



Parks and Recreation Department



To: Mayor, City Council Members and City Manager William Malinen
From: Lonnie Brokke, Director of Parks and Recreation
Date: June 20, 2011
Re: Survey Results from Leisure Vision, Inc. on June 20th, 2011

On January 24th, 2011 the City Council approved Leisure Vision Inc. to conduct a statistically valid interest and opinion survey related to the implementation of the Parks and Recreation Master Plan.

The goal of the statistically valid interest and opinion survey was to:

- Validate the master plan components
- Gauge the level of interest and comfort level of citizen financial support
- Assist in identifying step one projects

Since that time, the Parks and Recreation Commission, Citizen Organizing Team (COT) and staff with the Community have been working to:

- Guide the statistically valid survey in order to compare and contrast the final plan details and determine support level for implementation direction
- Explore project options
- Communicate and discuss plan details and implementation strategies with the community
- Review and analyze funding mechanisms, not alone, but including a referendum for fall 2011

Ron Vine, President of Leisure Vision will be at your June 20th, 2011 meeting to provide you with a detailed presentation and answer questions on the results of the 2011 Community Interest and Opinion Survey.

Your report was delivered on Thursday, June 9th to your homes to allow review time prior to the 20th. Please bring the 3 ring binder report with you.

Attached is the cover sheet of the 2011 Community Interest and Opinion Survey.

1 The report description by section includes:

2 Section 1- Executive Summary

3 Section 2 –Charts and Graphs

4 Section 3 –Cross Tabular Data by Years Lived In Roseville

5 Section 4 –Cross Tabular Data by How Respondent Will Vote and Age
6 of Respondent

7 Section 5- Cross Tabular Data by Household Type and Willingness to
8 Pay Additional Taxes for Improved Parks and Facilities

9 Section 6 –Respondent Comments

10 Section 7 –Tabular Data

11 Section 8 –Survey Instrument

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13 A complete copy of the report is available in the Parks and Recreation office.

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15 I want to encourage you to please take advantage of the time that Mr. Vine is at
16 the meeting to discuss, ask questions and request any clarification that you need.

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18 Thank you for your interest and please let me know if you have any questions.

The City Council received a copy of the full report on 6/10/2011. Public Copy of full report is available in the Parks and Recreation Department at City Hall.

2011 Community Interest & Opinion Survey

Final Report

Submitted to

*The City of Roseville, MN
And
The Roseville Parks &
Recreation Department*



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June 2011