



## Request for City Council Committee Action from the Department of Communications

Date: Sept. 11, 2008

To: Chair Robert Lilligren, Committee of the Whole

**Subject:** 2008 Minneapolis Resident Survey report

**Recommendation:** Receive and file

**Previous Directives:** To release RFP for research firm, to enter contract with National Research Center, Inc.

Prepared by: Elizabeth Haugen, Communications Specialist

Approved by: Sara Dietrich, Communications Director \_\_\_\_\_

Presenters in Committee: Elizabeth Haugen, City of Minneapolis Communications

Sara Dietrich, Communications Director, City of Minneapolis

Thomas I. Miller, Ph.D., President, National Research Center, Inc.

### Financial Impact

- No financial impact
- Action is within the Business Plan

### Community Impact

City Goals: the residents' opinions will provide feedback and insights on how well the City is performing in meeting all of the City goals.

#### A SAFE PLACE TO CALL HOME

Housing, Health and Safety

#### ONE MINNEAPOLIS

Equal Access, Equal Opportunity, Equal Input

#### LIFELONG LEARNING SECOND TO NONE

Schools, Libraries and Innovation

#### CONNECTED COMMUNITIES

Great Spaces & Places, Thriving Neighborhoods

ENRICHED ENVIRONMENT

Greenspace, Arts, Sustainability

A PREMIER DESTINATION

Visitors, Investment and Vitality

As adopted by the City Council and mayor, July 2006

### **Supporting Information**

The City of Minneapolis engaged National Research Center, Inc., a professional research firm, to develop and conduct a random sample telephone survey of Minneapolis residents that measures resident opinions, perceptions and expectations regarding City government services and priorities and the City's progress toward achieving our City goals. This survey was conducted from May 19, 2008 to July 11, 2008.

The 2008 Minneapolis Resident Survey builds off the surveys conducted in 2001, 2003 and 2005 to measure resident opinions, perceptions, expectations and priorities. Particular focus was given to consistency in order to discern real trends in resident priorities and satisfaction with City services. In addition to analyzing changes in resident opinions from previous resident surveys, 2008 survey results are compared with national norms and comparable U.S. cities.

The resident survey is intended to:

- 1) Measure satisfaction with City services and perceptions about quality of life indicators, which serve as departmental performance measures
- 2) Gather information on residents' priorities, which inform department business planning efforts
- 3) Gauge residents' need for services, their expectations regarding the level of those services, and their willingness to pay for service enhancements or to pay to maintain existing services
- 4) Gather information about residents' knowledge of City services
- 5) Determine how residents currently access and prefer to access City information

Information on the 2001, 2003, 2005 and 2008 surveys will be available on the City Web site at: [www.ci.minneapolis.mn.us/results-oriented-minneapolis/citizensurvey/index.asp](http://www.ci.minneapolis.mn.us/results-oriented-minneapolis/citizensurvey/index.asp).

### **The Survey**

The 2008 Minneapolis resident survey was administered by phone to a representative sample of Minneapolis residents. A total of 1,258 surveys were completed with an average interview time of 19 minutes. This level of participation allows us to analyze data at both the citywide level (+/- 3% margin of error) and at the community level (+/- 10% margin of error).