



CITY OF SAN MATEO

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Agenda Report

Agenda Number: 17

Section Name: {{section.name}}

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TO: City Council
FROM: Drew Corbett, City Manager
PREPARED BY: City Manager Department
MEETING DATE: October 07, 2019
SUBJECT:
Citywide Community Surveys Update

RECOMMENDATION:

Receive an informational report on the planned citywide community survey and revenue measure survey.

BACKGROUND:

In the City's ongoing efforts to engage the public and be responsive to the community's interests, the City has hired a professional research firm to conduct two statistically-reliable surveys. The City will issue its first general community survey of adult residents in late 2019, and will follow up with a second survey polling likely voters on the feasibility of potential revenue enhancement measures in early 2020. The Council and members of the community have also expressed an interest in including policy-related questions in the community survey that could inform the ongoing General Plan 2040 update.

The City issued a request for proposals in June and after a competitive process, which included an interdepartmental review of 11 firms, selected True North Research. The firm was chosen based on its years of experience conducting surveys for California municipalities, proposed methodology, and high success rate in predicting ballot measure outcomes. True North Research has worked with a number of local cities including Atherton, San Carlos, and San Jose, as well as regional agencies including the Bay Area Air Quality Management District and the Metropolitan Transportation Commission. True North Research President Dr. Timothy McLarney will work closely with an interdepartmental team of staff in developing the surveys. The City hired an independent research firm for its expertise in developing survey questions that will accurately measure community sentiment.

Dr. McLarney will provide an overview of the methodology and high-level summary of general survey themes during the October 7th presentation to City Council. This presentation is meant to help inform the Council and public about this ongoing project. Staff and the consultant will return to Council to present the results of the survey at a later date.

Methodology

True North Research will use a stratified sampling methodology to ensure a representative sample of adults residing in San Mateo are surveyed. A mixed-method recruitment strategy of mailed letters, email invitations, and telephone calls will be used to survey at least 600 participants. To ensure statistically-reliable results, the survey will be accessible only to those who were randomly sampled and provisions will be in place to ensure invited participants are limited to completing just one interview.

Community Survey General Themes

The City is in the very early stages of the process and the list of initial themes in this report is preliminary. The list below represents topics typically covered in municipal community surveys, as well as issues specific to San Mateo.

- Perceptions about quality of City services
- Perceptions about quality of life in San Mateo
- Community characteristics and demographics
- Communication and engagement
- General Plan policies, including opinions on building heights and densities
- Initial reaction to potential revenue enhancement measures

Timeline

True North Research and City staff will work collaboratively in developing the community survey over the coming months, with a goal of fielding the survey in November 2019. The results will be compiled in a final report that will be made available and presented publicly at a later date(s).

Based in part on the results of the first survey, the second revenue enhancement measure feasibility survey would be developed and issued around February 2020. That survey would poll at least 600 residents who are likely to vote in the November 2020 general election. The results will be compiled in a final report that will be made available and presented to Council at a later date.

BUDGET IMPACT:

The cost of the surveys are within the City Manager's signing authority, and the City has entered into a contract with True North Research for an amount not to exceed \$60,727 for two surveys. These surveys are within the City Manager's Office work plan for the fiscal year and will be funded with existing budget resources from the City Manager's Office, Community Development, and Finance Departments.

ENVIRONMENTAL DETERMINATION:

This informational item is not a project subject to CEQA, because it can be seen with certainty that it will not cause a physical change in the environment. (Public Resources Code Section 21065.)

NOTICE PROVIDED

All meeting noticing requirements were met.

ATTACHMENTS

None

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