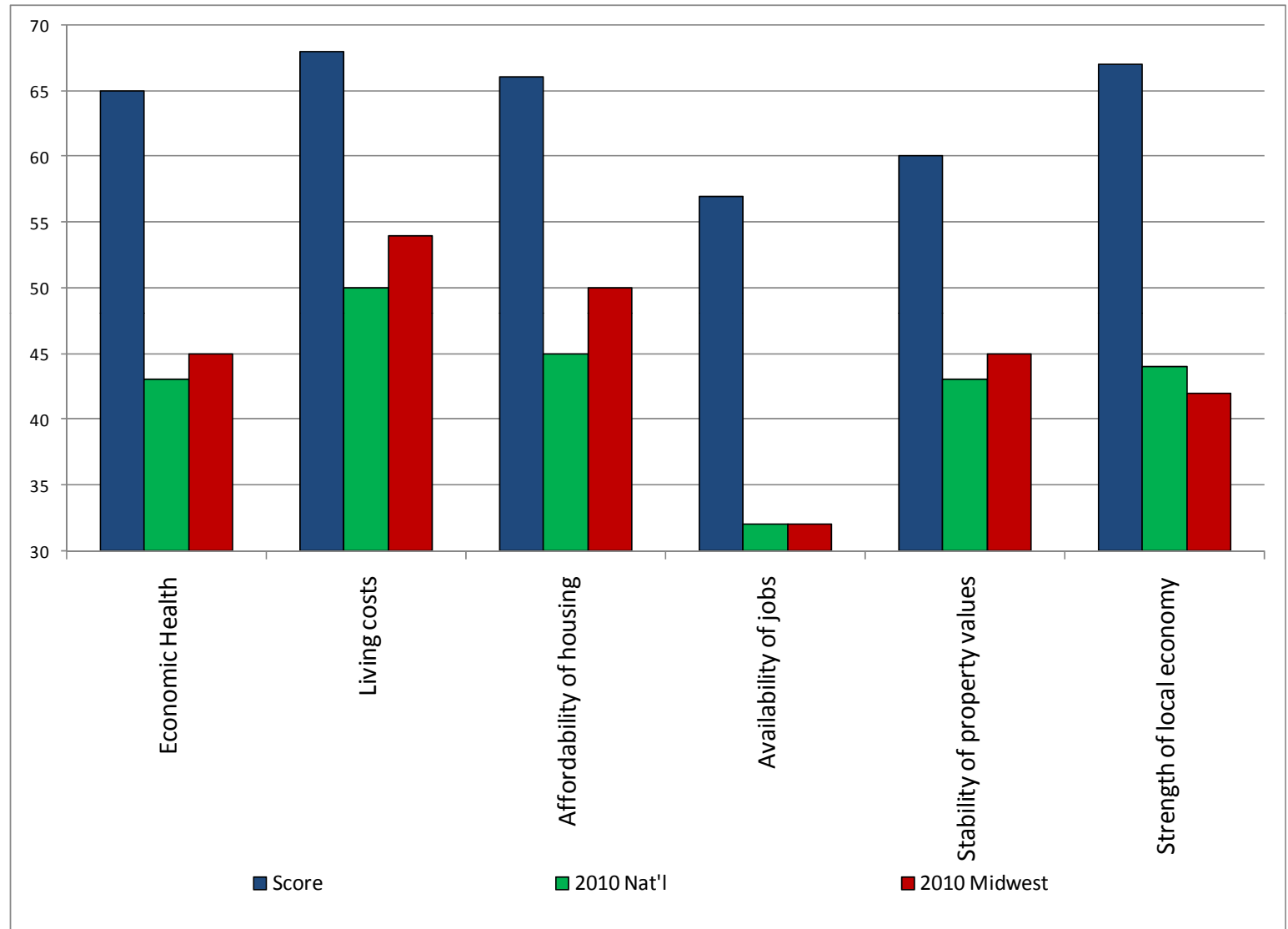
Understanding the Charts: Community Questions – Long-term Drivers



Drivers of Satisfaction and Behavior: Strategic Priorities



Drivers of Satisfaction and Behavior: Economic Health

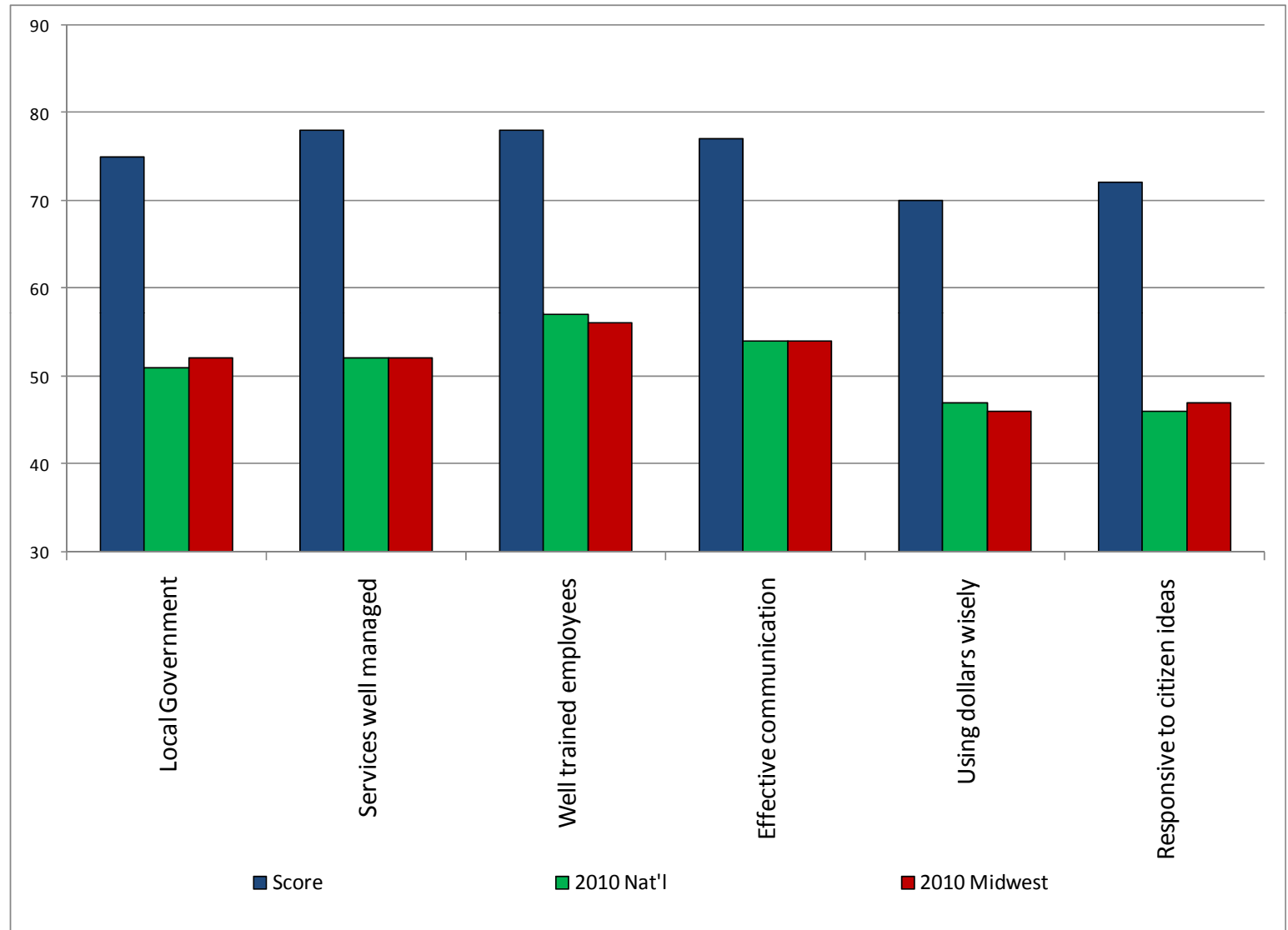


Drivers of Satisfaction and Behavior: Economic Health - Detail

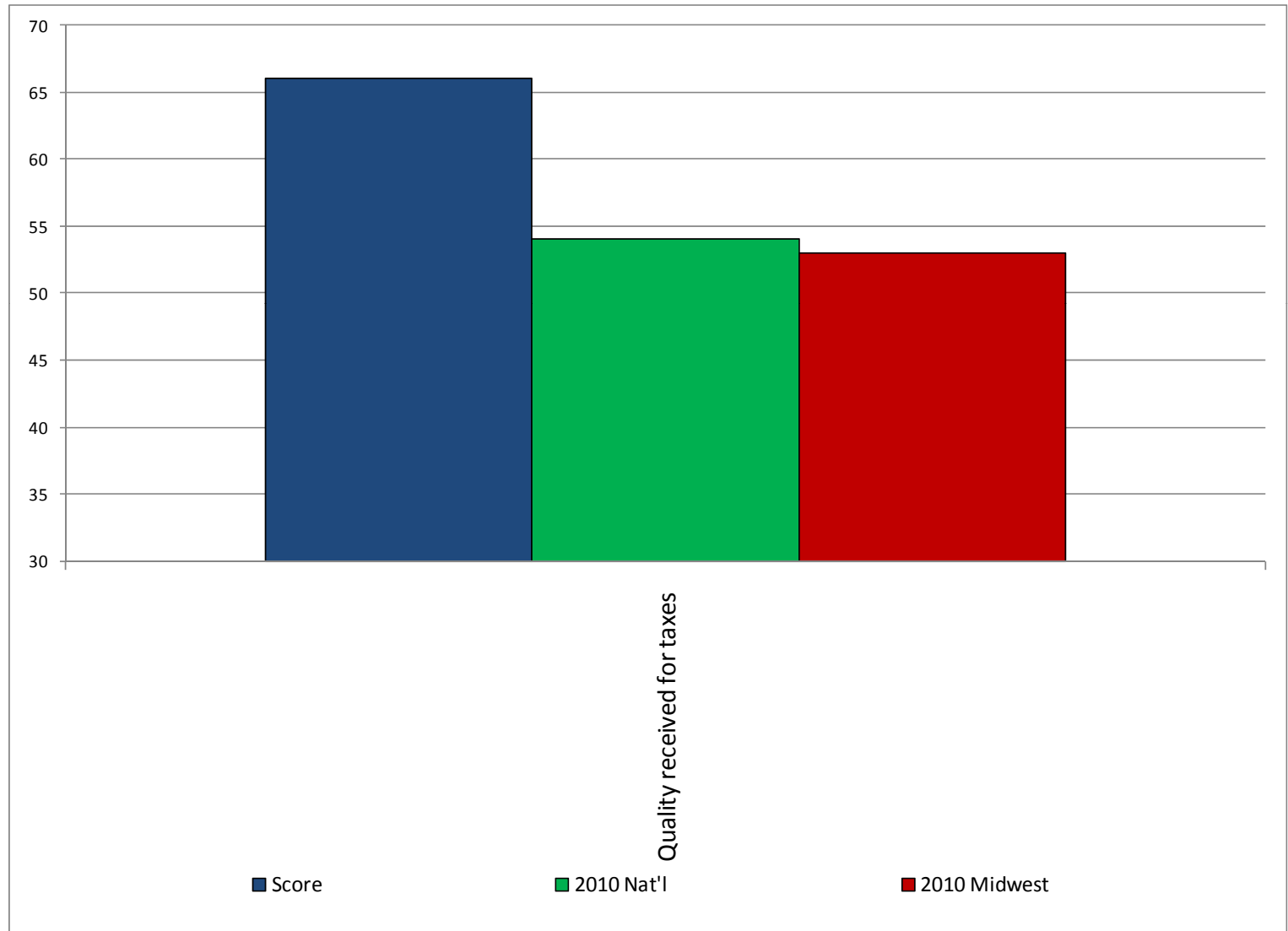
City of Roseville 2011 Core Question Detail

		Economic Health	Living costs	Affordability of housing	Availability of jobs	Stability of property values	Strength of local economy
Overall Satisfaction		65	68	66	57	60	67
Residency	One year or less	67	72	68	52	61	72
	1-5 years	67	69	69	58	62	70
	6-10 years	62	65	62	59	56	65
	More than 10 years	65	69	66	57	61	66
Do you own or rent/lease your residence?	Own	64	68	66	57	59	66
	Rent/Lease	67	70	63	56	67	70
Do you currently work inside the city?	Yes	63	68	65	57	56	64
	No, outside the city	65	68	66	59	60	67
	No, I am unemployed	56	65	59	39	55	56
	I am retired	67	69	68	57	63	68
Age	18 to 24	67	75	67	47	67	74
	25 to 34	62	66	62	54	56	65
	35 to 44	64	69	64	60	55	65
	45 to 54	65	69	66	60	60	65
	55 to 64	63	66	65	55	57	65
	65 or over	68	69	68	58	66	71

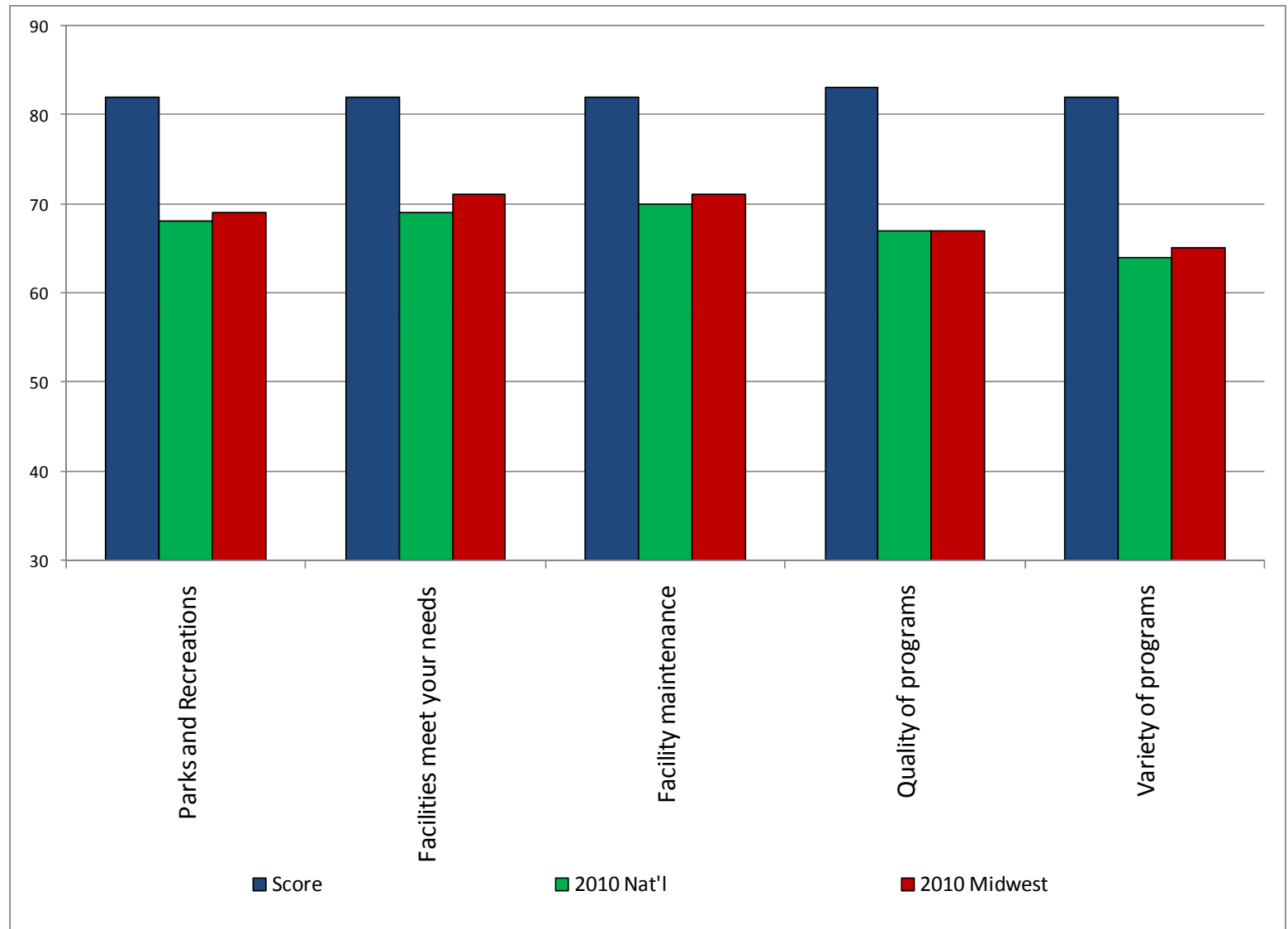
Drivers of Satisfaction and Behavior: Local Government



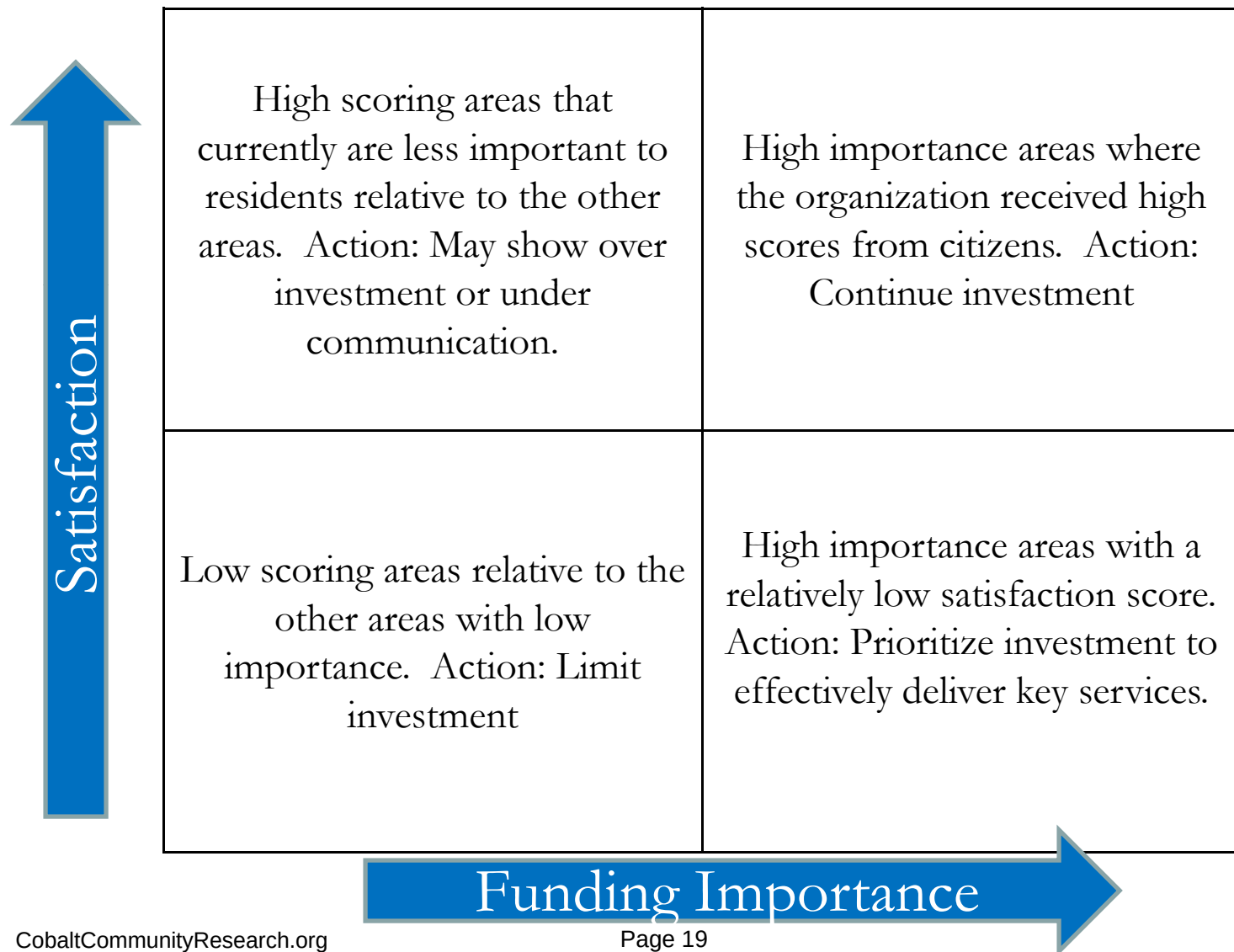
Drivers of Satisfaction and Behavior: Taxes

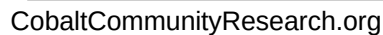


Drivers of Satisfaction and Behavior: Parks and Recreation

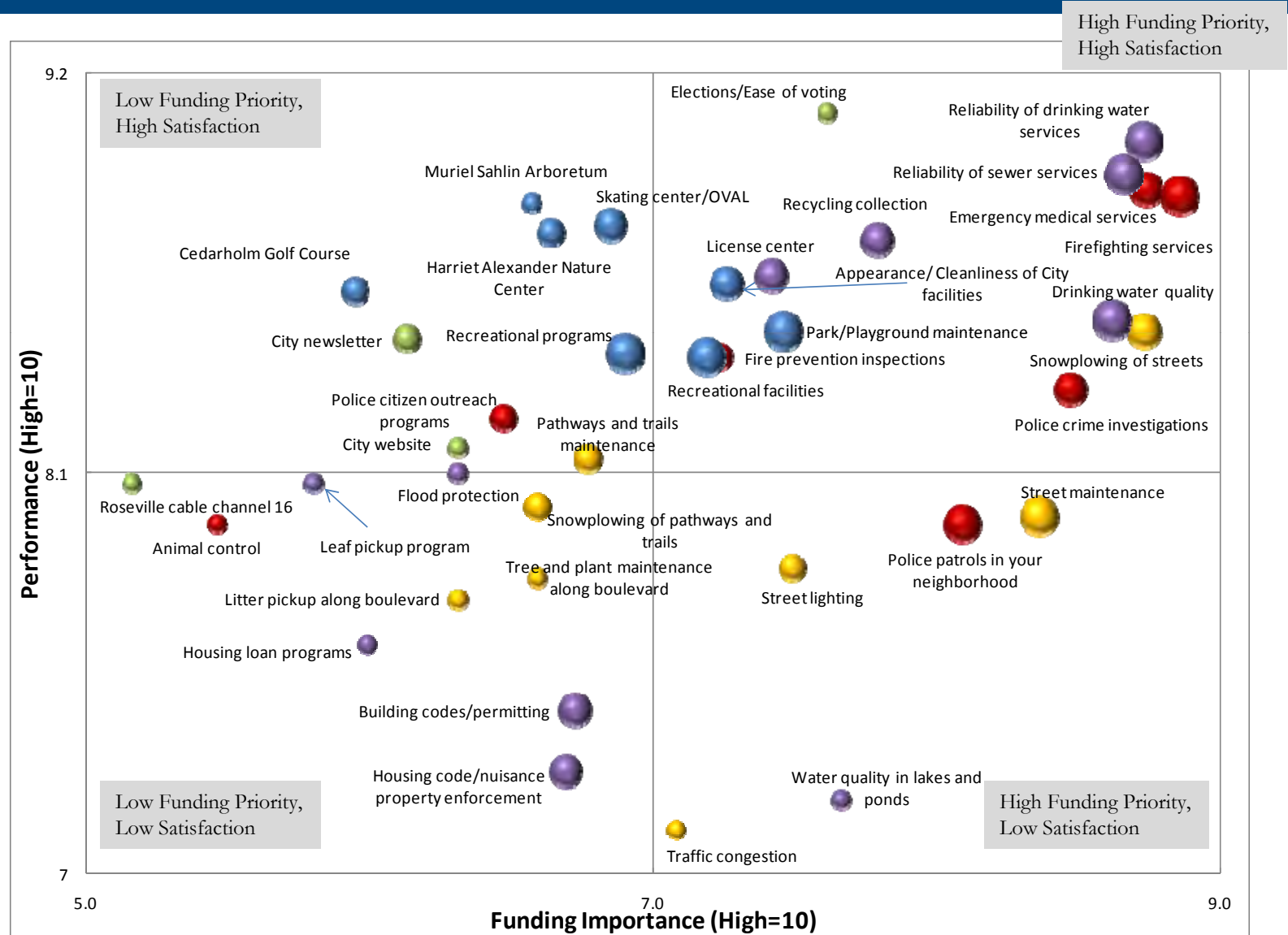


Understanding the Charts: Community Questions – Short-term Priorities

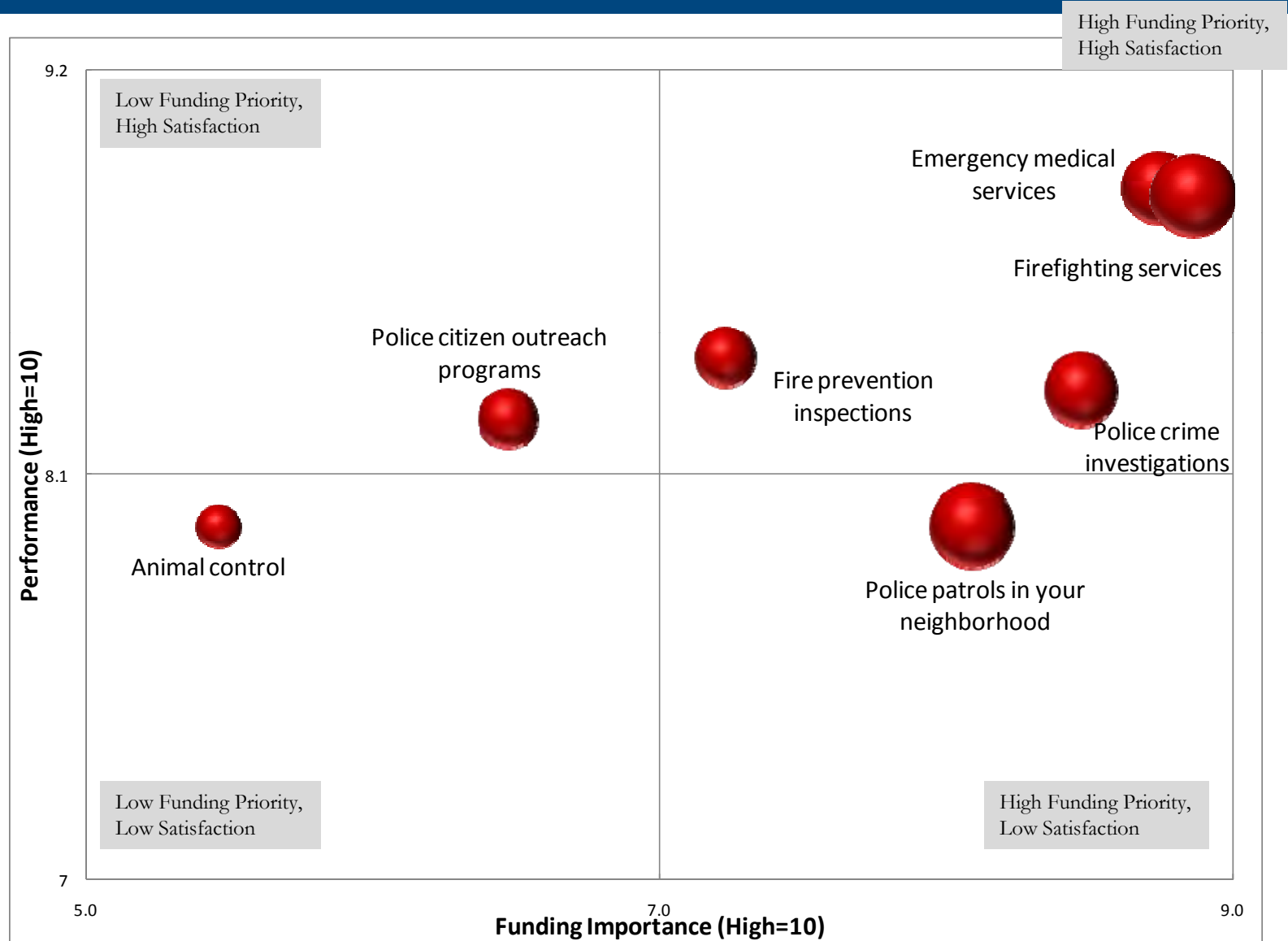




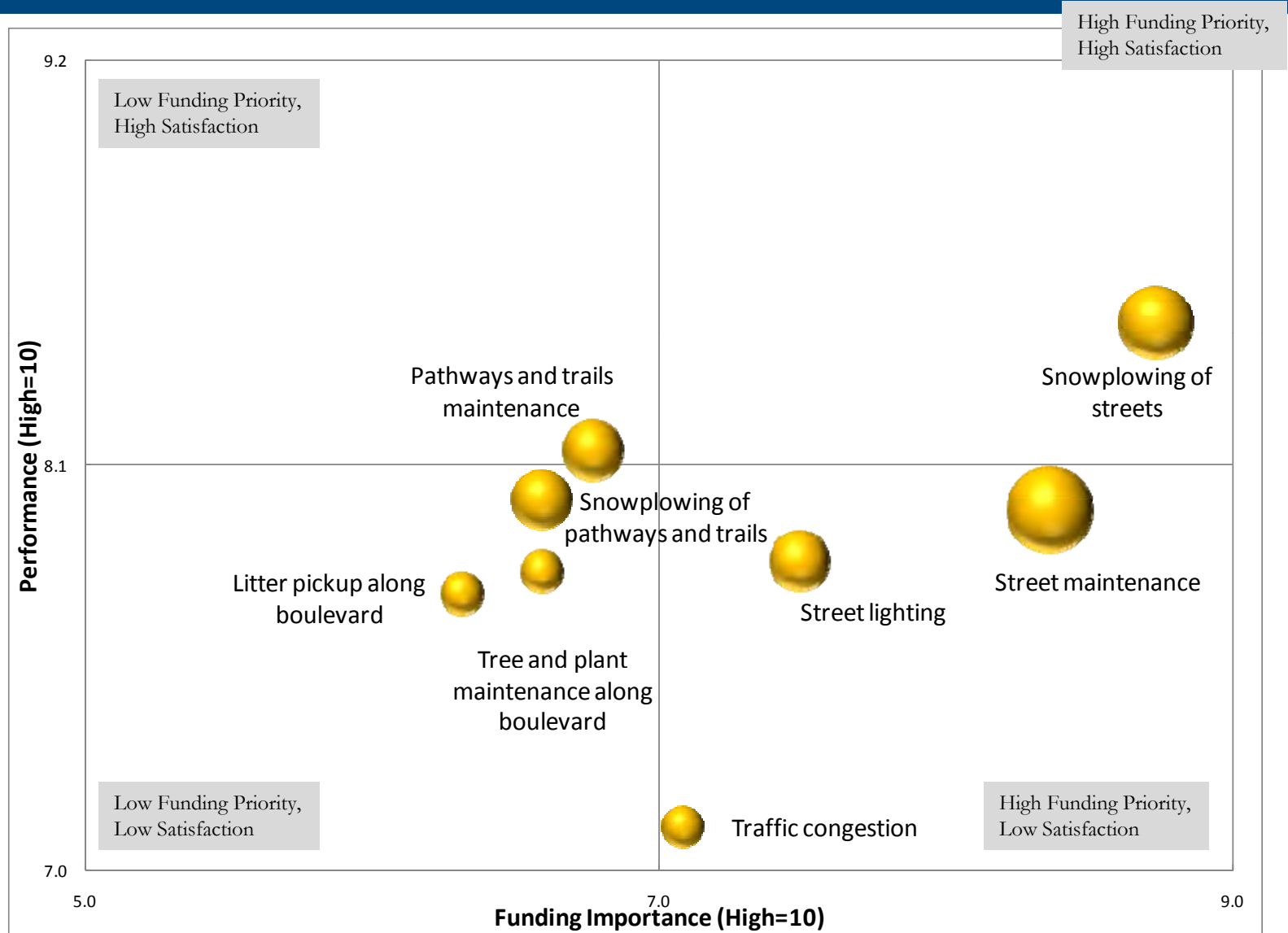
Analysis of City-Specific Services and Programs Rated by Satisfaction and Importance to Support Prioritization



Analysis of City-Specific Services and Programs Community Safety

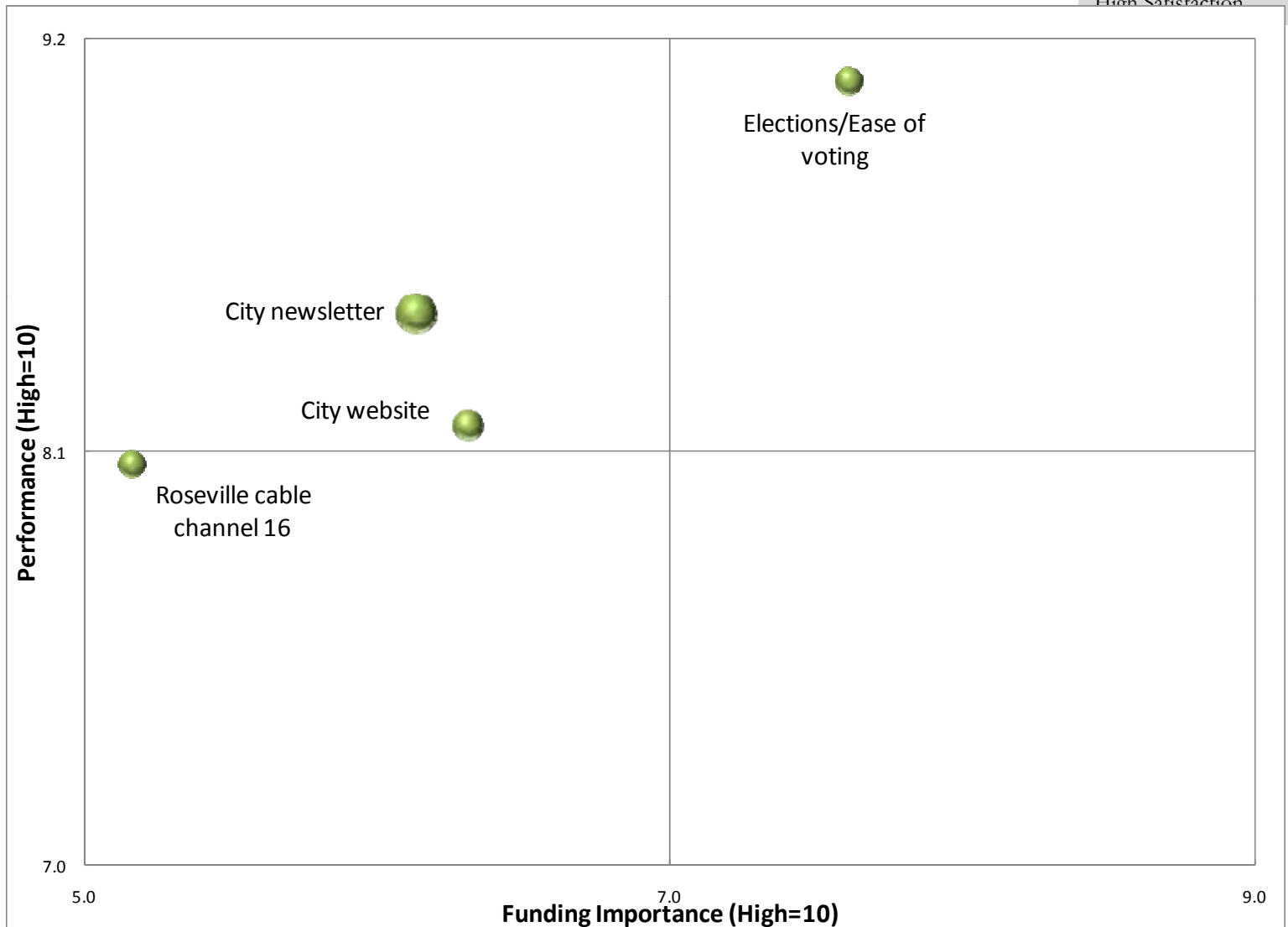


Analysis of City-Specific Services and Programs Streets and Sidewalks



Analysis of City-Specific Services and Programs Communication and Engagement

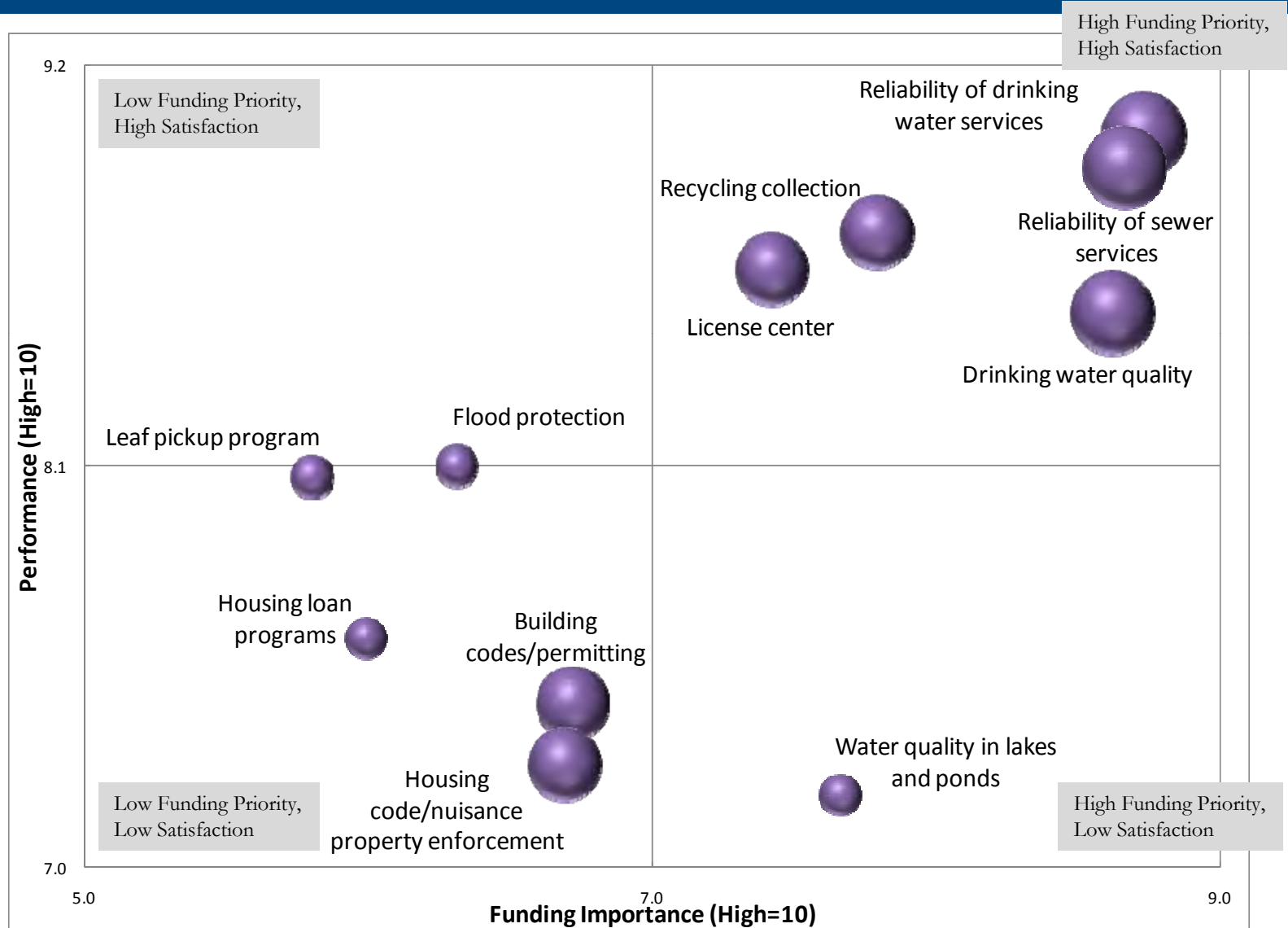
High Funding Priority,
High Satisfaction



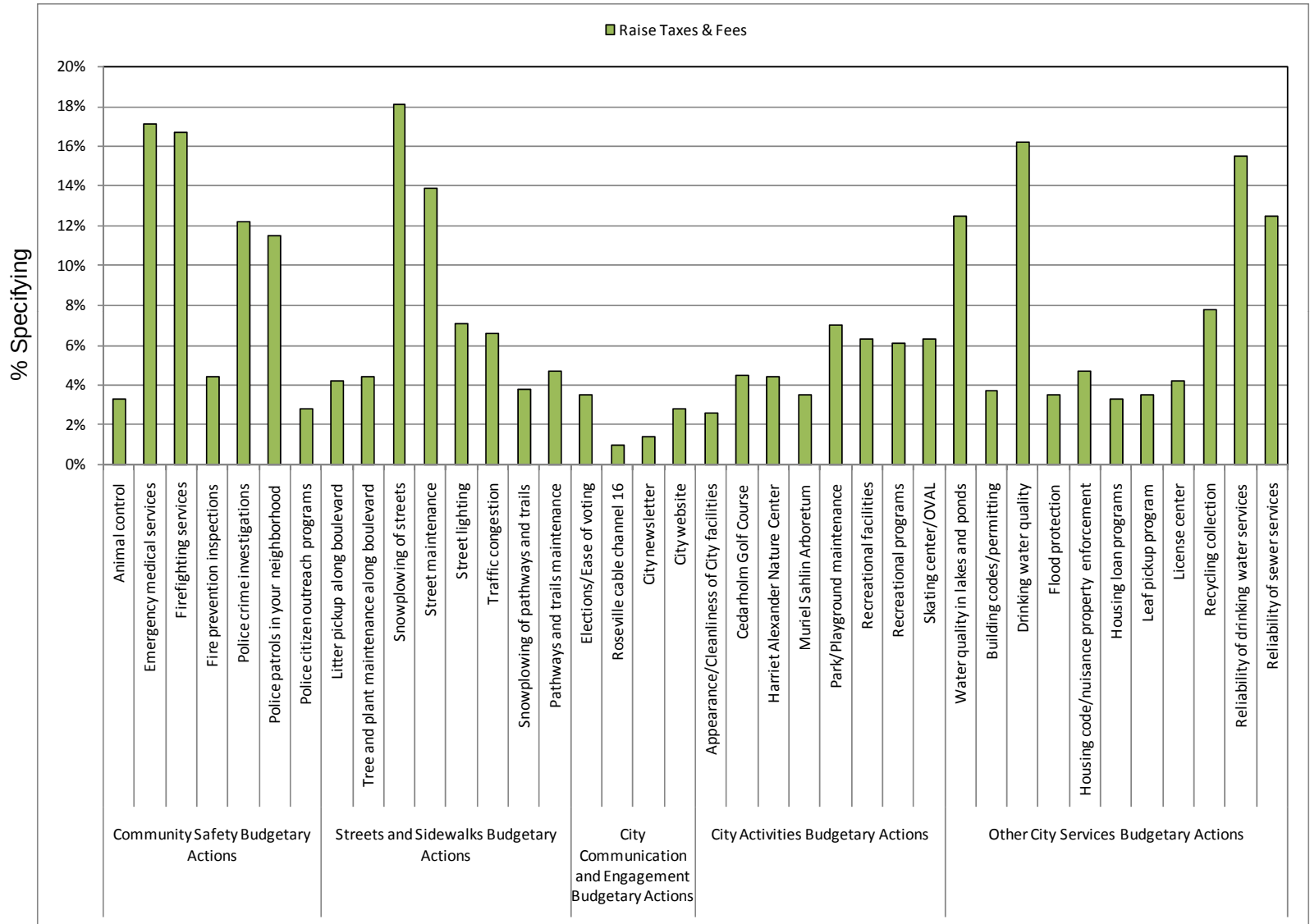
Analysis of City-Specific Services and Programs City Activities



Analysis of City-Specific Services and Programs Other City Services

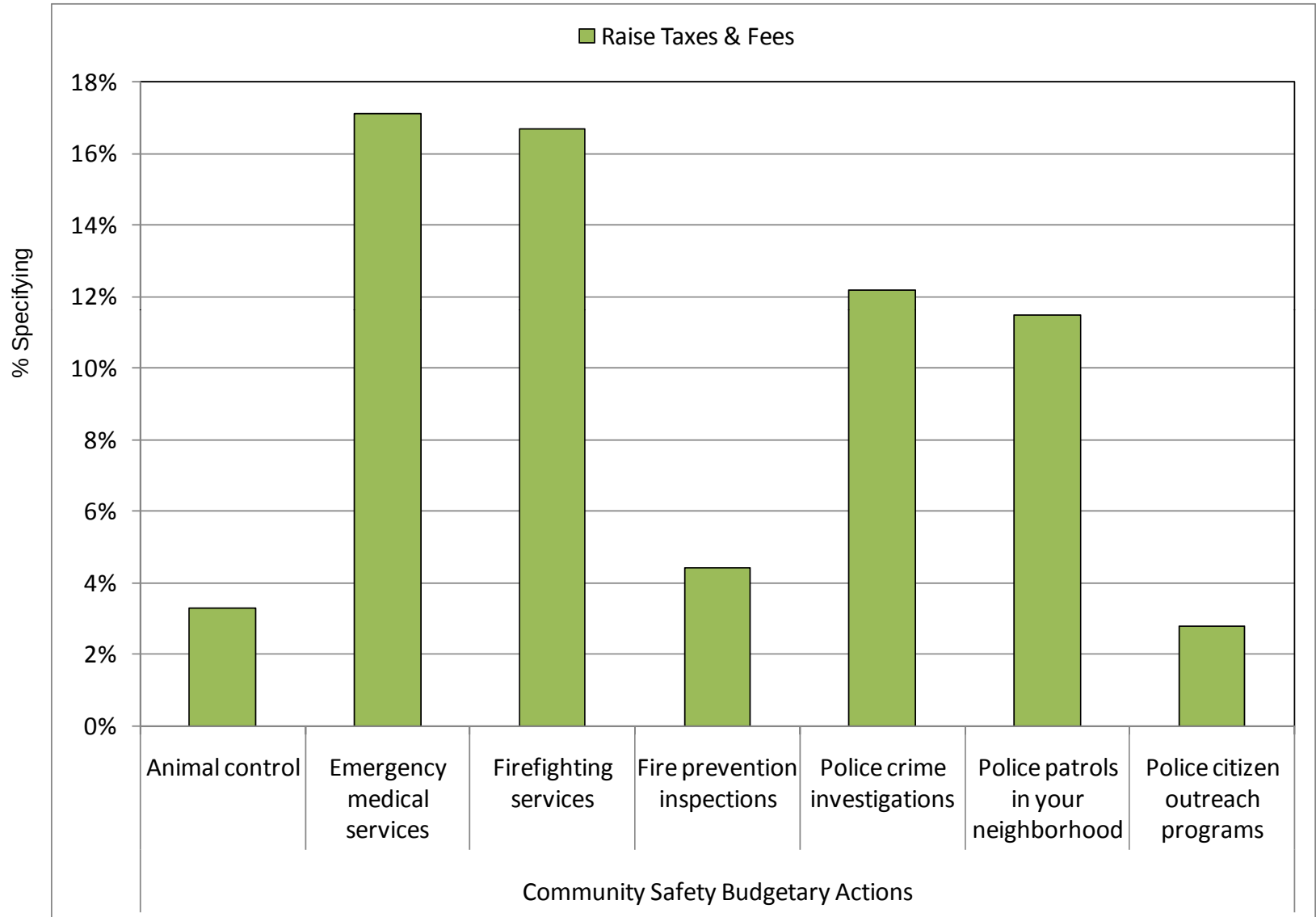


Support for Budgetary Actions Raise Taxes and Fees

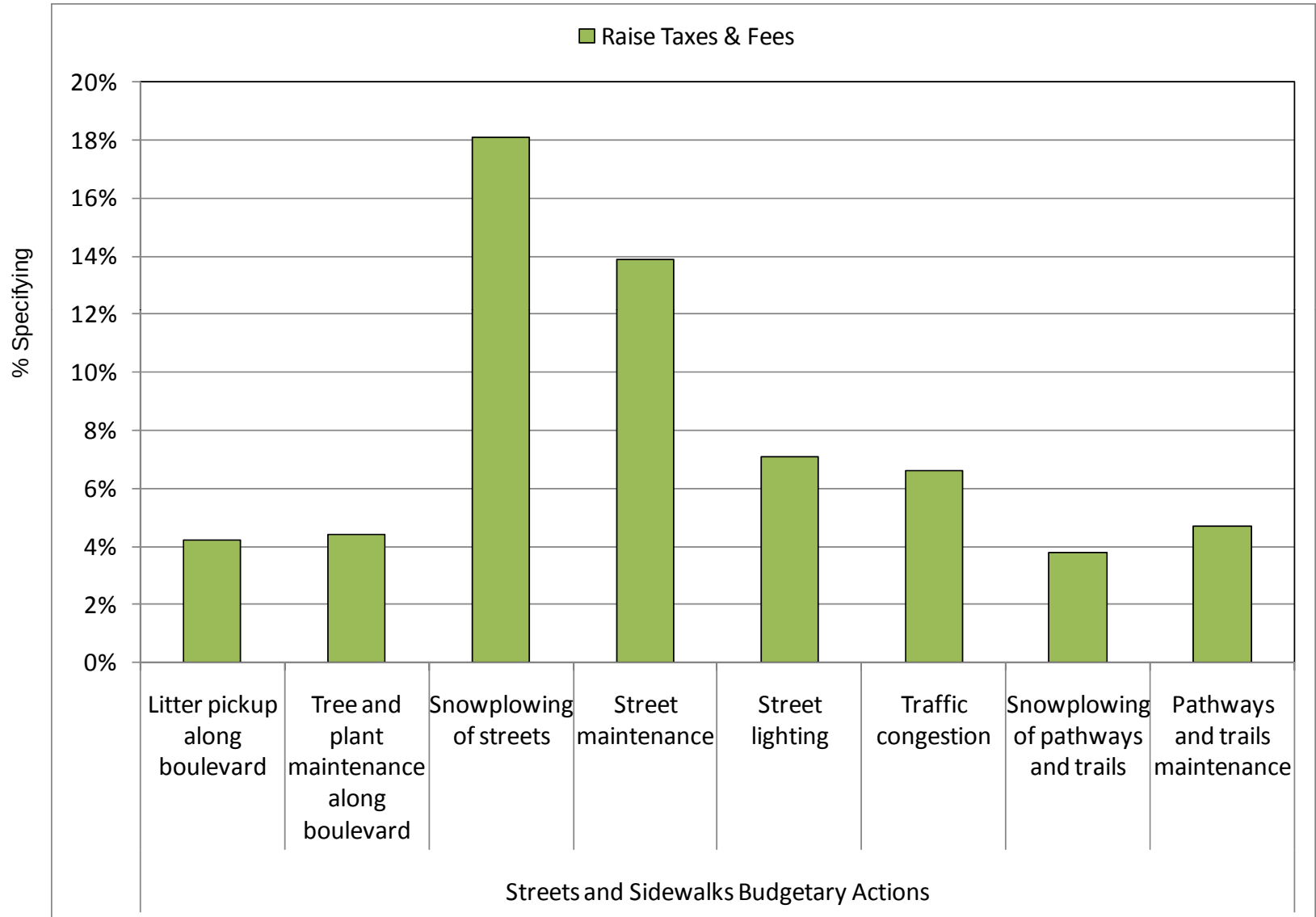


Support for Budgetary Actions

Raise Taxes and Fees

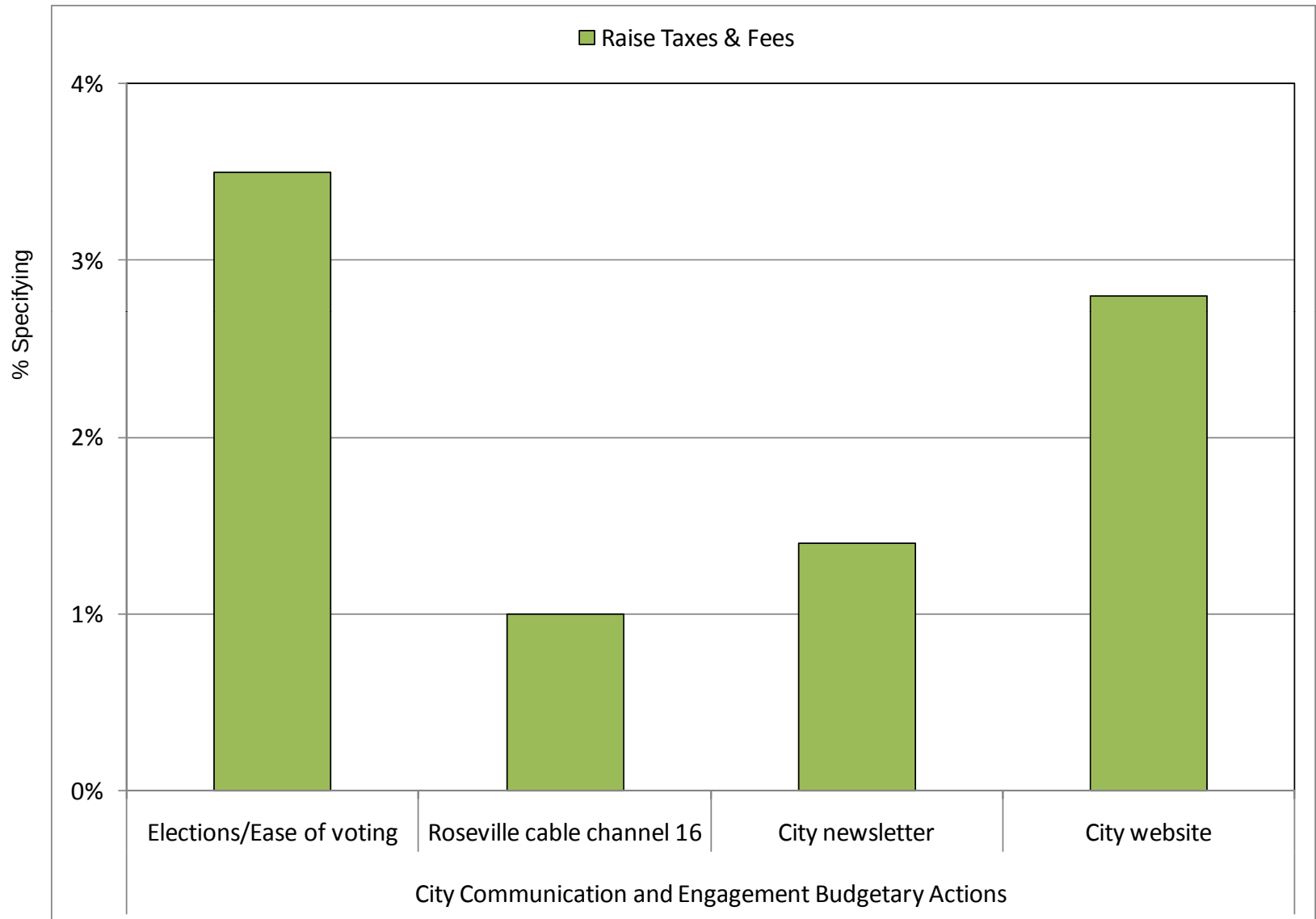


Support for Budgetary Actions Raise Taxes and Fees



Support for Budgetary Actions

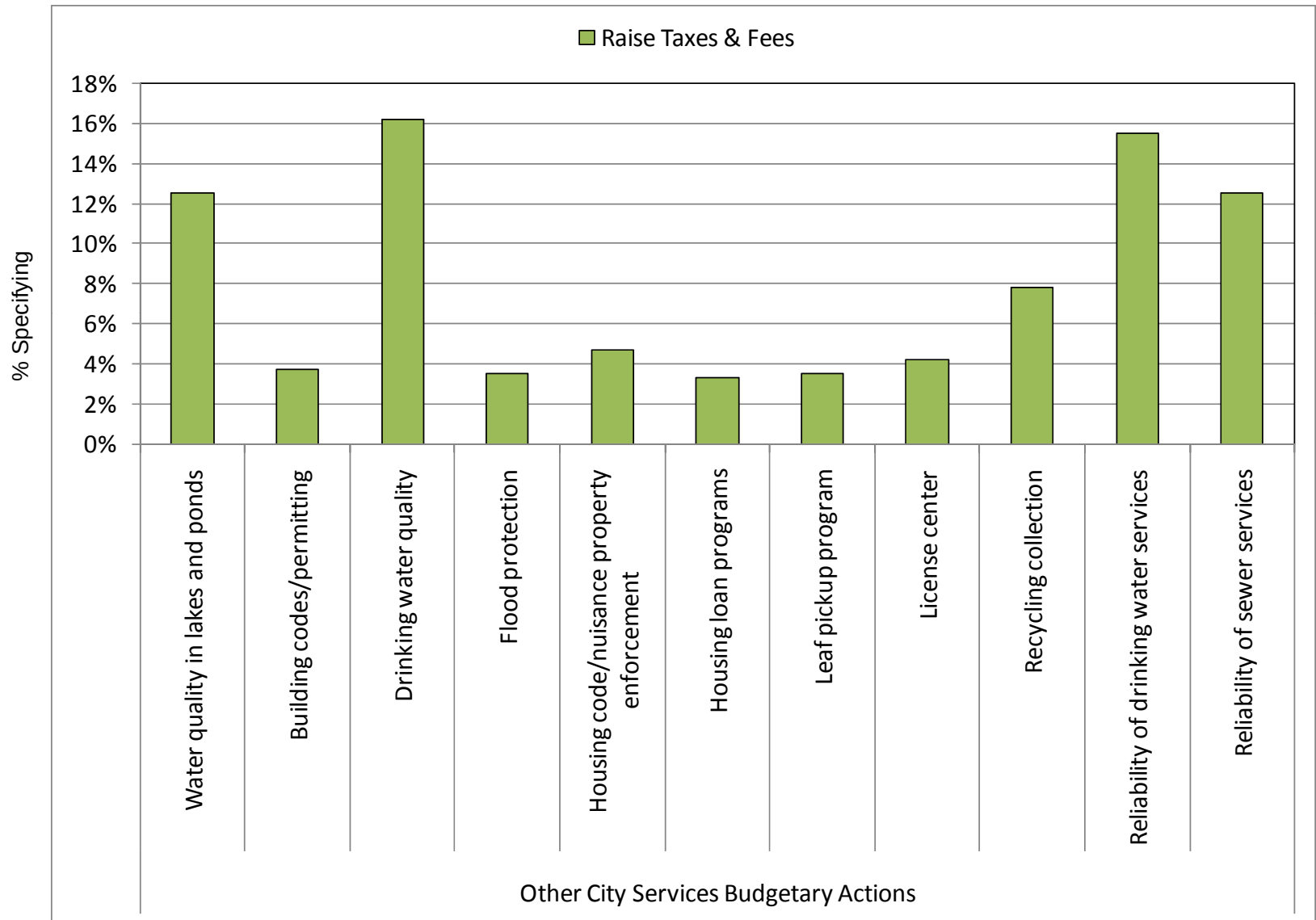
Raise Taxes and Fees



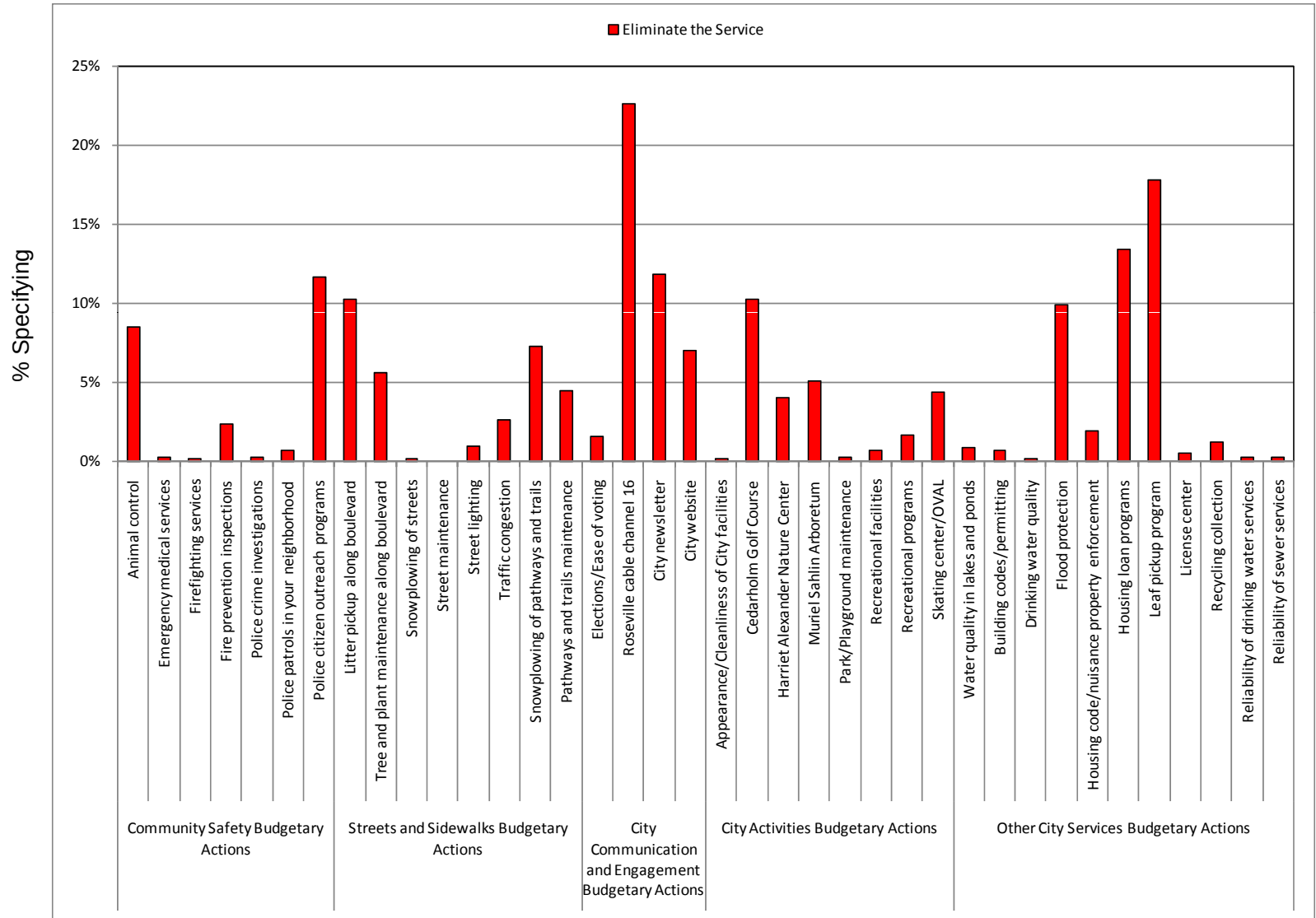
Support for Budgetary Actions Raise Taxes and Fees



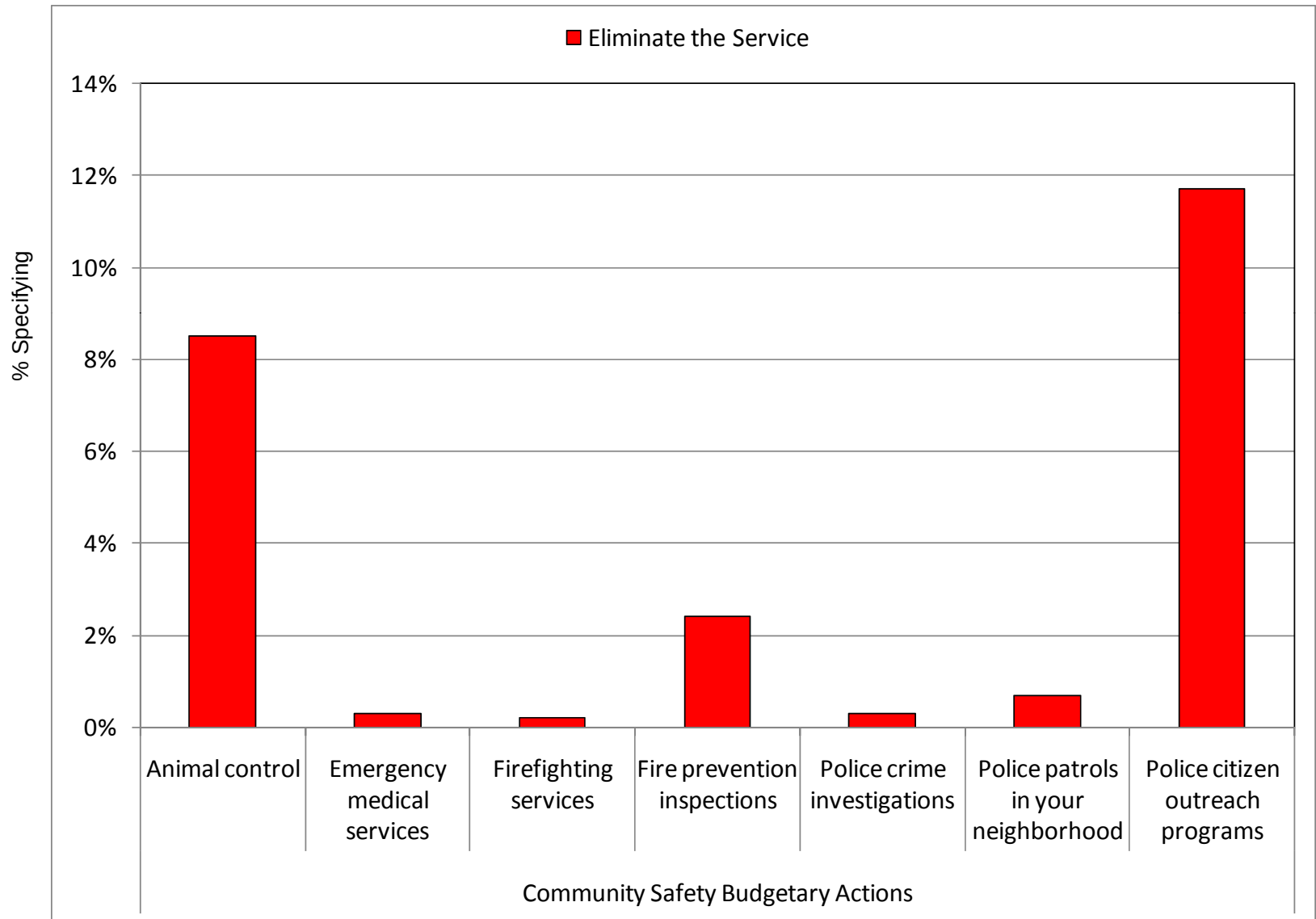
Support for Budgetary Actions Raise Taxes and Fees



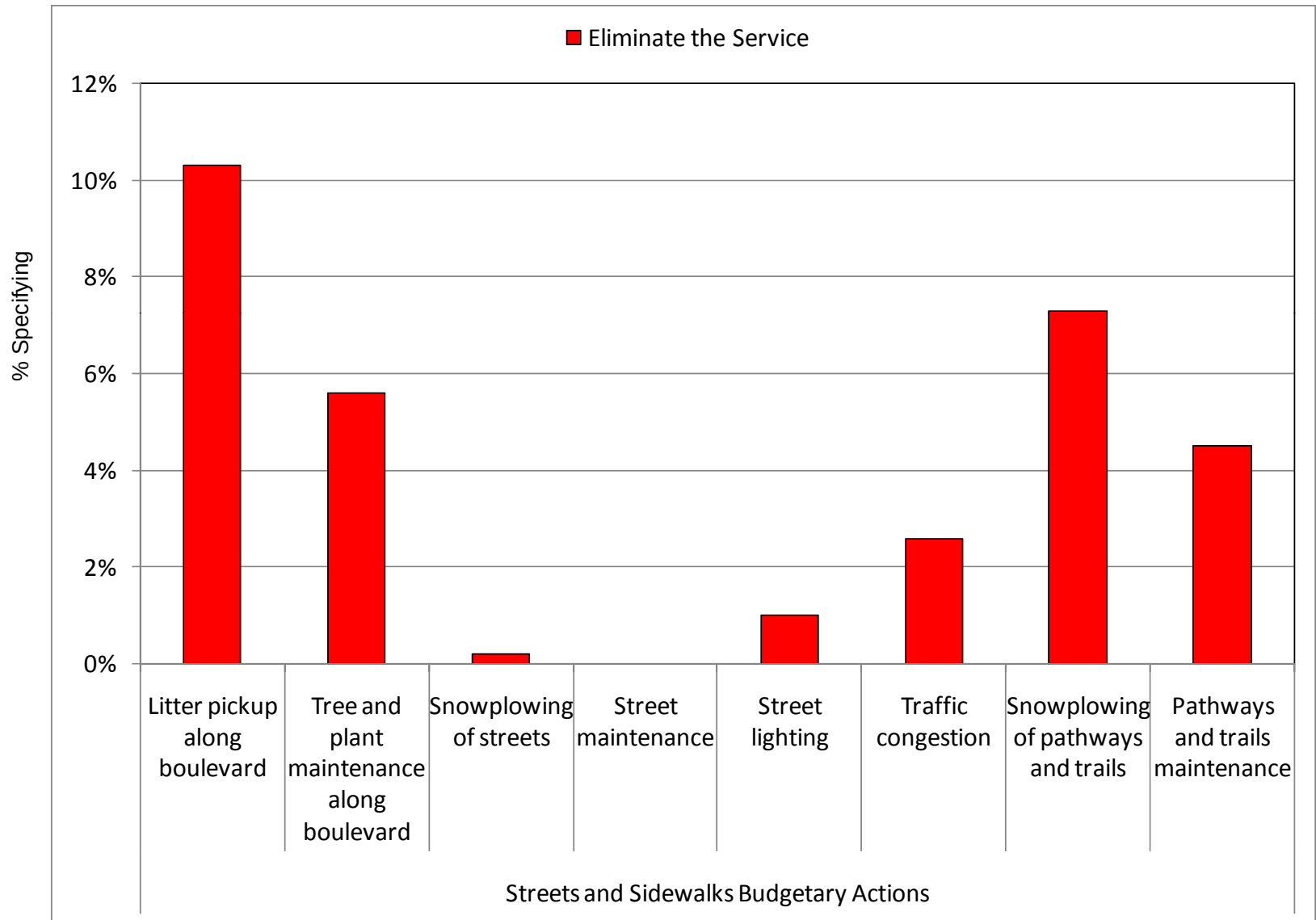
Support for Budgetary Actions Eliminate Services



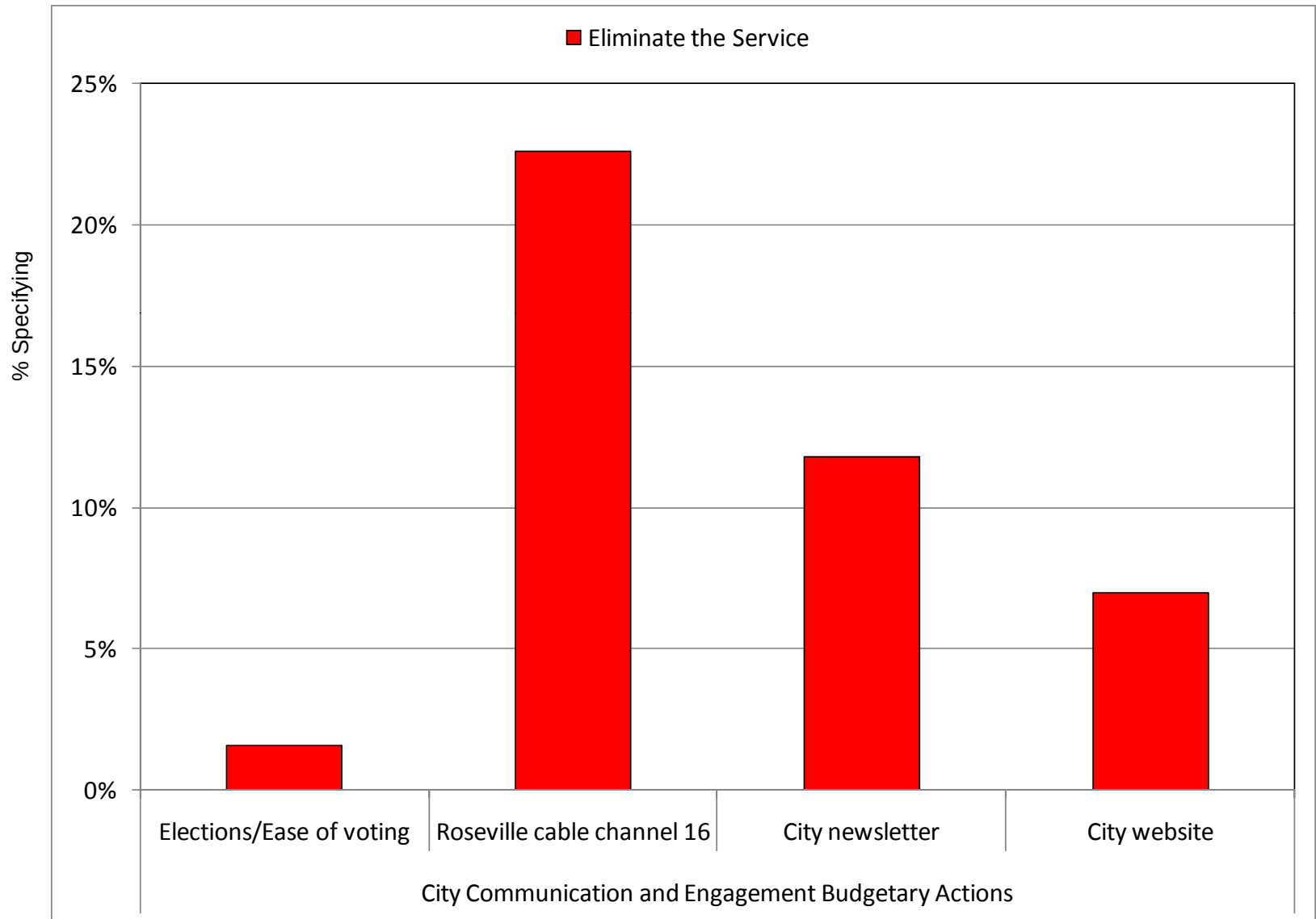
Support for Budgetary Actions Eliminate Services



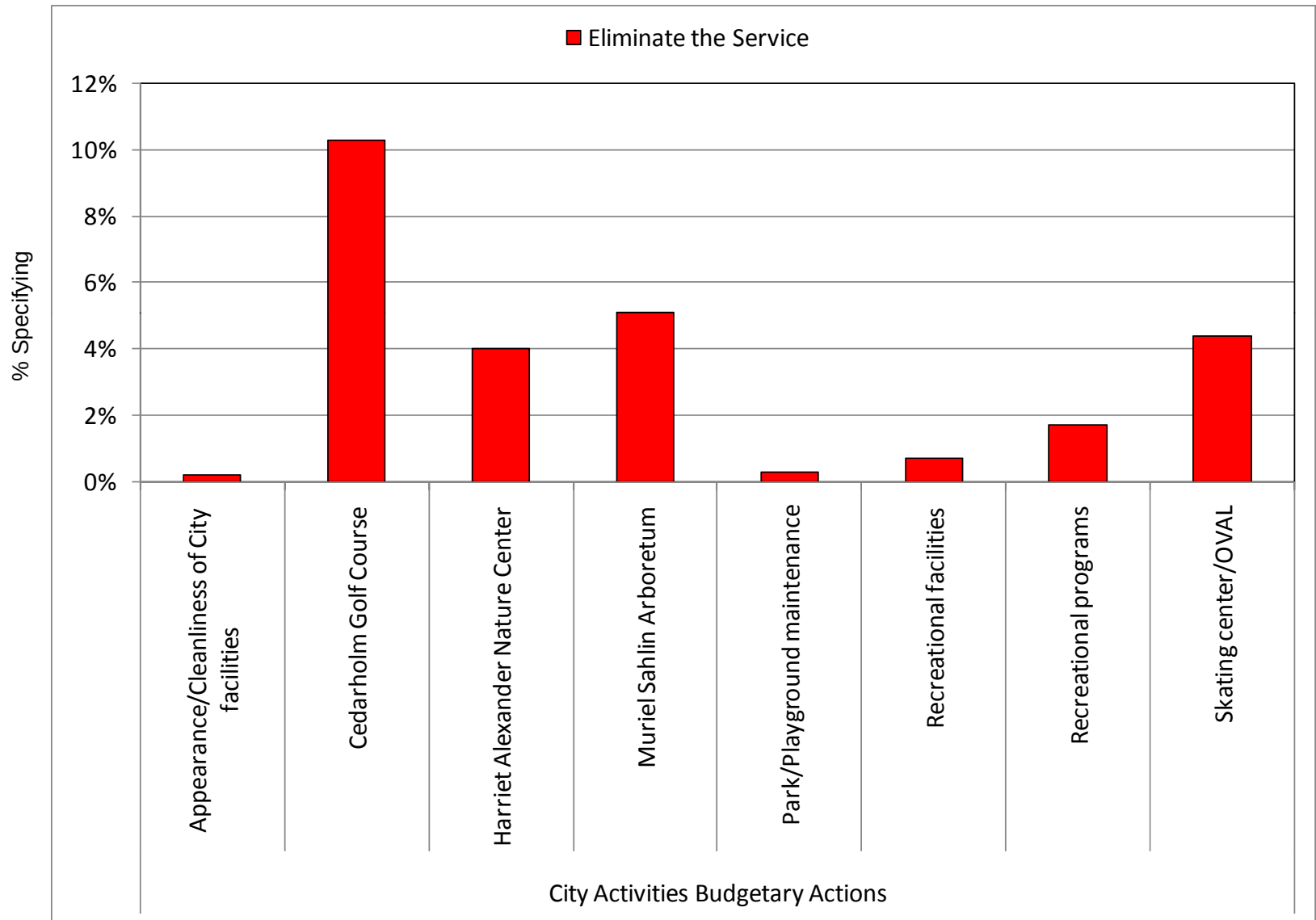
Support for Budgetary Actions Eliminate Services



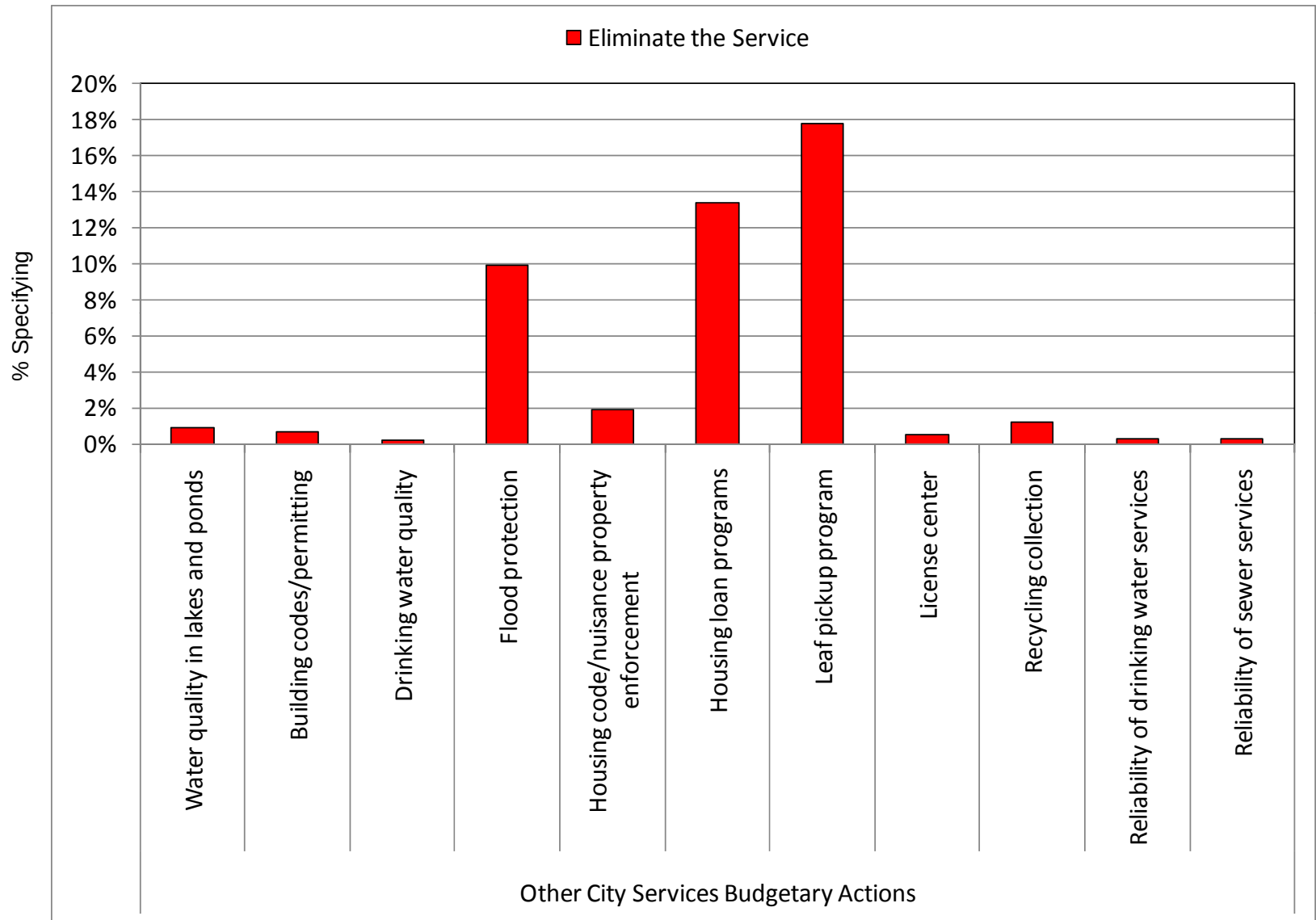
Support for Budgetary Actions Eliminate Services



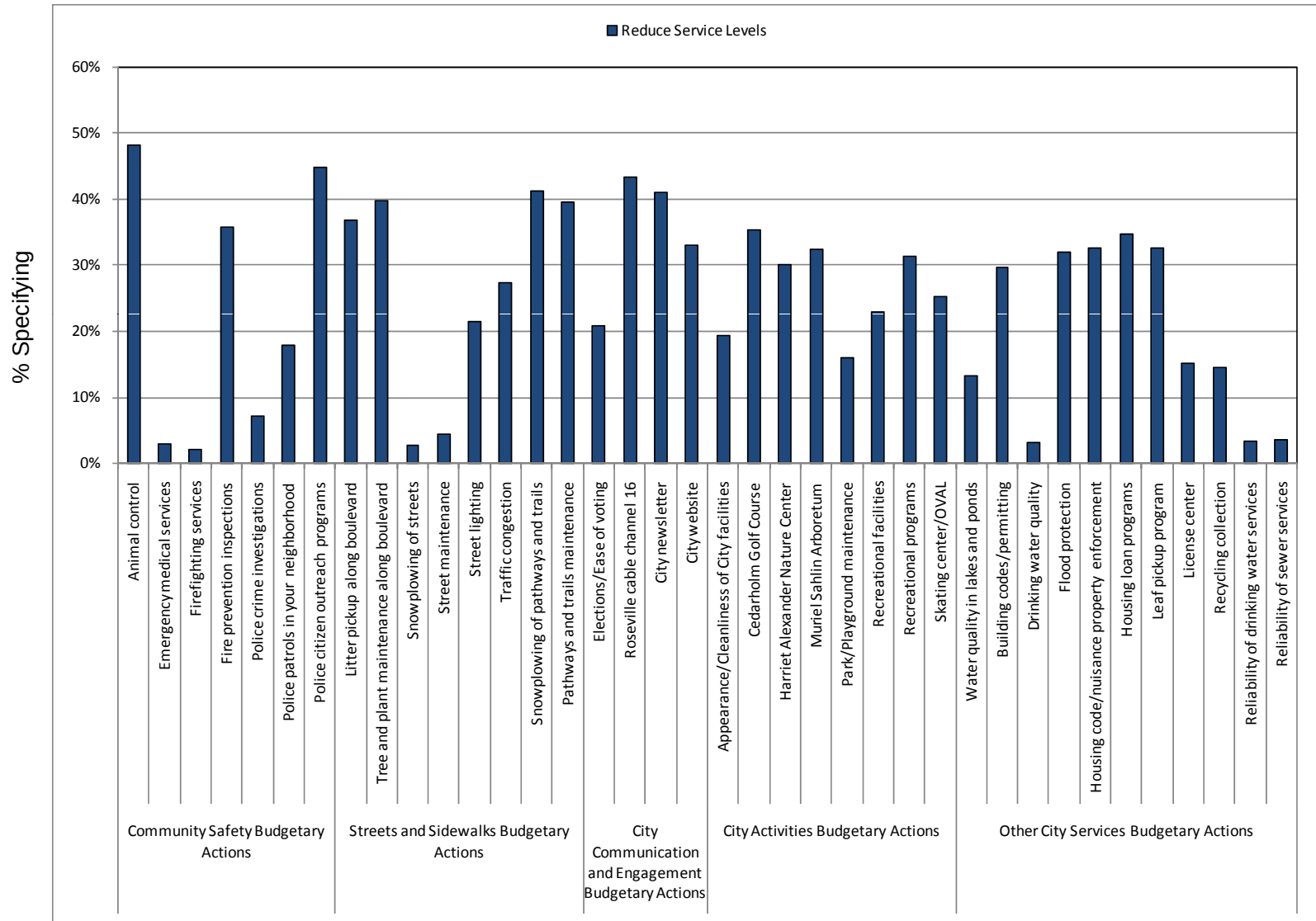
Support for Budgetary Actions Eliminate Services



Support for Budgetary Actions Eliminate Services

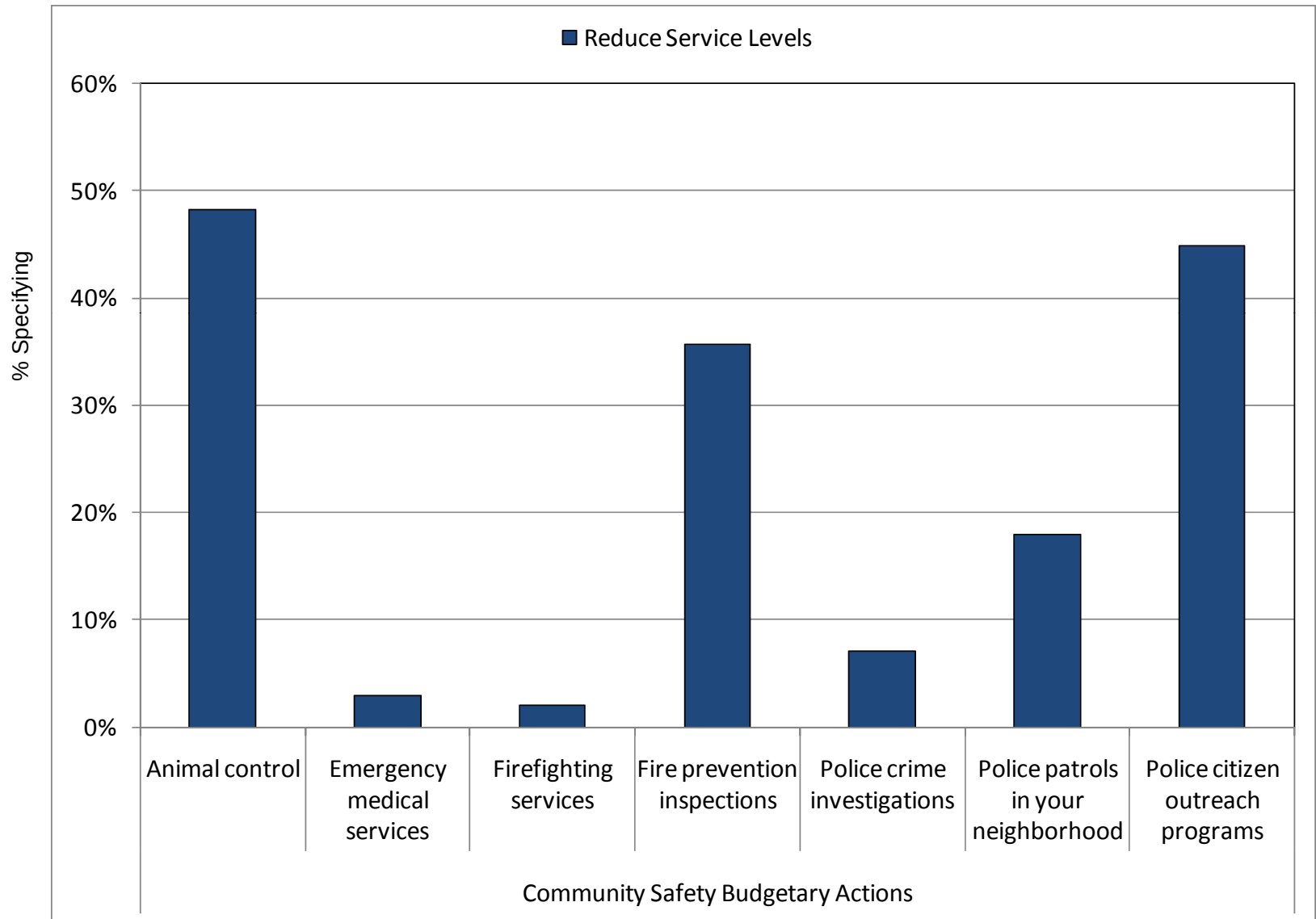


Support for Budgetary Actions Reduce Service Levels



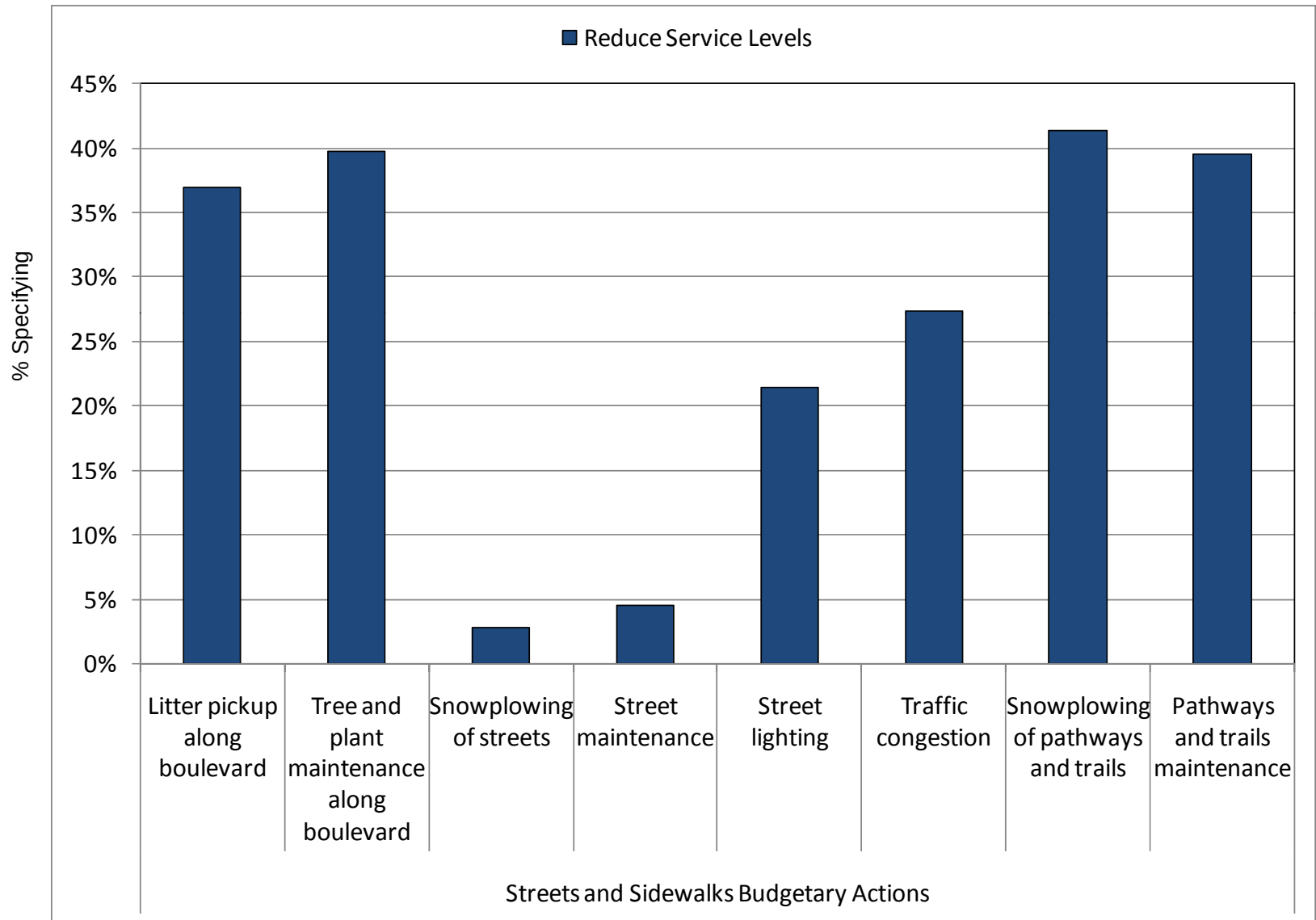
Support for Budgetary Actions

Reduce Service Levels



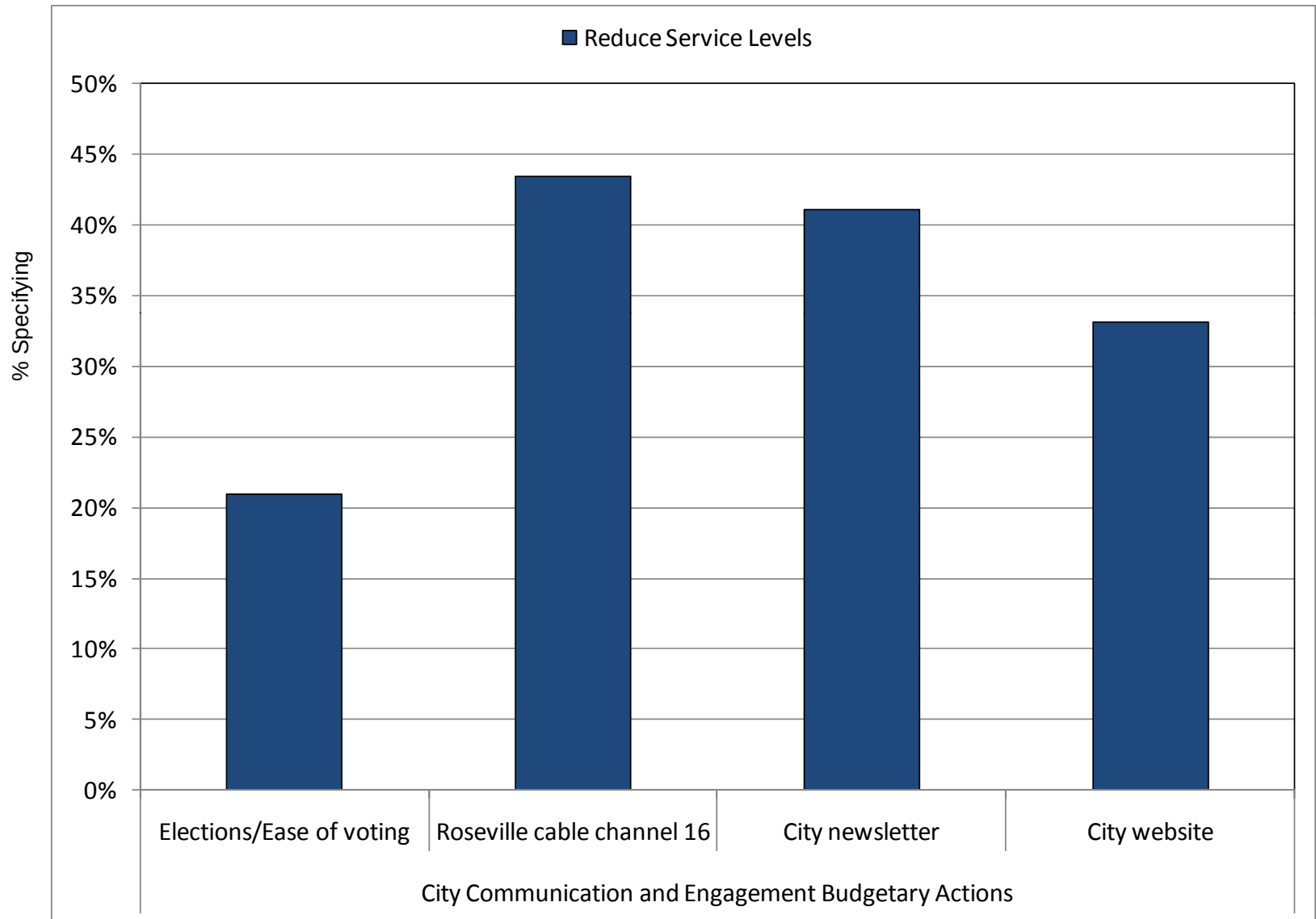
Support for Budgetary Actions

Reduce Service Levels



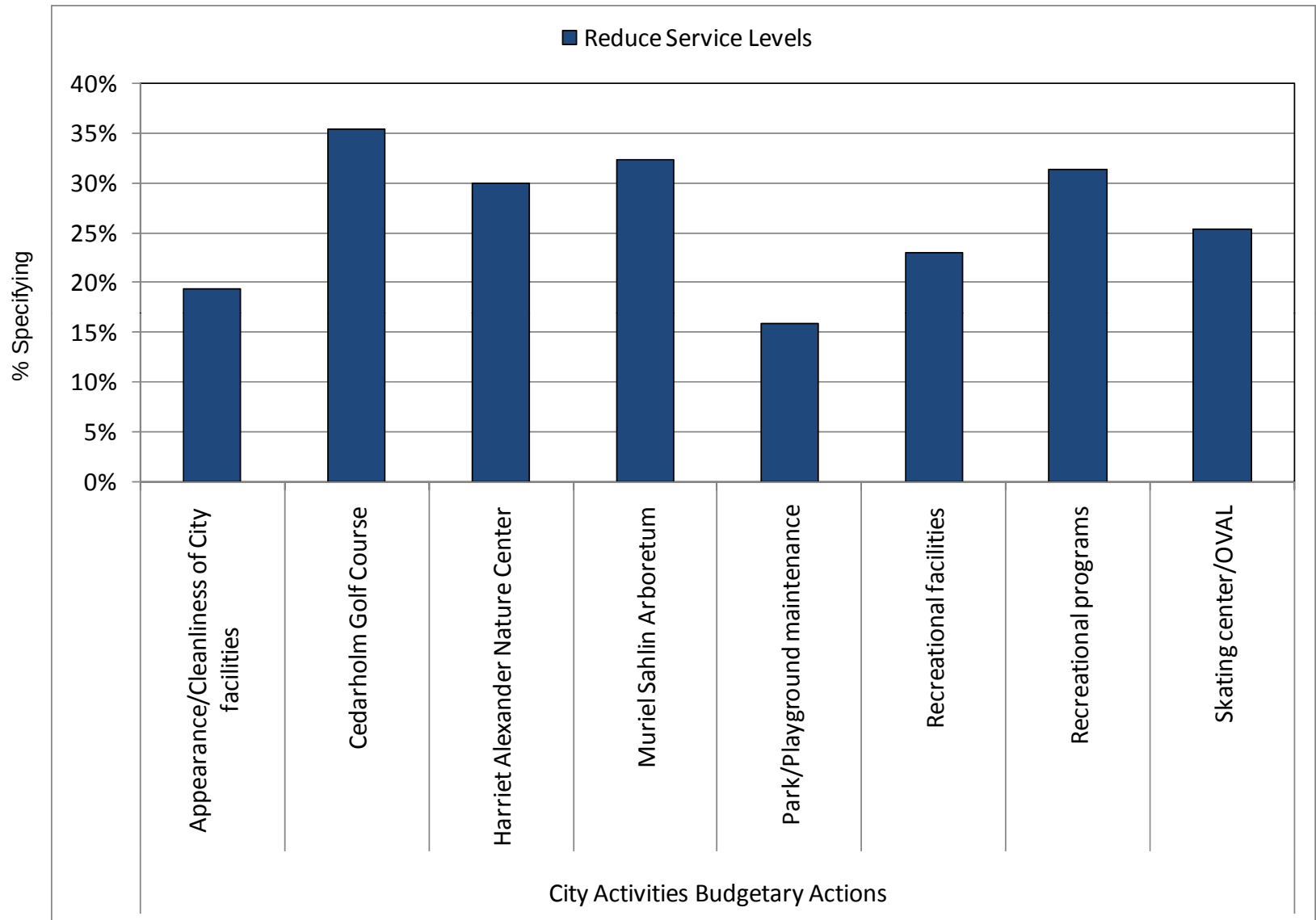
Support for Budgetary Actions

Reduce Service Levels



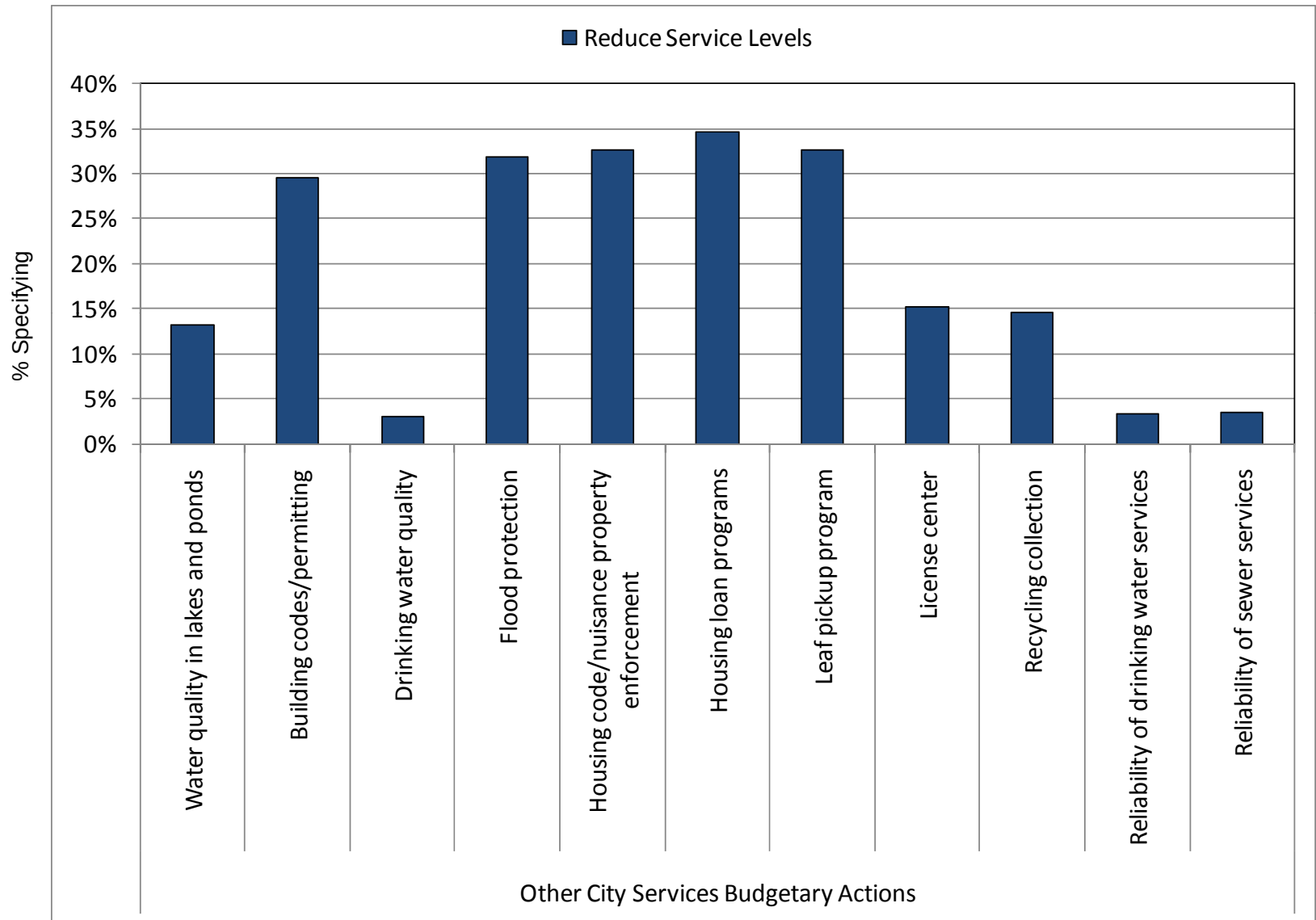
Support for Budgetary Actions

Reduce Service Levels



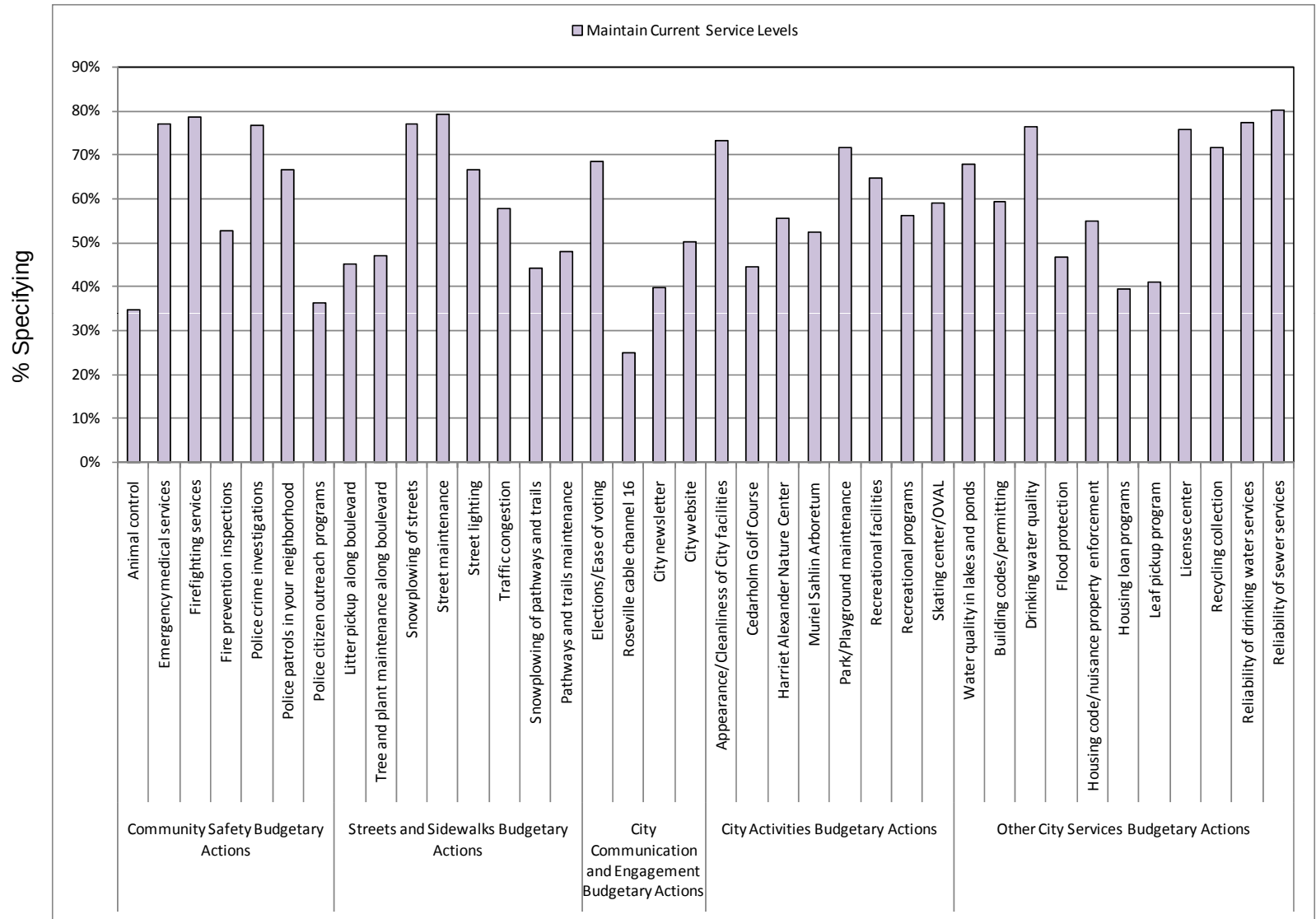
Support for Budgetary Actions

Reduce Service Levels



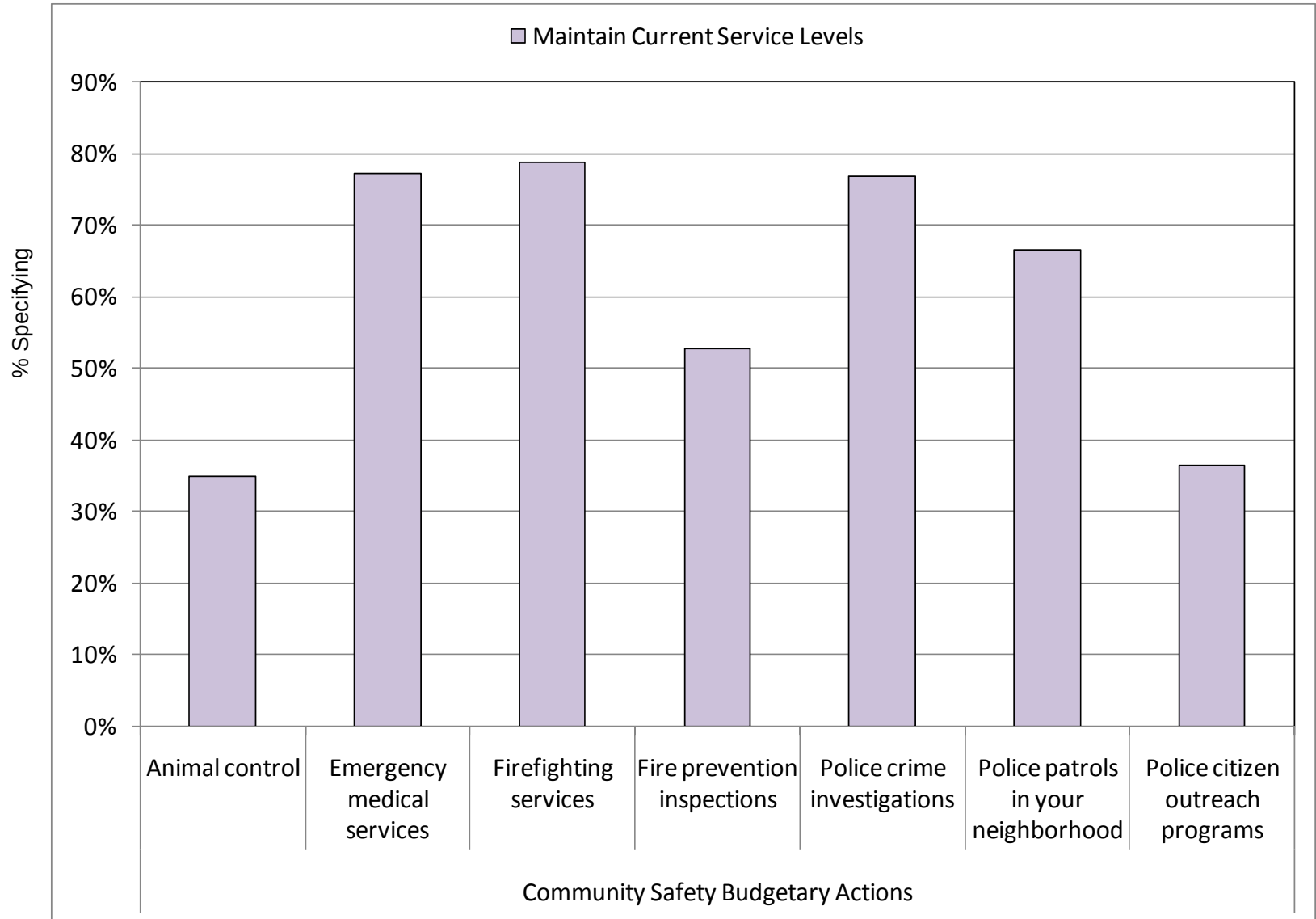
Support for Budgetary Actions

Maintain Current Service Levels



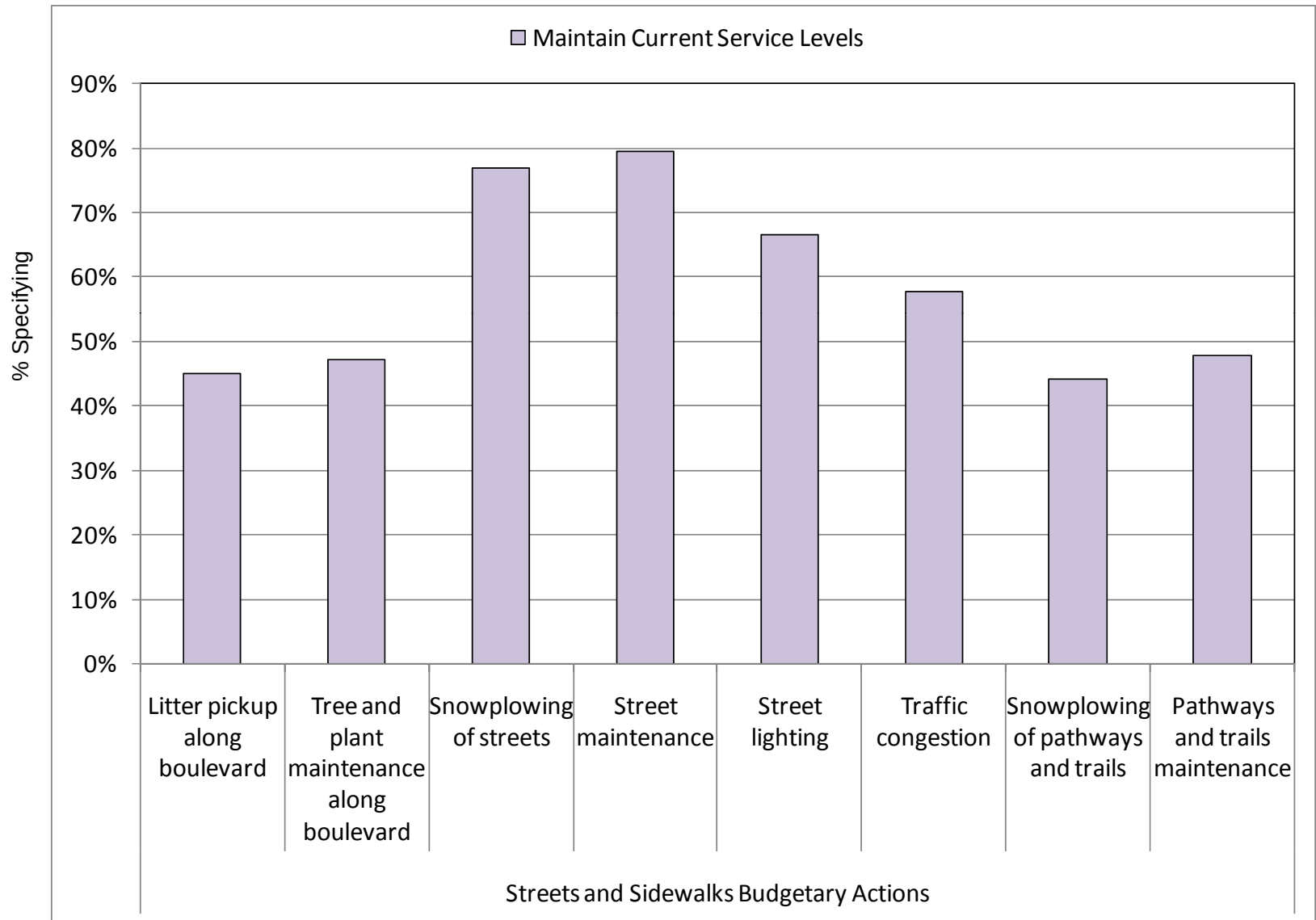
Support for Budgetary Actions

Maintain Current Service Levels



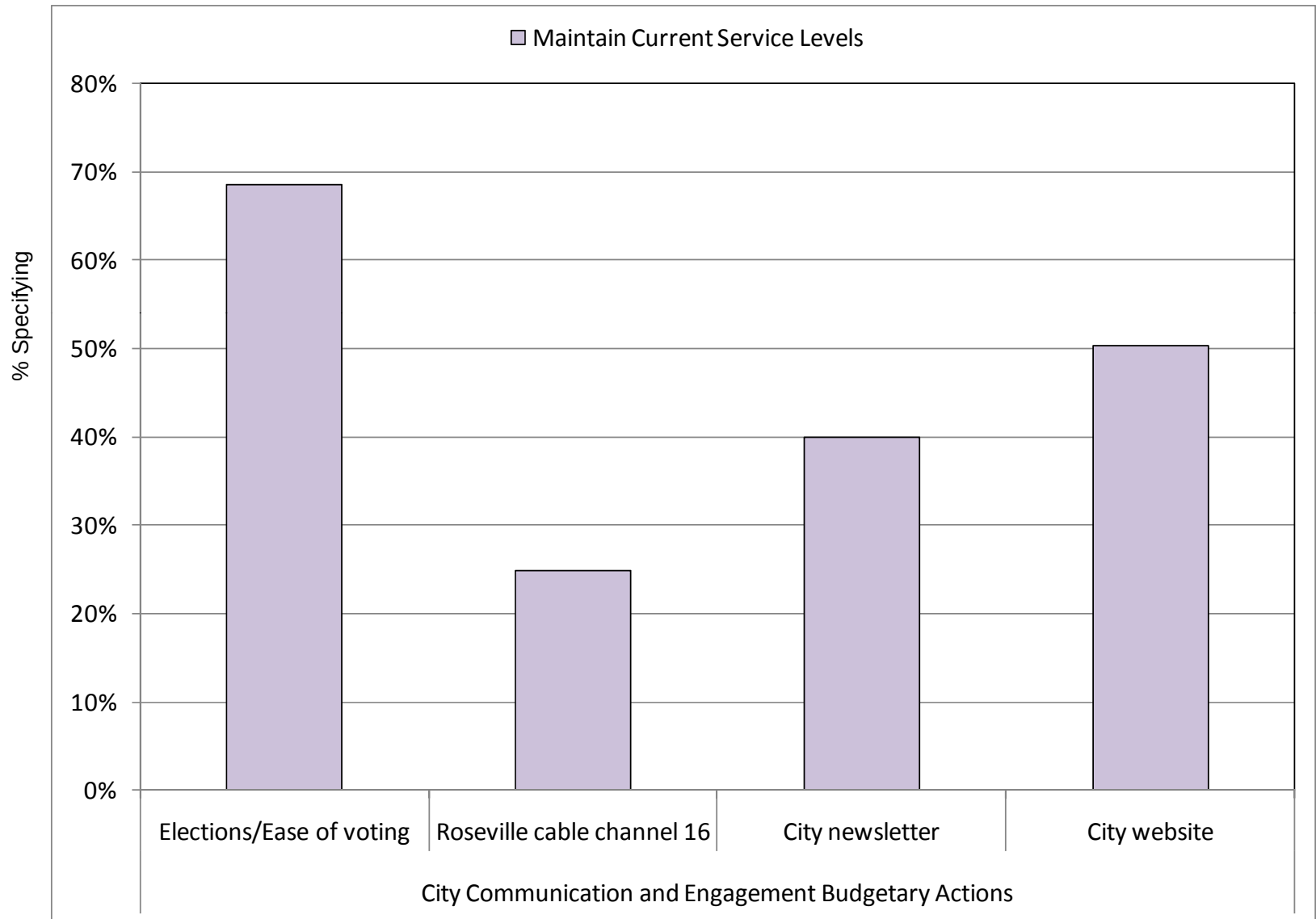
Support for Budgetary Actions

Maintain Current Service Levels



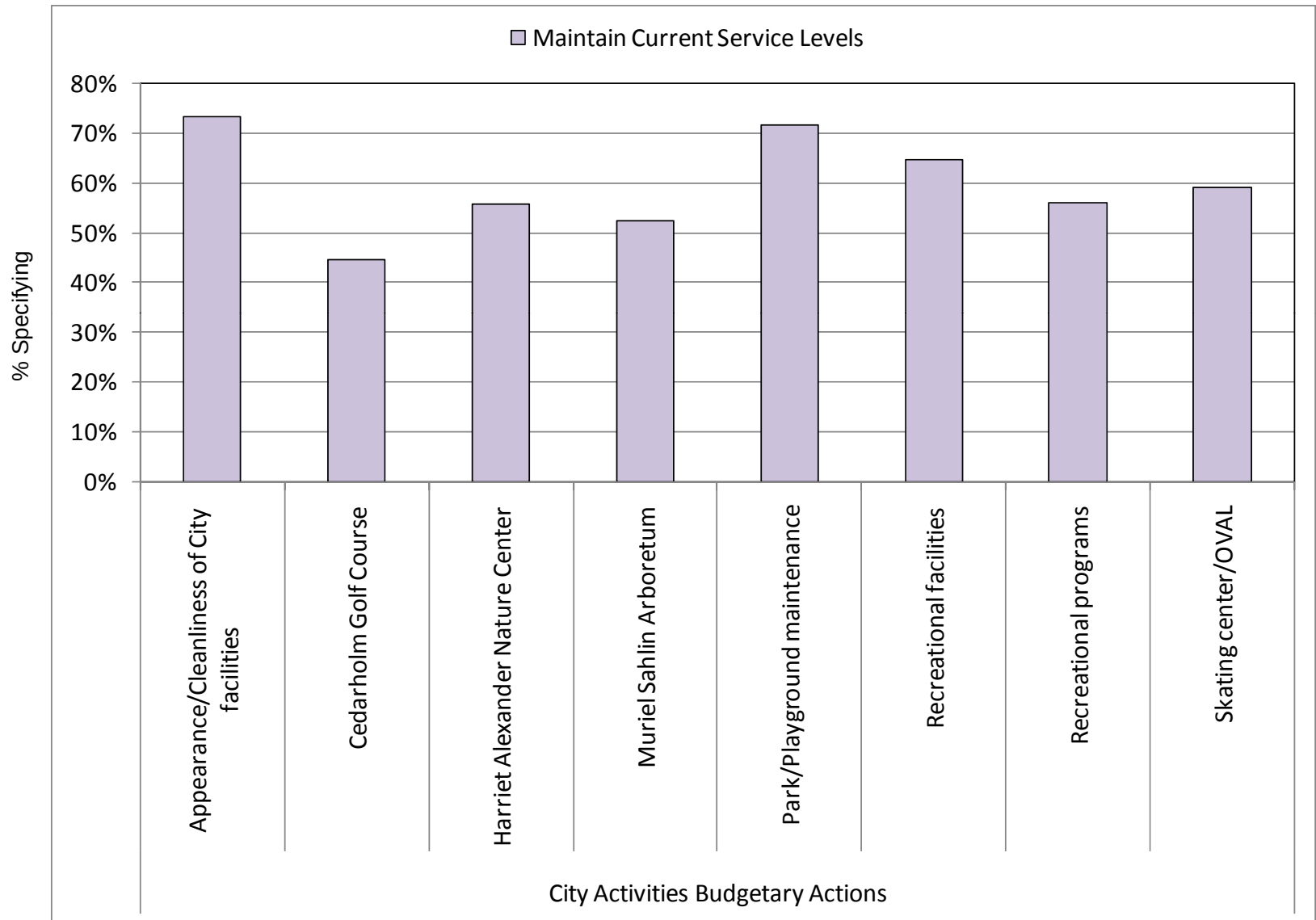
Support for Budgetary Actions

Maintain Current Service Levels



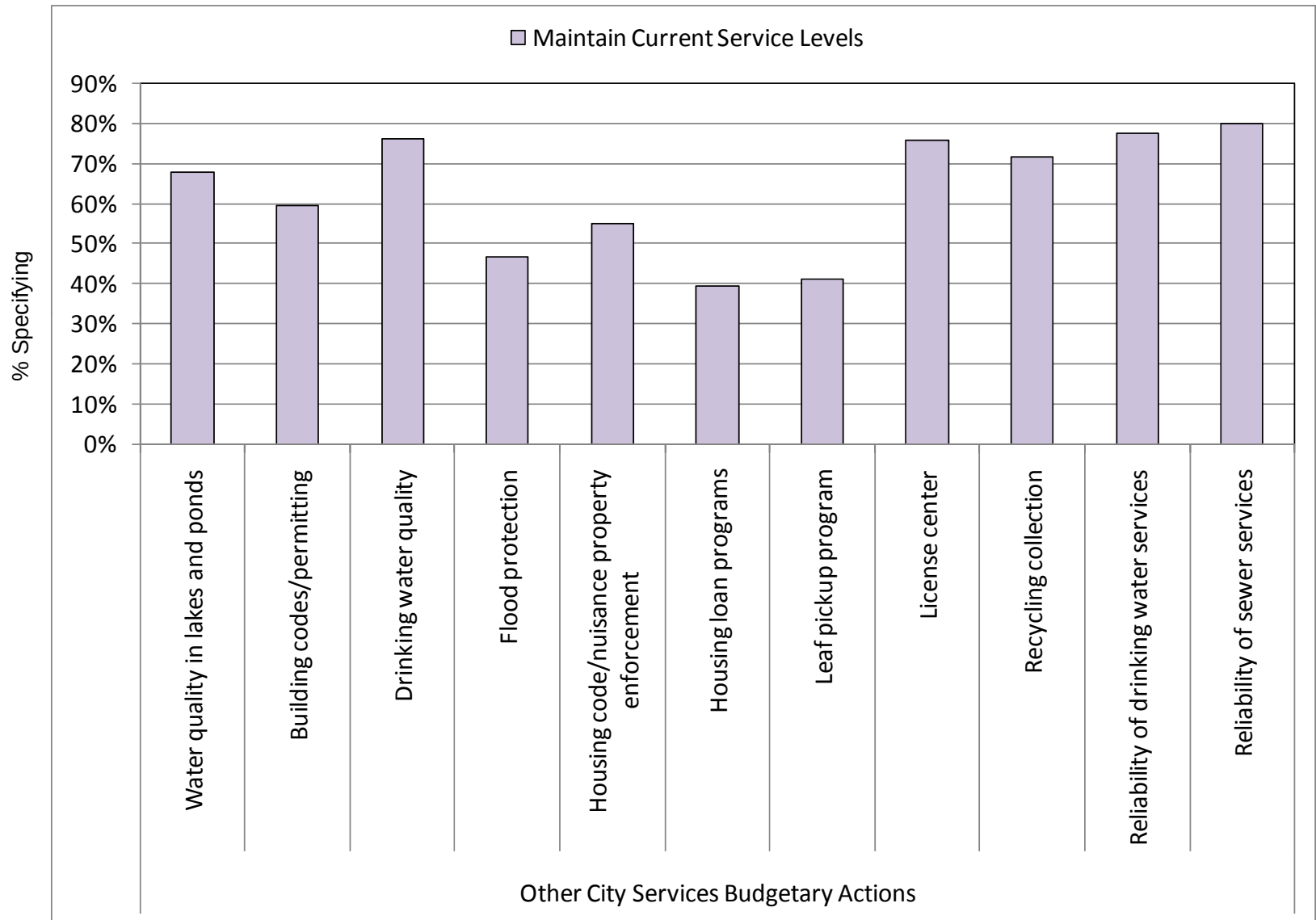
Support for Budgetary Actions

Maintain Current Service Levels

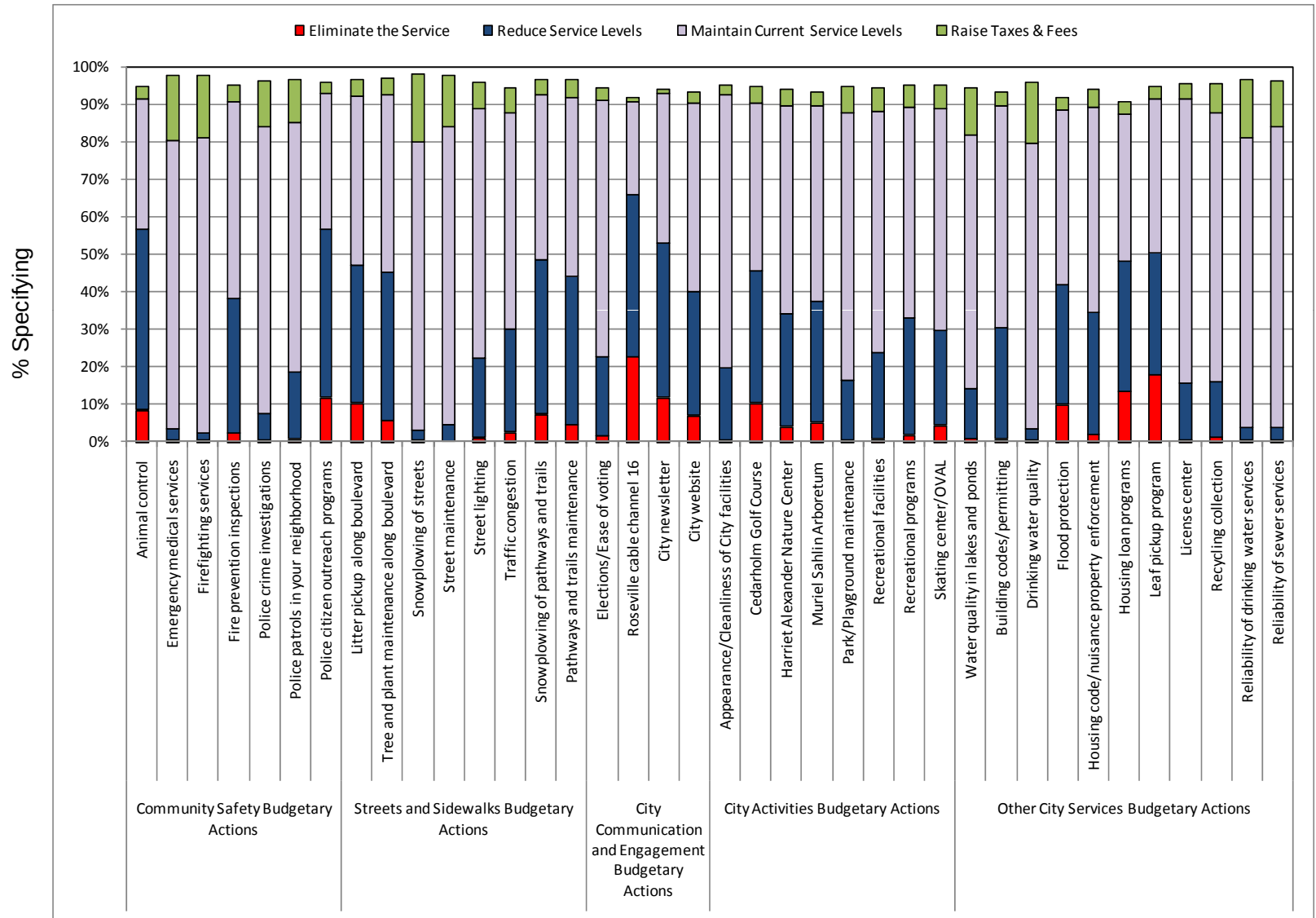


Support for Budgetary Actions

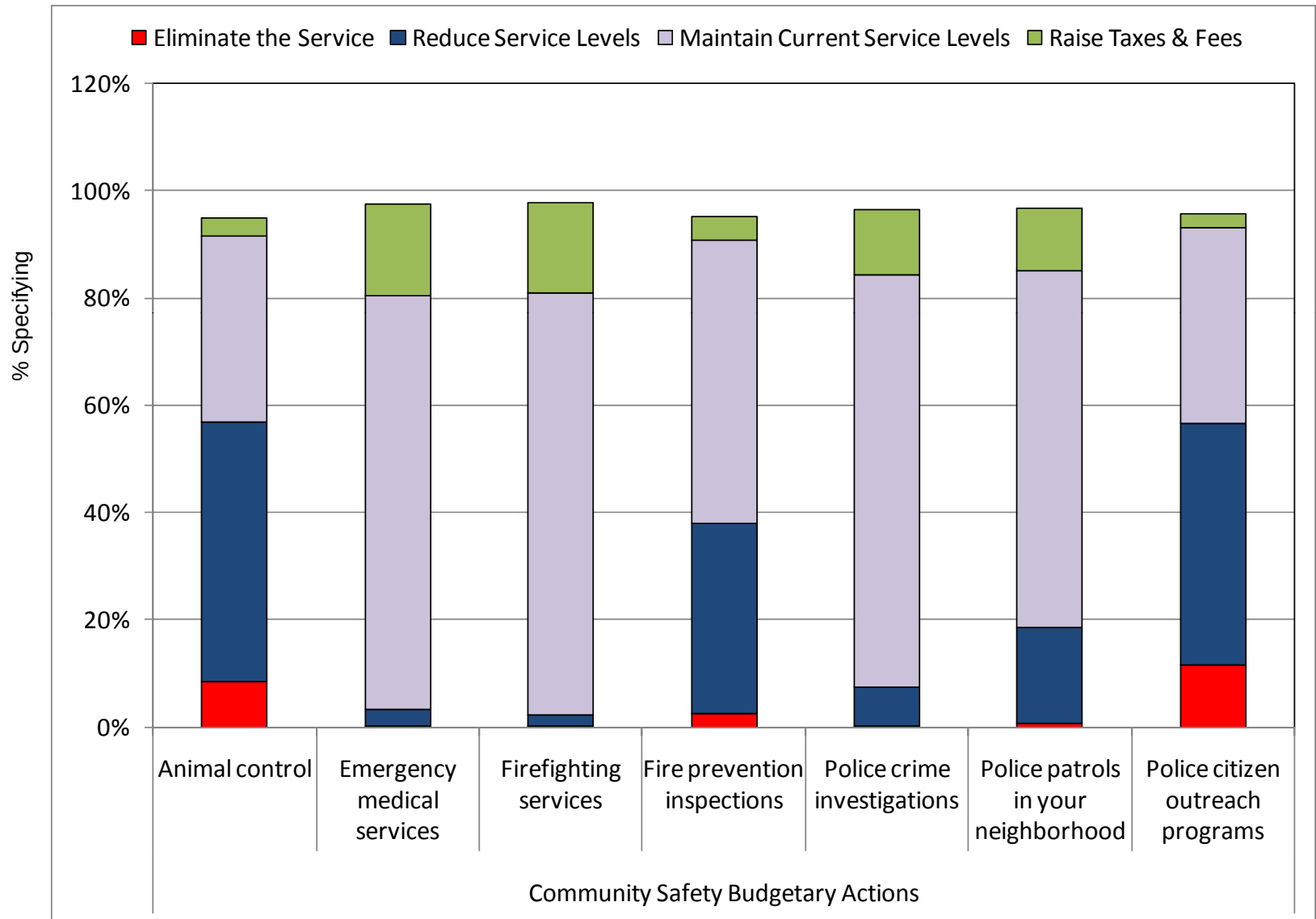
Maintain Current Service Levels



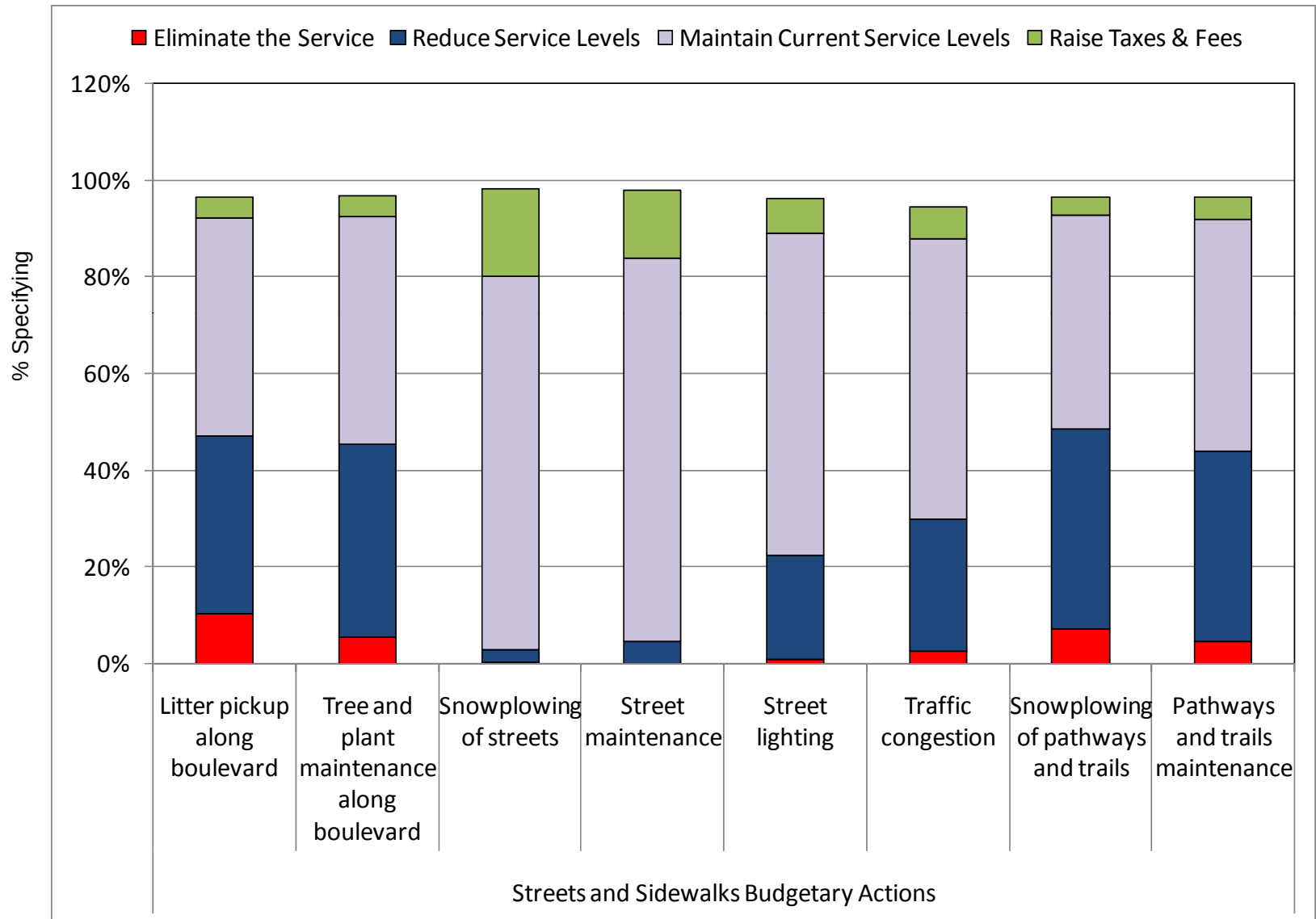
Support for Budgetary Actions Summary



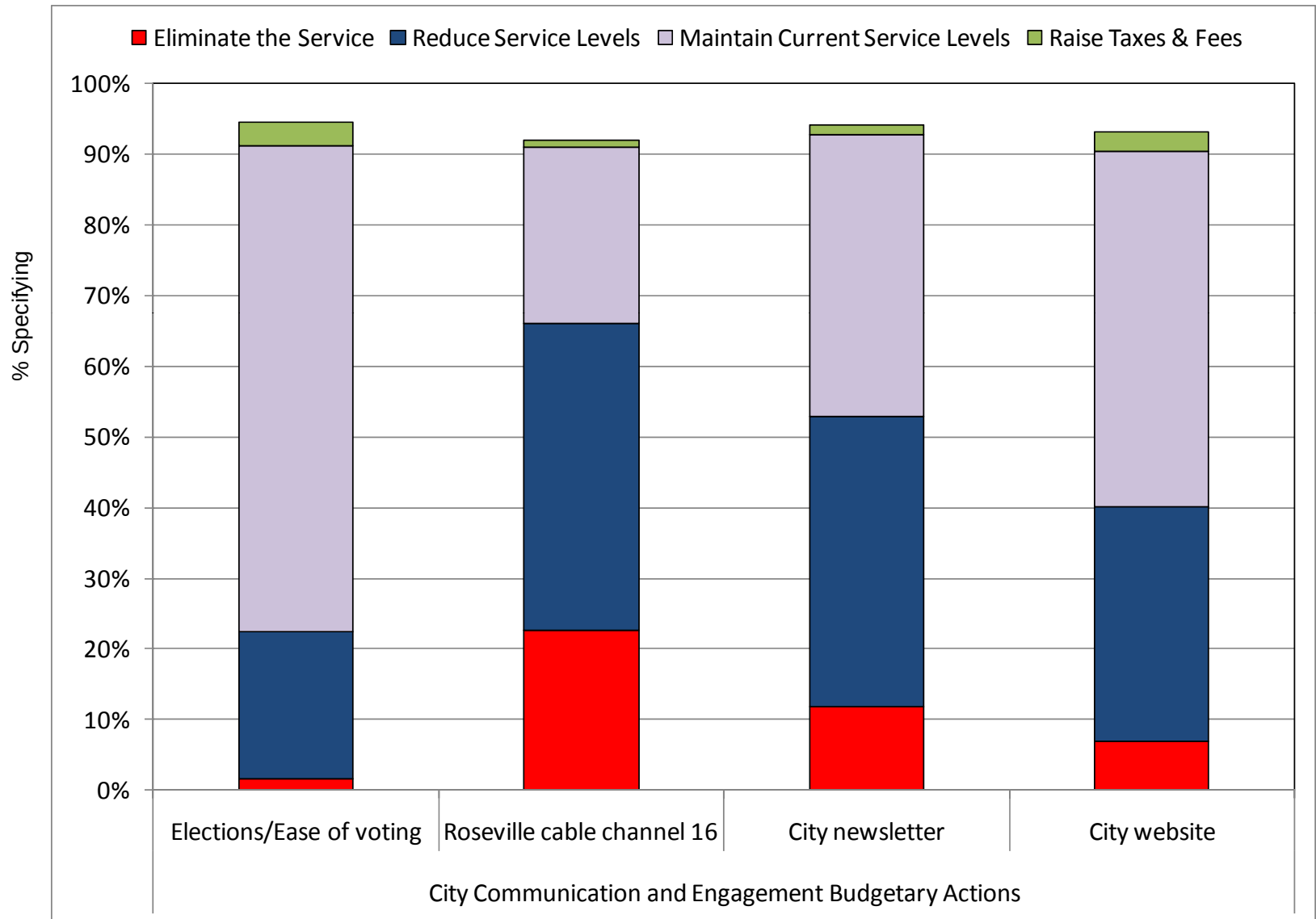
Support for Budgetary Actions Summary



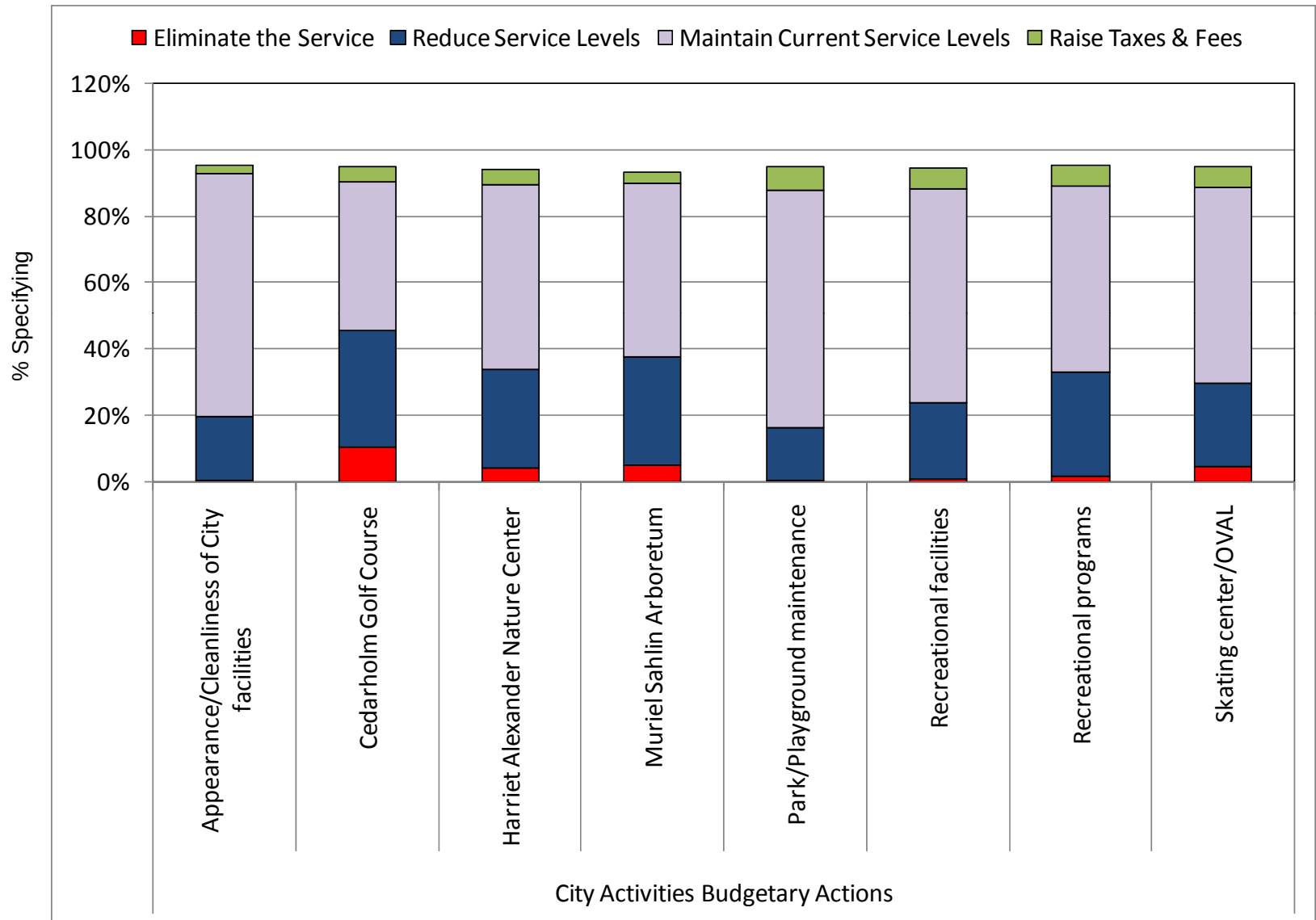
Support for Budgetary Actions Summary



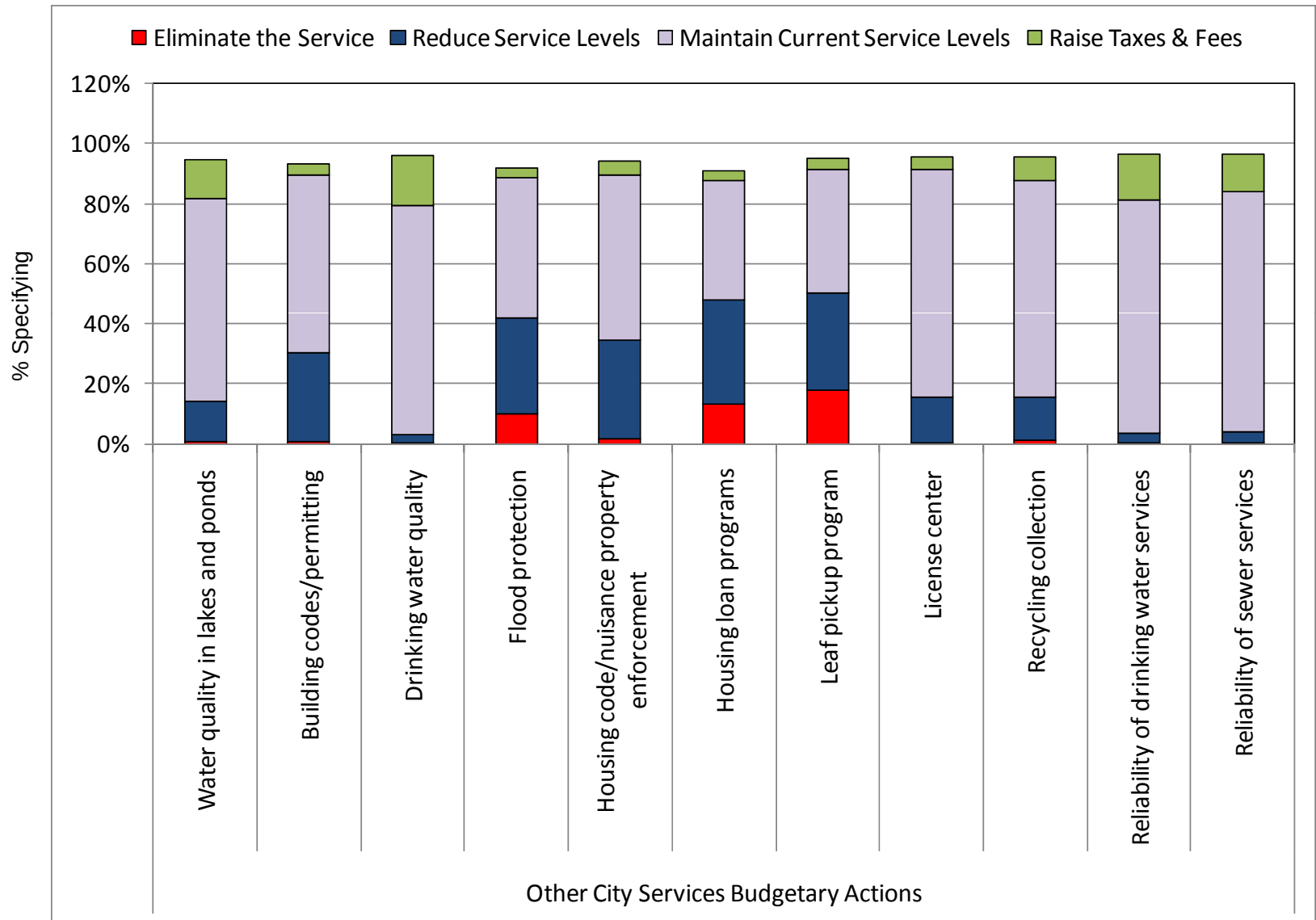
Support for Budgetary Actions Summary



Support for Budgetary Actions Summary



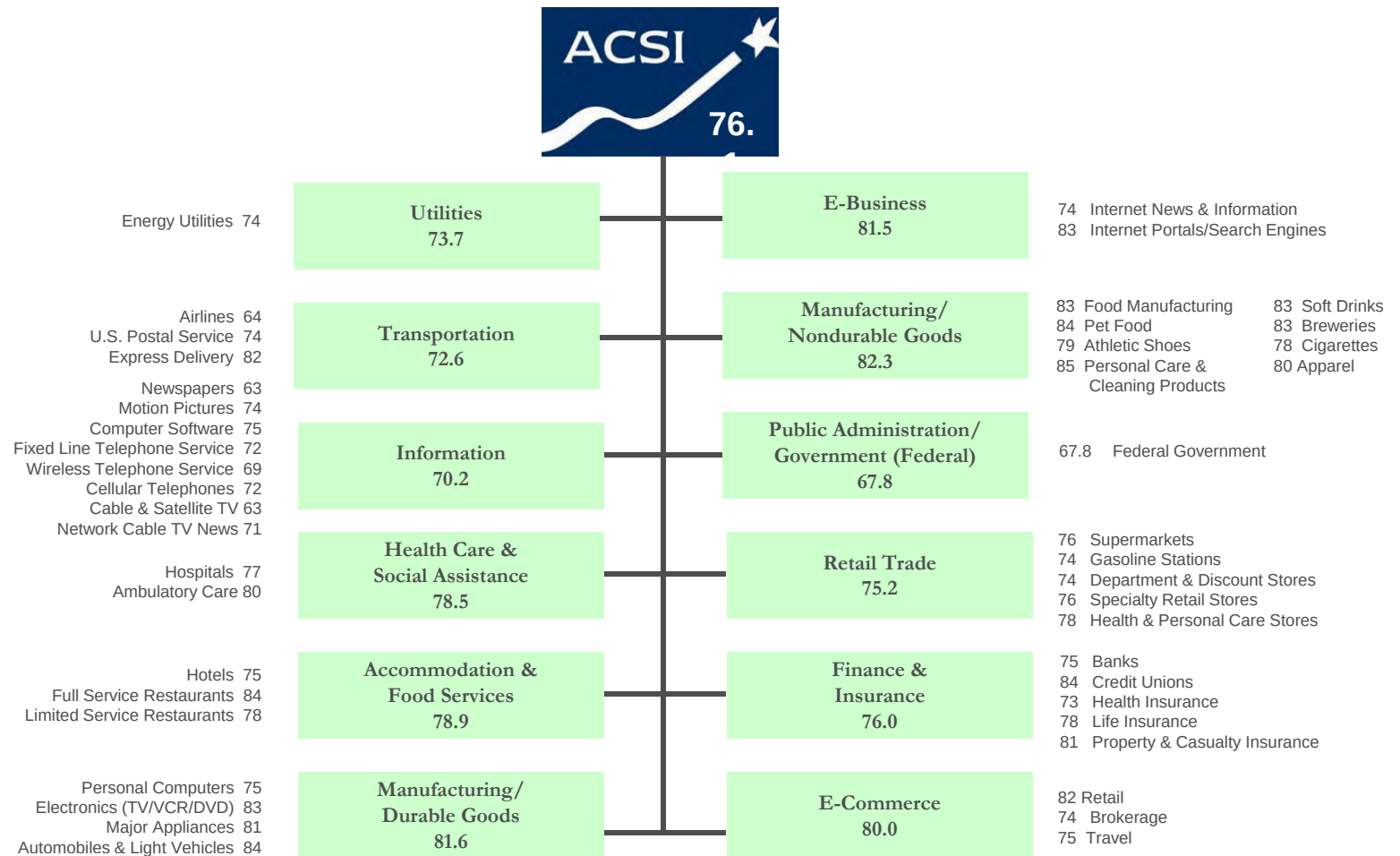
Support for Budgetary Actions Summary



Comparison of Sample to Volunteer Respondents (n=84)

Question	Sample Average	Volunteer Average	Difference
Be a community volunteer	5.6	6.5	-0.9
City website funding importance	6.3	6.9	-0.6
Flood protection satisfaction	8.1	8.7	-0.6
Traffic congestion satisfaction	7.1	6.6	0.6
Harriet Alexander Nature Center satisfaction	8.8	8.2	0.6
Recycling collection funding importance	7.8	7.2	0.6
Recycling collection satisfaction	8.7	8.2	0.6
Police citizen outreach programs satisfaction	8.3	7.6	0.6
Public transportation options	5.9	5.2	0.6
Roseville cable channel 16 funding importance	5.2	4.5	0.6
Recreational facilities satisfaction	8.4	7.8	0.6
Amount of traffic congestion on the roads	6.8	6.1	0.6
Housing loan programs funding importance	6.0	5.4	0.6
City newsletter	8.5	7.8	0.6
Safety education	8.4	7.8	0.6
Cedarholm Golf Course funding importance	6.0	5.3	0.7
Using dollars wisely	7.3	6.6	0.7
Facility maintenance	8.4	7.7	0.7
Providing high-quality customer service	7.9	7.2	0.7
Skating center/OVAL satisfaction	8.8	8.1	0.7
Skating center/OVAL funding importance	6.9	6.1	0.7
A great place to have a business	8.0	7.3	0.8
Responsiveness to citizen ideas and involvement	7.5	6.7	0.8
Strength of local economy	7.0	6.2	0.8
Police patrols in your neighborhood satisfaction	8.0	7.1	0.9
Leaf pickup program funding importance	5.8	4.9	0.9
Communicating effectively to the community	7.9	6.8	1.1

American Customer Satisfaction Index (ACSI): National, Sector, Industry Scores



Detail Agency and Company Scores at www.theACSI.org

City of Roseville Citizen Engagement and Priority Study

Thank you for your participation in this study. All answers will remain completely confidential - your name will not be shared. Please take a few moments to complete and return the survey in the enclosed postage-paid envelope.

1.) First, think about the **transportation infrastructure** in Roseville and rate it on the following attributes using a scale from 1 to 10, where 1 means "**Poor**" and 10 means "**Excellent**."

	Poor 1	2	3	4	5	6	7	8	9	Excellent 10	Don't Know
Road maintenance (patching, paving and plowing)	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Road signage	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Amount of traffic congestion on the roads	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Public transportation options	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Accommodation for bicycle and foot traffic	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐

2.) Please rate your **Roseville Fire Department** on the following attributes:

	Poor 1	2	3	4	5	6	7	8	9	Excellent 10	Don't Know
Adequate fire coverage for the community	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Fire prevention education	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Quick response to fires	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Response to medical emergencies	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐

3.) Next, rate the **utility services** (water, garbage) that you use on the following attributes:

	Poor 1	2	3	4	5	6	7	8	9	Excellent 10	Don't Know
Reliability of water and sewer services	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Garbage collection	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐

4.) Next, please rate your **Roseville Police Department** on the following attributes:

	Poor 1	2	3	4	5	6	7	8	9	Excellent 10	Don't Know
Respectful treatment of citizens	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Safety education	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Timely response	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐

5.) How frequently do you use the **parks and recreation** facilities (such as the Skating Center, Arboretum) and programs (such as Rosefest, recreation classes)?

☐ Never
 ☐ 1-6 times a year
 ☐ 6-12 times a year
 ☐ More than 12 times a year

6.) Next, rate your **local parks and recreation** facilities and programs on the following attributes:

	Poor 1	2	3	4	5	6	7	8	9	Excellent 10	Don't Know
Facilities meet your needs	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Facility maintenance	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Quality of recreational programs	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Variety of recreational programs	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐

7.) Rate **community events** (such as Rosefest, Summer Entertainment Series) on the following:

	Poor 1	2	3	4	5	6	7	8	9	Excellent 10	Don't Know
Range of cultural offerings	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Strong and vibrant arts community	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Variety of festivals and community events	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐

[illegible][illegible][illegible]

Poor
1 2 3 4 5 6 7 8 9 Excellent
10 Not
Applicable

Value of services you receive for the local taxes you pay

[] [] [] [] [] [] [] [] [] [] []

Very Dissatisfied= 1 2 3 4 5 6 7 8 9 Very Satisfied= 10

Falls Short= 1 2 3 4 5 6 7 8 9 Exceeds= 10

Not Very Close= 1 2 3 4 5 6 7 8 9 Very Close= 10

[illegible]

16.) On a scale where 1 is **"Strongly Disagree"** and 10 is **"Strongly Agree,"** how much do you agree that your community is:

Disagree= 123456789Agree= 10Don't Know

A safe place to live

Enjoyable place for children

Enjoyable place for unmarried young adults

Enjoyable place for senior citizens

Enjoyable place for everyone else

Physically attractive

A great place to live

A great place to have a business

A safe place to bike and walk

A safe place to walk at night

A perfect community for me

City Government

Think about the following City services and rate your satisfaction with each using a scale from 1 to 10, where 1 means **"Low satisfaction"** and 10 means **"High satisfaction."** If you are not familiar with the service, mark **"Don't Know."**

Satisfaction with Community Safety

Low= 123456789High= 10Don't Know

Animal Control

Emergency Medical Services

Firefighting Services

Fire Prevention Inspections

Police Crime Investigations

Police Patrols in Your Neighborhood

Police Citizen Outreach Programs

Satisfaction with Streets and Sidewalks

Low= 123456789High= 10Don't Know

Litter Pickup along Boulevard

Tree and Plant Maintenance along Boulevard

Snowplowing of Streets

Street Maintenance

Street Lighting

Traffic Congestion

Snowplowing of Pathways and Trails

Pathways and Trails Maintenance

City Communication and Engagement

Low= 123456789High= 10Don't Know

Elections/Ease of Voting

Roseville Cable Channel 16

City Newsletter

City Website

Satisfaction with City Activities

Low= 123456789High= 10Don't Know

Appearance/Cleanliness of City Facilities

Cedarholm Golf Course

Harriet Alexander Nature Center

Muriel Sahlin Arboretum

Park/Playground Maintenance

Recreational Facilities

Recreational Programs

Skating Center/OVAL

[illegible]

Funding Priority

Next, think about the following services and rate how much priority the city should place on funding the service in the face of potential budgetary shortfalls. Use a scale where 1 means "**Low Priority**" and 10 means "**High Priority.**"

[illegible][illegible][illegible]

Funding Priority for City Activities

	Low= 1	2	3	4	5	6	7	8	9	High= 10
Appearance/Cleanliness of City Facilities	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Cedarholm Golf Course	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Harriet Alexander Nature Center	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Muriel Sahlin Arboretum	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Park/Playground Maintenance	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Recreational Facilities	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Recreational Programs	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Skating Center/OVAL	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Water quality in Lakes and Ponds	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐

Funding Priority for Other City Services

	Low= 1	2	3	4	5	6	7	8	9	High= 10
Building Codes/Permitting	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Drinking Water Quality	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Flood Protection	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Housing Code/Nuisance Property Enforcement	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Housing Loan Programs	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Leaf Pickup Program	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
License Center	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Recycling Collection	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Reliability of Drinking Water Services	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Reliability of Sewer Services	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐

Addressing Budgetary Shortfalls

Because of the weak economy and falling property valuations, the city is looking at ways to address the budget shortfall. If there is not adequate funding to provide each service below, please specify the **budgetary actions you would support** for each service. (Mark all that apply).

Budgetary Actions for Community Safety

	Eliminate the Service	Reduce Service Levels	Maintain Current Service Levels	Raise Taxes & Fees
Animal Control	☐	☐	☐	☐
Emergency Medical Services	☐	☐	☐	☐
Firefighting Services	☐	☐	☐	☐
Fire Prevention Inspections	☐	☐	☐	☐
Police Crime Investigations	☐	☐	☐	☐
Police Patrols in Your Neighborhood	☐	☐	☐	☐
Police Citizen Outreach Programs	☐	☐	☐	☐

Budgetary Actions for Streets and Sidewalks

	Eliminate the Service	Reduce Service Levels	Maintain Current Service Levels	Raise Taxes & Fees
Litter Pickup along Boulevard	☐	☐	☐	☐
Tree and Plant Maintenance along Boulevard	☐	☐	☐	☐
Snowplowing of Streets	☐	☐	☐	☐
Street Maintenance	☐	☐	☐	☐
Street Lighting	☐	☐	☐	☐
Traffic Congestion	☐	☐	☐	☐
Snowplowing of Pathways and Trails	☐	☐	☐	☐
Pathways and Trails Maintenance	☐	☐	☐	☐

City Communication and Engagement

	<i>Eliminate the Service</i>	<i>Reduce Service Levels</i>	<i>Maintain Current Service Levels</i>	<i>Raise Taxes & Fees</i>
Elections/Ease of Voting	☐	☐	☐	☐
Roseville Cable Channel 16	☐	☐	☐	☐
City Newsletter	☐	☐	☐	☐
City Website	☐	☐	☐	☐

Budgetary Actions for City Activities

	<i>Eliminate the Service</i>	<i>Reduce Service Levels</i>	<i>Maintain Current Service Levels</i>	<i>Raise Taxes & Fees</i>
Appearance/Cleanliness of City Facilities	☐	☐	☐	☐
Cedarholm Golf Course	☐	☐	☐	☐
Harriet Alexander Nature Center	☐	☐	☐	☐
Muriel Sahlin Arboretum	☐	☐	☐	☐
Park/Playground Maintenance	☐	☐	☐	☐
Recreational Facilities	☐	☐	☐	☐
Recreational Programs	☐	☐	☐	☐
Skating Center/OVAL	☐	☐	☐	☐
Water quality in Lakes and Ponds	☐	☐	☐	☐

Budgetary Actions for Other City Services

	<i>Eliminate the Service</i>	<i>Reduce Service Levels</i>	<i>Maintain Current Service Levels</i>	<i>Raise Taxes & Fees</i>
Building Codes/Permitting	☐	☐	☐	☐
Drinking Water Quality	☐	☐	☐	☐
Flood Protection	☐	☐	☐	☐
Housing Code/Nuisance Property Enforcement	☐	☐	☐	☐
Housing Loan Programs	☐	☐	☐	☐
Leaf Pickup Program	☐	☐	☐	☐
License Center	☐	☐	☐	☐
Recycling Collection	☐	☐	☐	☐
Reliability of Drinking Water Services	☐	☐	☐	☐
Reliability of Sewer Services	☐	☐	☐	☐

The following questions are for analysis only and will not be used in any way to identify you.

How long have you been living in Roseville?	☐ One year or less	☐ 1-5 years	☐ 6-10 years	☐ More than 10 years		
Do you own or rent/lease your residence?	☐ Own ☐ Rent/Lease					
Do you currently work inside the city?	☐ Yes	☐ No, outside the city	☐ No, I am unemployed	☐ I am retired		
What is your age group?	☐ 18 to 24	☐ 25 to 34	☐ 35 to 44	☐ 45 to 54	☐ 55 to 64	☐ 65 or over
Which of the following categories best describes your level of education?	☐ Some high school	☐ High school graduate	☐ Some college	☐ College graduate	☐ Graduate degree(s)	
Which of the following categories includes your total family income last year?	☐ \$25,000 or less	☐ \$25-\$50,000	☐ \$50-\$100,000	☐ Over \$100,000		
Please indicate your marital status:	☐ Single		☐ Married/living with partner	☐ Widowed/separated/divorced		
Mark the boxes that describe the people living in your house (other than yourself and/or a spouse). Check all that apply.	☐ Child(ren) age 12 or under ☐ Child(ren) over age 12 ☐ Parent age 65 or older ☐ None of these					
What is your gender?	☐ Male ☐ Female					
Please check all that apply: To which group(s) do you belong?	☐ Asian	☐ Black/African American	☐ American Indian/Alaska Native/Native Hawaiian	☐ Other		
	☐ White/Caucasian	☐ Hispanic/Latino				