

Staff Report

Agenda Item: 7A

Title: Residents Survey

Action Discussion Informational

Date: October 27, 2015

Prepared By: Howard Blin, community Engagement Manager

Attachments:

Requested Action

No Action is requested, this item is for purposes of discussion.

Background

The City conducts a survey of residents approximately every two years to measure opinions and expectations of City goals and services. A request for proposals was issued for the survey in late 2014 with four proposals submitted. A team consisting of representatives from the Public Works, Fire, HR, Coordinators Office, Civil Rights, IT and Neighborhood and Community Relations Departments reviewed the proposals and selected the Wilder Research division of the Wilder Foundation as the most responsive proposer on the project. The contract will cover surveys to be conducted in early 2016 and again in early 2018.

The survey will use a sample of 1,100 residents which will be geographically and demographically representative of the Minneapolis population. Special emphasis will be placed on reaching the underrepresented communities, including the African American, American Indian, Latino, East African, Southeast Asian, residents with disabilities, LGBTQA adults and youth ages 18-25.

Previous surveys were conducted by telephone. With the decrease in households with land lines, it became increasingly difficult to gather a representative sample. The sample of residents participating in the upcoming surveys will be contacted by mail and asked to complete an on-line survey questionnaire. Those not responding to the first request will receive a home visit by Wilder who will provide assistance in completing the survey. Wilder will provide multi-lingual surveyors to support greater inclusion.

A team of representatives from City departments will work through the end of the year to develop the survey instrument. In order to track trends in resident opinions, many of the questions will remain the same from previous surveys. There will also be the opportunity to ask new questions which address issues currently before the City.

At future meetings, the NCEC will be asked to review the survey questions.

For reasonable accommodations or alternative formats please contact the Neighborhood and Community Relations Department at 612-673-3737. People who are deaf or hard of hearing can use a relay service to call 311 at 612-673-3000. TTY users call 612-673-2157 or 612-673-2626.

Para asistencia 612-673-2700 - Rau kev pab 612-673-2800 - Hadio aad Caawimaad u baahantahay 612-673-3500.