


REQUEST FOR COUNCIL ACTION

Date: March 28, 2011
Item No.: 10.b

Department Approval

City Manager Approval



Item Description: Presentation on Resident Survey Results

1 **Background**

2 As a part of an approach to engage the community and seek citizen feedback on service
3 satisfaction, performance and budget priorities, the City commissioned a community survey to
4 examine in greater detail the programs and services offered.

5
6 A resident survey was designed and administered by Cobalt Community Research, a 501(c)3
7 nonprofit coalition that was created to help governmental organizations measure, benchmark,
8 and manage their efforts. Their survey instrument is specifically designed to engage residents in
9 budget and planning decisions. The City can subsequently use the information from the survey
10 to help improve our service and program priorities and allocation of scarce resources to increase
11 citizen satisfaction.

12
13 For citizen satisfaction benchmarking of various city services, the program employs the scientific
14 methodology of the University of Michigan’s American Customer Satisfaction Index (ACSI) a
15 customer satisfaction metric for both government and the private sector. The ACSI measures
16 over two-thirds of the United States economy and produces scores for more than 100 federal
17 government agencies. In addition to asking questions regarding overall satisfaction, the survey
18 asks questions regarding actions the respondent is willing to take. The Index merges satisfaction
19 ratings with action ratings to determine an overall satisfaction rating. Roseville received a 72 on
20 a 100 point scale. The national average is 58.

21
22 In the budgeting module, residents were asked to rate how important it is for the City to fund
23 specific programs and services. Residents were also asked which budgetary action they would
24 support if there was not adequate funding to provide each service. Choices were to: eliminate the
25 service, reduce service level, maintain current service level or raise taxes & fees. With this
26 information available, the City Council can better align community expectations and support for
27 the various City services and programs through the Priority Based budgeting process.

28
29 William SaintAmour executive director of Cobalt Community Research will join us over the
30 internet for a presentation of the survey results.

31
32 **POLICY OBJECTIVE**

33 The *Imagine Roseville 2025* visioning process identified this strategy for Making Roseville a
34 Welcoming Community:

35 “Benchmark and routinely seek community input to evaluate and continuously improve
36 city services”.

37

38

39 **REQUESTED COUNCIL ACTION**

40 This is a presentation from Cobalt Community Research on the resident survey. No action
41 required.

Prepared by: Tim Pratt, Communications Specialist
Attachments: A: Survey Background Information
B. Survey Questions
C. Frequently Asked Questions about survey
D. Executive Summary



Measuring Where You Are: Why Research Matters

- Understanding community values and priorities helps you plan and communicate more effectively about City decisions
- Perception impacts behaviors you care about
- Understanding community perception helps you improve and promote your City
- Community engagement improves support for difficult decisions
- Reliable data on community priorities aids in balancing demands of vocal minorities with the reality of limited resources
- Bottom line outcome measurement of service and trust: Good administration requires quality measurement and reporting

Study Goals

- Support budget and strategic planning decisions
- Explore service assumptions to ensure baseline service measures are understood
- Identify which aspects of community provide the greatest leverage on citizens' overall satisfaction – and how satisfaction, in turn, influences the community's image and citizen behaviors such as volunteering, remaining in the community, recommending it to others and encouraging businesses to start up in the community
- Measure improvements by tracking performance over time
- Benchmark performance against a standardized performance index regionally and nationally

Methodology

- Random sample of 1500 residents drawn from voter records
- Utilized www.random.org, a well-respected utility used internationally by many universities and researchers to generate true random numbers
- Conducted using two mailings in January and February 2011
- Valid response from 572 residents, providing a conventional margin of error of +/- 4.1 percent in the raw data and an ACSI margin of error of +/- 1.8 percent (95% confidence)
 - Note: National surveys with a margin of error +/- 5% require a sample of 384 responses to reflect a population of 300,000,000
- Compared precinct and school district of responses with that of the voter records, and difference is less than 3.5%

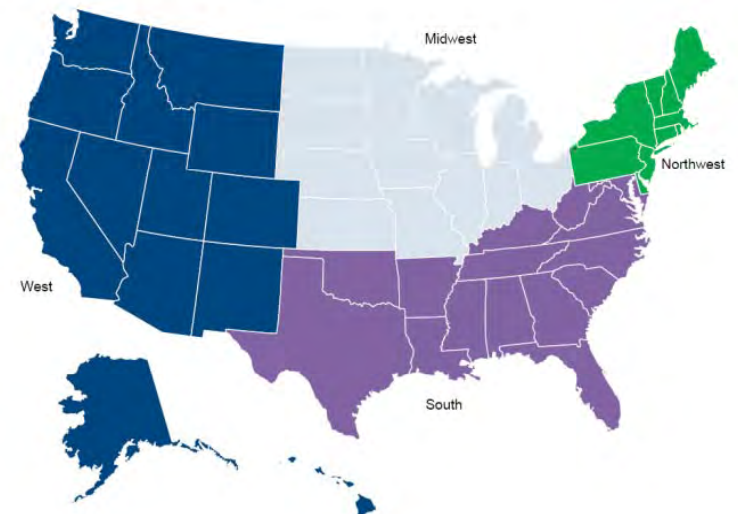
Bottom Line

- The City has solid performance when compared against the regional and national benchmarks
- There are several areas where improvement can have significant impact on community-wide engagement:
 - Economic Health
 - Taxes
 - Local Government Management
- Detailed information by specific demographic groups is available to aid in policy review
 - Detail by: years of residency, own/rent, employment, age, education, income, marital status, household composition, gender, and ethnicity.

Available Tools

- Detailed questions and responses broken by demographic group and “thermal mapped” so lower scores are red and higher scores are blue
- Online portal to allow side-by-side comparisons of groups and subgroups (for example, breaking down the scores of individuals divided by age, gender, etc.)
- Online portal allowing download of data into MS Excel
- Comparison scores with local governments in the Midwest and the nation
- Comparison scores with non-local government comparables (industries, companies, federal agencies)

Census Bureau Regions



City of Roseville Citizen Engagement and Priority Study DRAFT 6

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)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Road signage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Amount of traffic congestion on the roads	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Public transportation options	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Accommodation for bicycle and foot traffic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fire prevention education	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quick response to fires	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Response to medical emergencies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Garbage collection	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Safety education	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Timely response	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Facility maintenance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality of recreational programs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Variety of recreational programs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Strong and vibrant arts community	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Variety of festivals and community events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Funding Priority for City Activities

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

Funding Priority for Other City Services

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

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	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Emergency Medical Services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Firefighting Services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fire Prevention Inspections	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Police Crime Investigations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Police Patrols in Your Neighborhood	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Police Citizen Outreach Programs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Budgetary Actions for Streets and Sidewalks

	Eliminate the Service	Reduce Service Levels	Maintain Current Service Levels	Raise Taxes & Fees
Litter Pickup along Boulevard	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tree and Plant Maintenance along Boulevard	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Snowplowing of Streets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Street Maintenance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Street Lighting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Traffic Congestion	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Snowplowing of Pathways and Trails	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pathways and Trails Maintenance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Roseville Cable Channel 16	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
City Newsletter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
City Website	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cedarholm Golf Course	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Harriet Alexander Nature Center	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Muriel Sahlin Arboretum	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Park/Playground Maintenance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Recreational Facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Recreational Programs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Skating Center/OVAL	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Water quality in Lakes and Ponds	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Drinking Water Quality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Flood Protection	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Housing Code/Nuisance Property Enforcement	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Housing Loan Programs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Leaf Pickup Program	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
License Center	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Recycling Collection	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reliability of Drinking Water Services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reliability of Sewer Services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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



Frequently Asked Questions

Q: What is Cobalt Community Research?

A: Cobalt Community Research is a non-profit, non-partisan coalition that helps local governments measure, benchmark, and manage their efforts through shared data, high-quality affordable surveys, focus groups and facilitated meetings. In partnership with CFI Group (www.CFIgroup.com), Cobalt is taking the lead in establishing the Cobalt Citizen Satisfaction Index, a nationwide measure of citizen satisfaction for local governments.

Q: Why has Cobalt selected CFI Group as a partner for the Citizen Satisfaction Index?

A: CFI Group is a strategic partner of the University of Michigan's National Quality Research Center (NQRC), the publisher of the American Customer Satisfaction Index (www.theACSI.org). The ACSI is the standard metric for measuring citizen satisfaction for both the Federal Government agencies and the national consumer economy. CFI Group is the developer of the statistical methodology on which the ACSI is based.

Q: How is my Citizen Satisfaction Index score calculated?

A: Your citizen surveys are collected by Cobalt and analyzed using the CFI Group statistical model. The statistical model computes scores for each of the survey questions and aggregate scores for each of the drivers of citizen satisfaction – schools, fire, police, utilities, library, parks & recreation, etc. These satisfaction drivers, in turn, are used to create your local government's Citizen Satisfaction Index.

Q: What are the benchmarks and how do I use them?

A: The benchmarks provide each local government with a performance measure of their overall citizen satisfaction and key driver satisfaction performance compared with other local governments and with the ACSI. The four benchmark charts available for comparison with your Citizens Satisfaction Index are:

- Satisfaction Index Comparison – compares your Citizen Satisfaction Index with three indices: the ACSI National, ACSI Federal Government, and overall Cobalt Citizen Satisfaction.
- Cobalt Member Benchmark – compares your Citizen Satisfaction Index and individual driver scores with the comparable Cobalt Citizen Satisfaction scores for all members.
- Comparable Employee Benchmark – compares your Citizen Satisfaction Index and individual driver scores with other local governments with a similar number of employees.
- Comparable Geography Benchmark – compares your Citizen Satisfaction Index and individual driver scores with other local governments in your state.

Q: What is a Priority matrix and how do I use it?

A: The Priority Matrix provides guidance on how to optimally improve citizen satisfaction. In addition to performance scores, the CFI Group statistical model computes an impact for each of the drivers of citizen satisfaction. Impacts are statistically derived predictions of the leverage available on overall satisfaction to be derived from improving a score of a particular driver (e.g., schools or roads).

Each driver of satisfaction is plotted with their score as the vertical axis and impact as the horizontal axis. The four quadrants of the matrix are:

Priority Matrix

How Are We Performing?	Higher	<p>Drivers with relatively higher scores but with low impact; i.e., there is little to be gained from improving them more.</p> <p>This is an area where you can promote your success or reduce your investment.</p>	<p>Drivers with relatively higher scores and greater leverage (impact) on improving citizen satisfaction.</p> <p>This is an area where investments/improvements <i>could</i> be considered but where <i>current</i> investments/service quality <i>should</i> be maintained because satisfaction slippage will hurt overall citizen satisfaction.</p>
	Lower	<p>Drivers with relatively lower scores and with low impact; i.e., there is little to be gained from improving them further.</p> <p>Drivers in this area should be monitored, but generally no major investments <i>should</i> be considered.</p>	<p>Drivers with relatively lower scores and greater leverage (impact) on improving citizen satisfaction.</p> <p>This is an area where additional investments or improvements <i>should</i> be considered.</p>
		Lesser change in satisfaction	Greater change in satisfaction
What Happens to Citizen Satisfaction If We Improve?			

Q: How precise are the scores over different sample sizes?

A:

Sample Size	50	100	150	200	250	500	1000	5000
95% Confidence Interval +/-	5.5	3.9	3.2	2.8	2.5	1.8	1.2	0.6
90% Confidence Interval +/-	4.7	3.3	2.7	2.3	2.1	1.5	1.0	0.5
80% Confidence Interval +/-	3.6	2.6	2.1	1.8	1.6	1.1	0.8	0.4

Q: How do I get help or answers to my questions?

A: Cobalt Community Research has created an email account specifically to support you in getting assistance, Information@cobaltcommunityresearch.org. If you send us an email with a description of the issue for us to address, we will make every effort to get back to you within two business days.

Special Note:

Information provided through the Cobalt Citizen Satisfaction Survey should be balanced with each organization's judgment, legal requirements, safety standards, and other considerations. Research, including that provided through the Cobalt Citizen Satisfaction Survey, should be used to support sound decision-making practices, not to replace them.

Research Brief

2011 City of Roseville Citizen Engagement and Priority Assessment

William SaintAmour
Executive Director, Cobalt Community Research
March 4, 2011

PURPOSE

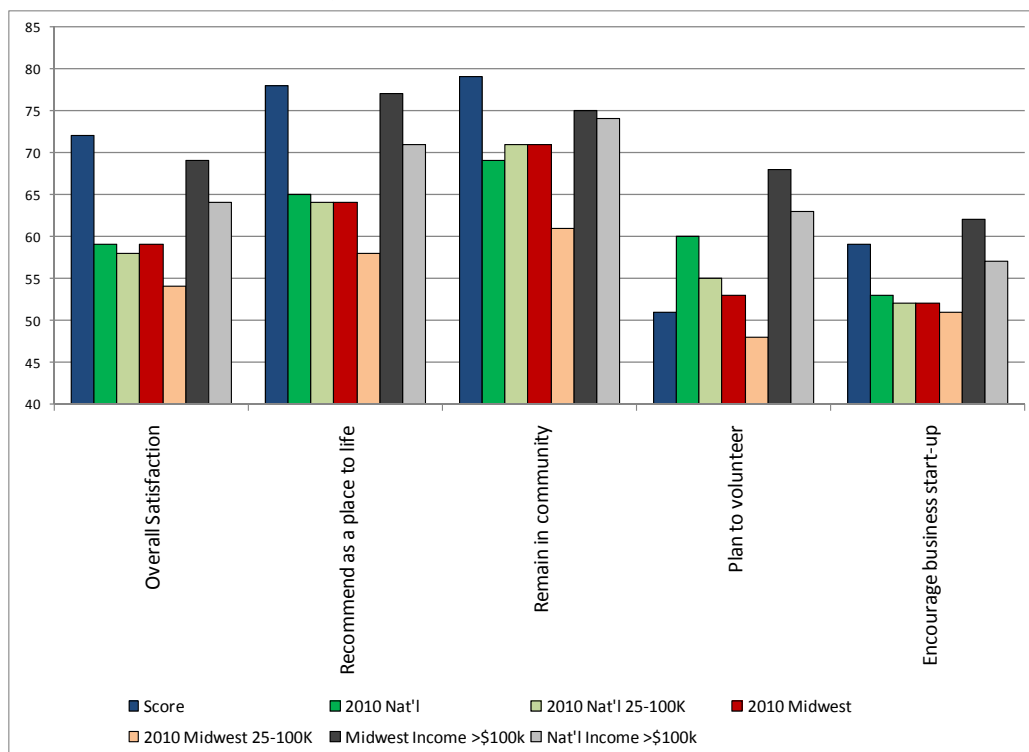
The purpose of this brief is to provide an executive summary of City of Roseville citizen research. In January and February 2011, the City of Roseville asked a random sample of registered voters to respond to a survey to support the following goals:

- Support budget and strategic planning decisions
- Explore service assumptions to ensure baseline service levels are well understood and to provide a reference against which the City can measure improvements over time
- Identify which services provide the greatest leverage on citizens' overall satisfaction – and how satisfaction, in turn, influences the community's image and citizen behaviors such as volunteering, remaining in the community, recommending it to others and remaining in the community.
- Benchmark performance against a standardized performance index regionally and nationally.

More than 570 citizens responded, providing a statistically sound measurement of citizen engagement and priorities.

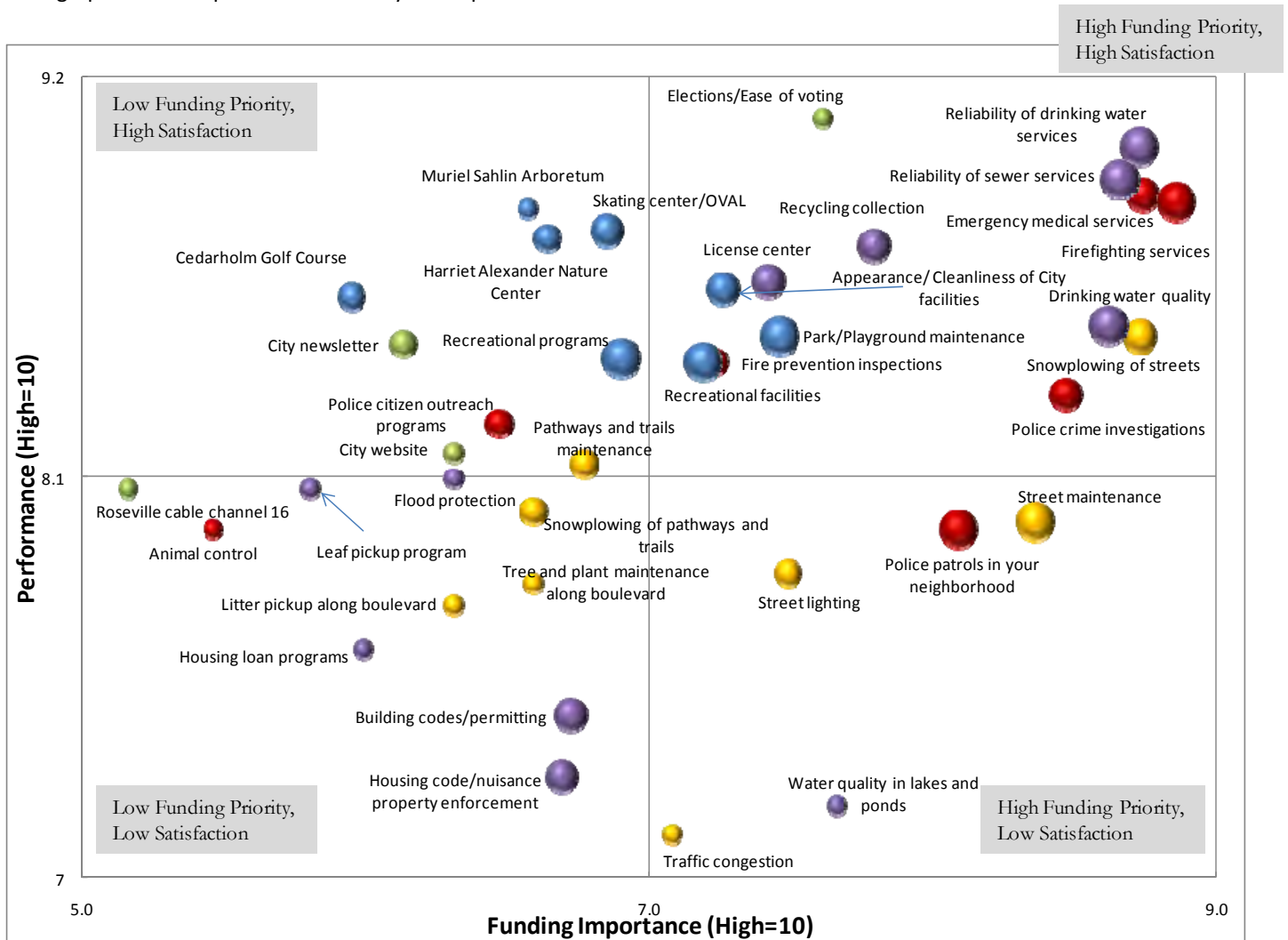
FINDINGS TO STRENGTHEN ENGAGEMENT AND CITIZEN SATISFACTION

Overall, citizens scored overall Roseville satisfaction at 72 on a scale from zero to 100, with 100 the highest score (Roseville scores are dark blue). This is above the score for similarly sized Midwestern cities, which have an overall score of 54. The analysis also identified which aspects of life in Roseville have the greatest impact for additional improvement. Those areas with greatest impact are Economic Health, Local Government Management and Taxes.



BUDGET PLANNING FINDINGS

Citizens were asked to rate 38 City services by both satisfaction and funding priority from 1-10, with 10 being the highest score. The following chart shows services with highest satisfaction in the top two quadrants, services with the highest funding importance in the right two quadrants, and bubble size corresponds to expenditure level. The results may vary by demographic group, and demographic detail is provided to the City in a separate document.



The assessment also asked how funding shortfalls should be addressed if revenue is not available. Residents selected options they supported for each service. Options included eliminating each service, reducing service levels, maintaining current service levels, and raising taxes/fees. This analysis also is available broken down by demographic group.

RECOMMENDATIONS

To act on this information, the City should consider:

1. Developing internal City teams to further analyze the results and brainstorm ideas about why respondents answered as they did in these key areas and potential actions in response.
2. Validate ideas and potential actions through conversations and town hall meetings/focus groups with residents and line staff. Based on this validation, select 2-3 initiatives that make the most sense. Development of cross-government workgroups also would be a consideration for this step.
3. Provide staff with the skills and tools to effectively implement the initiatives.
4. Develop formal project plans, milestones, deliverables and operational metrics to ensure the implementation maintains momentum and executive support.
5. Re-measure citizen engagement and priorities in 1-2 years to ensure progress was made and track changes in resident needs.