

Maple Grove Citizens Advisory Committee

Meeting Minutes

February 13, 2013

Call to Order	Since there was no quorum, CAC members in attendance held a working session in order to move forward with the Community Survey.
Members	Leslie Bender Bob Joiner Steven Maas Joan Masberg Joe Piket Don Skoglund
Members Absent	John Beacham, Stephen Gill, Lorraine Gresser, Greg Hulne, Harry Kennedy, Tim Klevar, Kevin Rebman
Others Present	CAC City Staff Liaison Mike Opatz and Maple Grove resident Matt Nelson.
Minutes	The minutes for the January 9, 2013 were not approved as there was not a quorum.
Oath of Office	The Oath of Office was administered to Bob Joiner, Steven Maas, and Joe Piket for two-year terms to expire December 31, 2014.
Introduction	Mike Opatz welcomed Matt Nelson who introduced himself and provided a brief background. Bob Joiner provided Mr. Nelson with a brief background on the Citizens Advisory Committee.
Area Reports	None.
2013 Community Survey	<p>It was stated that it appeared the consensus from the January CAC meeting was the community survey should be mailed.</p> <p>Don Skoglund stated that he followed up with Maple Grove Senior High School and students provided input on survey questions and expressed an interest in completing the survey as a separate group. Discussion took place on that and how those results would be tabulated, extras costs, and possibly have the students complete online. Mention was made to possibly have a password, and maybe have students compile their own survey results.</p> <p>Discussion did take place overall on a one-time code for the online survey and/or timeframe for respondents to complete.</p>

Committee review of survey questions:

- 1) Questioned whether to keep. May not be necessary it is mailed. Brief discussion took place on 55369/55311 ZIP codes for Osseo and Maple Grove.
- 2) Keep question.
- 3) Item e; possibly split into teens, youth and adult with youth being considered 12 and under. Item q; quality of lakes, thought this might be too generic but group decided to keep as is.
- 4) Discussion took place on wording between downtown and shopping districts. Leave c & d; add in Maple Grove shopping districts/day and Maple Grove shopping districts/night.
- 5) Item b; suggestion to delineate by age group—will ask consultant. Item k—recycling center. Students suggested more questions about recycling. Discussion turned to disposal/recycling of medicine.
- 6) As is.
- 7) Keep.
- 8) Keep.
- 9) Separate new question suggested about primary election.
- 10) Keep.
- 11) Item h-safety of community; students had a question saying areas of the City have different levels of safety. Question was asked about breaking down areas of Maple Grove—NW/NE/SE/SW and would this provide some way to tell where respondents live.
- 12) Comment was made that students were not aware of transit options. Keep question as is.
- 13) Discussion took place on technology options. Get recommendations from consultant.
- 14) Most items listed in 2008 survey have been completed. Question was asked if there are other amenities that could be added such as a basketball facility.
- 15) Keep.

- 16) Add nursing homes, senior housing, and assisted living. Item g— restaurants; students commented on restaurant choices available in Maple Grove, but did not add specific requests.

Each question was then reviewed with the survey consultant via conference call.

Discussion took place about a mail survey and option of online survey with a password. The consultant stated that mail survey takes longer than phone.

For a mailed survey first notice would be provided with a postcard; survey packet would be sent and allow five weeks for completion; and then second survey packet sent.

Phone survey would take 10-14 days to get the suggested 400 responses.

Regarding online, a password is not recommended, and respondents may feel like that is a barrier or be suspicious.

Consultant stated the survey packet includes the URL. She stated that online participation is usually lower, and they don't see a lot of "ballot stuffing" or sharing of the URL.

When asked, the NRC consultant stated they see phone surveys most beneficial when there is a tight turnaround time, or a membership-type survey, or when there is good contact info for respondents. Phone surveys see struggles with random digit dialing, portability of phone numbers, and there are added expenses with adding cell phone numbers. Cost would be more in 2013 than 2008 if using phone survey.

- 1) Question may not be needed but may quantify by different areas of Maple Grove. Issue raised about Osseo/Maple Grove ZIP Code confusion. The group wants to ensure the surveys are addressed as Maple Grove. The consultant suggested possibility using four different colors of surveys to know which area of the City the respondent is in.

The consultant explained sampling size. There would be 1,200 random sampled households and approximately 25-40% response rate, with 300 to 500 expected completed surveys with +/- 5% error rate. She stated that houses, condos, apartments have an equal chance of receiving a survey. She also discussed the response rates and error rates within the quadrants, and there would probably be +/- 10% error rate if response rates were not the same between quadrant responses.

- 2) Keep.
- 3) Item e; breakout by three subcategories: Youth 12 and under, teen, and adult. Drawback to doing so is that it would not compare correctly to the 2008 benchmark. Possibly get a higher proportion of don't know responses. Consultant said to split out if the question is valued and to be used in the decision making process.
- 4) Items c & d; add two new questions. Consultant said could use a parenthetical note to give examples of areas to help clarify.
- 5) Item b; might be easier to break out by youth, teen, adult.

Discussion took place as to the expectation of who will complete the survey. Consultant mentioned the birthday method (one in the household over 18 who most recently had a birthday) or the youngest adult 18 or over.

- 6) Few additions for amenities

Questions 7, 8, 9, 10, 11 and 12 would remain the same.

13) Suggestions to be made with changes in technology. The consultant stated she would send the City of Minneapolis technology survey, and CAC may get ideas for topics.

14) CAC may add more categories or remove some.

15) Keep.

16) Add new categories; need to work on terminology.

Questions may be added about recycling. The consultant was asked if they had any suggestions on recycling. Discussion took place on medicine recycling and how to ask questions about recycling to increase awareness and participation.

Next steps: Mike Opatz will provide suggested changes to the consultant. Order of questions came up, specifically to question #2. The consultant stated that broader questions are suggested to be up front, so that survey appears not too hard to complete and open to everyone.

The consultant suggested in publicity efforts to show how the results of the 2008 survey were used and changes that came about from that feedback.

Don Skoglund will provide to Mike Opatz suggested wording for a Council primary election question.

The meeting ended at 8:50 p.m.

Adjournment

Respectfully submitted,

Carol Morris
Minute Secretary