



AGENDA

Citizens' Advisory Committee

7:00 P.M. - 9:00 P.M.

February 13, 2013

Maple Grove Government Center - Room 183

- A. Call to Order by Chair
- B. Oath of Office for Reappointed Members
- C. Minutes: Approve Minutes from November 14, 2012 and January 9, 2013
- D. Area Reports (Forms in Packet)
- E. Review Questions for 2013 Community Survey
- F. Other Business and Updates
- G. Adjournment

Oath of Office

Minutes

Maple Grove Citizens Advisory Committee

Meeting Minutes

November 14, 2012

Call to Order	The meeting was called to order at 7:04 p.m. by CAC Co-Chair Bob Joiner at the Maple Grove Government Center		
Members Present	Stephen Gill Tim Klevar Joan Masberg	Lorraine Gresser Pam Larson Kevin Rebman	Bob Joiner Steven Maas Don Skoglund
Members Absent	John Beacham, Leslie Bender, Linda Furst, Greg Hulne, Harry Kennedy, Joe Picket.		
Others Present	Councilmember Phil Leith, City Administrator Al Madsen, and CAC City Staff Liaison Mike Opatz.		
Minutes	The minutes for the October 10, 2012 regular CAC meeting were approved.		
Introduction	The high school students and scout troop in attendance introduced themselves. Co-Chair Joiner provided a brief overview of the CAC to the guests.		
Area Reports	As a follow up to discussion at the October CAC meeting, Lorraine Gresser stated there is no nursing home in Maple Grove. Rose Arbor is assisted living. The City may wish to consider a nursing home as an additional way to create jobs. A thank you was offered for the completion of the Bass Lake Road and Weaver Lake Road expansion projects.		
Role and Purpose of CAC Discussion	City Administrator Al Madsen distributed a memo dated November 14, 2012 in response to some of the questions that arose out of the October 10, 2012 CAC meeting. He reviewed the various aspects of the memo and the following points and discussion ensued from those: Mr. Madsen talked about the land use plans for the City—both for the gravel mining area and the City overall. With regard to the Gravel Mining Area land use plan, Councilmember Leith stated that taller buildings and office campuses are part of the future plans. The question was asked about additional medical development in the area of the hospital. It was mentioned the hospital is considering developing a medical/office building separate from the hospital itself. The question was posed to Mr. Madsen as to what he thought the City's biggest weakness was. He stated that five years ago he would have said		

transportation, but that is not the case today. Several items that he mentioned are:

- Tax abatement/incentives/tax increment financing—he stated these have not been standard practice for Maple Grove.
- Special legislation for TIF district in the Gravel Mining Area. This legislation was part of a bigger bill vetoed by the Governor in 2012. The City expects that legislation to be coming back in 2013.
- High cost of development in Gravel Mining Area.
- Completion of 610.

The question was asked if there is a role the CAC can play in the completion of Highway 610. Suggestions included: letters to Washington politicians, state reps, senators, and the governor. In addition, CAC could adopt a resolution.

Two suggestions were made of areas that CAC could consider involvement:

- Citizen survey
- Basketball facility proposal by OMGBA

The CAC could play a project management/overview role as was done with the sports dome and second sheet of ice.

The statement was made that it is healthy and important to have consistent and continued citizen involvement and input.

Discussion took place on a wards system as well as a primary election for Council candidates. It was mentioned that a wards system would require a restructure of the City governance, and that it was not well received when reviewed/discussed previously. The question was asked if the City Council had an interest in a primary for Council seats. It was stated there would be added costs for staff, election judges to include that in the primary.

Mention was made of a joint meeting with the City Council and Citizens Advisory Committee to discuss items in which the CAC could be involved. It was stated that an agenda would be needed and mention was made of a creating a subcommittee for setting an agenda.

Mr. Madsen talked about the Economic Development Commission and the role it played in the City. While it is not active and hasn't been for a number of years, the EDC has not been disbanded.

Question was brought up about what role the Council wants CAC to play. It was stated that more of an exploratory role in projects.

Mr. Madsen stated that if CAC is running out of things, they should stop meeting or meet as needed.

Mention was again made of the citizen survey as well as the basketball facility for which a proposal is expected. The suggestion was made for CAC to make a list of things to review and address and give a presentation to the City Council.

Discussion took place on the Osseo Maple Grove Basketball Association project for additional gym space for basketball practice, games and tournaments.

The question was asked about any plans for a convention center and discussion ensued. The Reflections project proposal included a convention center, but that project went nowhere. Convention centers that were mentioned included those in Brooklyn Center, Rochester, and St. Cloud.

Mr. Madsen reviewed the Silvercrest Properties development planned for 2013—senior housing and different levels of care and services.

CAC outlined the following next steps:

1. Move forward with citizen survey; ask the City Council to get approval for survey.
2. Address the OMGBA proposed facility when the time is appropriate.
3. Look at other topics; visit with Council.

Mention was made that several “techy” CAC members visit with the City’s GIS Administrator Mike Eberle to review the City’s work with fiber optics technology. Discussion ensued on fiber optics and it is a big plus to the City, particularly for attracting business development.

Discussion continued on the proposed citizen survey, such as the format—online, phone, cell phone. National Research Center was used for the last survey, and they set up the survey/results/benchmarks that it would work well to continue to work with them into the future. The question was asked if a Request for Proposal would be needed.

Motion made to ask the City Council’s permission to address and proceed with a citizen survey in 2013. Motion seconded. 9 ayes; no nays.

The next meeting for the CAC will be January 9, 2013.

**Other Business/
Updates**

The comment was made that the elections went very well, and the judges were well trained. Deputy City Clerk Stevie Koll Anderson and her election staff are to be commended.

The following projects were mentioned/briefly discussed:

- Redstone restaurant opening late November.
- Whole Foods Market should open in 2013.
- Whirlyball.
- Goodwill second location.
- Hospital expansion almost complete.
- Aldi started construction.
- Spire credit union project is moving along well.
- Chick-fil-a still coming.
- Z's Smokin' Bonez.
- Multi-tenant facility in Wedgewood Commerce Center.
- Financing package for grocery store/housing in southwest Maple Grove.

The meeting adjourned at 8:55 p.m.

Adjournment

Respectfully submitted,

Carol Morris
Minute Secretary

Maple Grove Citizens Advisory Committee

DRAFT -- Meeting Minutes

January 9, 2013

Call to Order	The meeting was called to order at 7:08 p.m. by CAC member Tim Klevar at the Maple Grove Government Center. It was announced that there was not a quorum so no decision making would be made, and the meeting would primarily be discussion of a 2013 community survey.
Members Present	John Beacham Harry Kennedy Don Skoglund
Members Absent	Stephen Gill Tim Klevar
Others Present	Lorraine Gresser Joan Masberg
Minutes	Leslie Bender, Linda Furst, Greg Hulne, Bob Joiner, Pam Larson Steven Maas, Joe Piket, Kevin Rebman. Also absent was CAC City Staff Liaison Mike Opatz.
Introduction	Councilmember Phil Leith and two students from Maple Grove Senior High School.
Area Reports	The minutes for the November 14, 2012 regular CAC meeting were not approved as there was not a quorum.
2013 Community Survey	The high school students introduced themselves. <ul style="list-style-type: none">• Positive comments were made about snow removal and the work of the Public Works staff.• Streetlight out of synch at Dunkirk Lane and Weaver Lake Road.• Councilmember Leith asked what people thought of the flashing yellow arrow for making left turns.• Police do a nice job with tours of the Public Safety Facility.• LETF ready to open. The City of Plymouth has a contract to partner with Maple Grove on the facility. In addition, the LETF will be open to the public. While there was no quorum, the group decided to discuss the survey options and review previous survey questions. A handout from National Research Center was distributed detailing the survey study design and implementation and survey administration options. When asked, Councilmember Leith stated the City Council supports CAC undertaking a community survey in 2013. The statement was made that the mail survey with online option makes the most sense if there are no time constraints.

CAC member Beacham stated, that as a resident, he was part of the 2008 phone survey. He stated it was interesting, and he was glad to be a part of it.

When the survey was completed in 2008 there were 401 respondents, a 35% response rate.

The statement was made that for 2013 it looks like a mail survey is economical and recommended by NRC.

It was thought that in 2008 utility bills were used for securing survey respondents.

The question was asked that if the survey was online was there a way to ensure only one response per household.

It appears that for the 2013 survey those in attendance would suggest a mail survey.

Discussion turned to survey questions, and the suggestion was made to either form a committee to decide on the questions or for the group to choose questions all together.

The suggestion was made to review the survey and take out any questions that don't apply now but keep a majority of questions from the old survey to keep consistency and compare responses. The suggestion was made to ask questions about new amenities such as the Town Green and Sports Dome.

The suggestion was also made to add a question about a City Council primary for elections. It was not understood why there would be an added cost to have a primary for those seeking a City Council seat on the ballot as every election for many years past has had a primary. Councilmember Leith stated consideration is given to changing the filing fee for City Council to weed out those who file because they only want to see their name on the ballot.

Suggested question topics for the 2013 survey: sports dome, town green, library, new businesses/restaurants, growth, big box/retail vacancies, and traffic/roundabouts. Councilmember Leith stated that Maple Grove does have a lower retail vacancy rate than the overall metro area.

The group wondered about having open ended questions on the survey to receive citizen comments and feedback. Councilmember Leith was asked if he could think of other specific items to add; he said no.

It was felt that if the survey was mail/online it would be easier for respondents to add feedback.

The group discussed the timeframe to conduct the survey and stated they would prefer to have it completed before the school year ends. Possibly mail in March and have it completed by May; otherwise wait until fall.

CAC members should come to the February meeting prepared to discuss the survey and the questions they would like to see on it.

**Other Business/
Updates**

Discussion turned to the Osseo Maple Grove Basketball Association, and when asked, the statement was made that the City Council has not seen anything yet from this organization about a facility.

The recommendation was made to have OMGBA come before the CAC again if they do move forward on a proposed facility. The understanding is that the CAC will be involved just like with the sports dome and second sheet of ice.

One of the CAC members, who also coaches for OMGBA, stated the elementary school floors are not as in good of shape as at the high schools and junior high schools.

An inquiry was made about the proposed Silvercrest senior housing development. Councilmember Leith stated he had toured Silvercrest's Eden Prairie facility and it has a lot of amenities. There are concerns about having a nursing home particularly related to Medicare and insurance. Maple Grove has a strong senior population. The question was asked if there are tax credits for a nursing home. The question was also asked if the City is pursuing a nursing home or would have any incentives. It was stated that long-term care funding is an issue.

The statement was made that Prairie Care is building a second facility for youth/adult psychiatric care.

**2013 Community
Survey**

Promotion of the survey was briefly discussed with options such as the City newsletter, Channel 12, and Maple Grove Patch.com.

The statement was made it is important to keep survey responses random, and concerns about people opting in if they were given a variety of options to use for completing the survey (mail, online, etc.)

CAC members should bring their suggested survey questions to the first meeting in February, and the goal is to have the questions done at that meeting.

CAC member Klevar said he would send an email to all CAC members to review the 2008 survey questions and come to the February 2013 meeting with their suggestions.

CAC would like to present survey questions and plan to the City Council at either a late February or early March Council meeting.

CAC would like to possibly have NRC at the February CAC meeting.

The meeting adjourned at 8:00 p.m.

Adjournment

Respectfully submitted,

Carol Morris
Minute Secretary

2013 Community Survey



MEMORANDUM

TO: CAC Members
FROM: Mike Opatz, CAC Staff Liaison
DATE: February 5, 2013
SUBJECT: 2013 Community Survey

The CAC will be undertaking another community survey in 2013 as the last one was conducted in 2008. The City has received a proposal from National Research Center (NRC), which was the survey consultant for the 2008 survey. The proposals provided the City some options to consider on ways to conduct survey. At the January meeting the CAC felt that a mailed survey with an online option was the best proposal option to pursue.

At the January 13, 2013 meeting the CAC will attempt to finalize the survey questions to send to the City Council for a final review and approval. The survey for the most part should be similar in terms of questions and size as we want to track the responses to the same questions from 2008. A few new questions may be added to address some new areas.

NRC staff will be available via a phone conference to discuss the survey at 8:00 p.m.

Attached is the 2008 survey questions and the 2013 survey proposal from NRC.

The City of Maple Grove 2008 Citizen Survey

TEXT IN CAPS IS INTERVIEWER INSTRUCTIONS ONLY AND IS NOT TO BE READ ALOUD.

Hello, I'm calling on the behalf of the City of Maple Grove. May I speak to the youngest adult 18 or older in the household? Is that you? May I speak with that person?

[ONCE CORRECT PERSON IS ON THE PHONE:] Maple Grove wants to know what you think about your community and City government. We are not trying to sell you anything. Your responses are anonymous and will be reported in group form only to help make decisions about the future of the City.

[REPEAT FIRST PARAGRAPH WITH NEW PERSON.]

1. Do you live within the city limits of the city of Maple Grove?
 1. YES
 2. NO [THANK AND TERMINATE]
 3. DON'T KNOW/REFUSED [THANK AND TERMINATE]
2. Please rate each of the following aspects of quality of life in Maple Grove as very good, good, neither good nor bad, bad or very bad. How would you rate [ROTATE A-D, ALWAYS ASK E LAST]? What about...
 - a. Maple Grove as a place to raise children
 - b. Maple Grove as a place to work
 - c. Maple Grove as a place to retire
 - d. The overall quality of life in Maple Grove

Would you say...[REREAD LIST AS NECESSARY]

1. Very good
2. Good
3. Neither good nor bad
4. Bad
5. Very bad
6. DON'T KNOW/REFUSED [DO NOT READ ALOUD]

3. Now, please rate each of the following characteristics as they relate to Maple Grove as a whole, using the options very good, good, neither good nor bad, bad or very bad. How would you rate... [ROTATE A-R]? How about...
 - a. The openness and acceptance of the community towards people of diverse backgrounds
 - b. The cleanliness of Maple Grove
 - c. The variety of housing options
 - d. The overall quality of business and service establishments in Maple Grove
 - e. Recreational opportunities
 - f. Employment opportunities
 - g. Educational opportunities
 - h. Ease of car travel in Maple Grove
 - i. Ease of bus travel in Maple Grove
 - j. Ease of bike travel
 - k. Ease of pedestrian travel
 - l. The availability of paths and walking trails
 - m. The availability of athletic fields
 - n. The availability of affordable housing
 - o. The availability of quality health care
 - p. The preservation of natural areas such as open space and wetlands in Maple Grove
 - q. The quality of Maple Grove lakes
 - r. The overall image or reputation of Maple Grove

Would you say...[REREAD LIST AS NECESSARY]

1. Very good
2. Good
3. Neither good nor bad

4. Bad
 5. Very bad
 6. DON'T KNOW/REFUSED [DO NOT READ ALOUD]
4. **Please rate how safe or unsafe you feel in each of the following places in Maple Grove. How about [ROTATE PAIRS, A/B, C/D, E/F], do you feel very safe, somewhat safe, neither safe nor unsafe, somewhat unsafe or very unsafe?**
- a. In your neighborhood during the day
 - b. In your neighborhood after dark
 - c. In Maple Grove's downtown area during the day
 - d. In Maple Grove's downtown area after dark
 - e. In Maple Grove's parks during the day
 - f. In Maple Grove's parks area after dark
1. Very safe
 2. Somewhat safe
 3. Neither safe nor unsafe
 4. Somewhat unsafe
 5. Very unsafe
 6. DON'T KNOW/REFUSED [DO NOT READ ALOUD]
5. **In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Maple Grove? How often have you or other household members... [ROTATE A-L], was it never, once or twice, 3 to 12 times, 13 to 26 times or more than 26 times?**
- a. Used the Maple Grove public library or its services
 - b. Used the Maple Grove Community Center
 - c. Visited the Arboretum at County Road 30 and Fernbrook
 - d. Participated in a parks and recreation program or activity
 - e. Visited a neighborhood park
 - f. Visited the Maple Grove Farmers' Market
 - g. Attended a meeting of local elected officials or other local public meeting
 - h. Watched a meeting of local elected officials or other local public meeting on cable television
 - i. Read Maple Grove Newsletter
 - j. Visited the City of Maple Grove Web site (at www.ci.maple-grove.mn.us)
 - k. Visited a recycling center
 - l. Volunteered your time to some group or activity in Maple Grove
1. Never
 2. Once or twice
 3. 3 to 12 times
 4. 13 to 26 times
 5. More than 26 times
 6. DON'T KNOW/REFUSED [DO NOT READ ALOUD]
6. **Please tell me whether the quality of each of the following services in Maple Grove is very good, good, neither good nor bad, bad or very bad. How about [ROTATE A-W]?**
- a. Police services
 - b. Fire services
 - c. Crime prevention
 - d. Fire prevention and education
 - e. Traffic enforcement
 - f. Street repair and maintenance
 - g. Street lighting
 - h. Snow removal
 - i. Sidewalk maintenance
 - j. Traffic signal timing
 - k. Bus or transit services
 - l. Recycling

- m. Drinking water
- n. Sewer services
- o. City parks and trails
- p. Recreation programs or classes
- q. Athletic fields
- r. Maple Grove Community Center, which includes a pool, ice arena, the Maple Maze, meeting rooms and a teen center
- s. Land use, planning and zoning
- t. Code enforcement, such as weeds, abandoned buildings, etc.
- u. Animal control
- v. Services to seniors
- w. Services to youth

- 1. Very good
- 2. Good
- 3. Neither good nor bad
- 4. Bad
- 5. Very bad
- 6. DON'T KNOW/REFUSED [DO NOT READ ALOUD]

7. Overall, how would you rate the quality of the services provided by the City of Maple Grove? Would you say...

- 1. Very good
- 2. Good
- 3. Neither good nor bad
- 4. Bad
- 5. Very bad
- 6. DON'T KNOW/REFUSED [DO NOT READ ALOUD]

8. As you know, Maple Grove is governed by its Mayor and City Council. How effective or ineffective do you think this type of structure is?

- 1. Very effective
- 2. Somewhat effective
- 3. Somewhat ineffective
- 4. Very ineffective
- 5. DON'T KNOW/REFUSED [DO NOT READ ALOUD]

9. Please rate the following categories of Maple Grove government performance. [ROTATE A-F.] How would you rate...

- a. The value of services for the taxes paid to Maple Grove
- b. The overall direction that Maple Grove is taking
- c. The job Maple Grove government does welcoming citizen involvement
- d. The job Maple Grove government does listening to citizens
- e. The job Maple Grove City Council does representing its citizens
- f. The job Maple Grove City Council does responding to citizen concerns

Would you say... [REREAD LIST AS NECESSARY]

- 1. Very good
- 2. Good
- 3. Neither good nor bad
- 4. Bad
- 5. Very bad
- 6. DON'T KNOW/REFUSED [DO NOT READ ALOUD]

10. How likely or unlikely are you to:

- a. Recommend living in Maple Grove to someone? Would you say...
- b. How likely or unlikely are you to remain in Maple Grove for the next five years? Would you say...

- 1. Very likely
- 2. Somewhat likely
- 3. Somewhat unlikely
- 4. Very unlikely
- 5. DON'T KNOW/REFUSED [DO NOT READ ALOUD]

11. When you think about living in Maple Grove, please tell me how important, if at all, each of the following is to the quality of life here. How about the [ROTATE A-K]? Would you say...

- a. Quality of the neighborhoods
- b. Quality of the housing
- c. Cost of the housing
- d. Quality of the schools
- e. Community amenities
- f. Small town and rural feel
- g. Proximity to your place of work
- h. Safety of the community
- i. Open spaces and parks
- j. Proximity to family or friends
- k. Ease of travel throughout the City

- 1. Essential
- 2. Very important
- 3. Somewhat important
- 4. Not important at all
- 5. DON'T KNOW/REFUSED [DO NOT READ ALOUD]

12. For each of the following, please tell me whether you think Maple Grove has done a very good, good, neither good nor bad, bad or very bad job of planning. How about [ROTATE A-L, ALWAYS ASK M LAST]?

- a. Roads
- b. Park-and-Ride Lots
- c. Trails and sidewalks
- d. Open space
- e. Parks
- f. Parking
- g. Retail and shopping areas
- h. Industrial areas
- i. Residential areas
- j. Recent housing development
- k. Attracting employers with professional and executive jobs to Maple Grove
- l. Community events, such as Maple Grove Days
- m. Overall city planning

- 1. Very good
- 2. Good
- 3. Neither good nor bad
- 4. Bad
- 5. Very bad
- 6. DON'T KNOW/REFUSED [DO NOT READ ALOUD]

13. Which of the following types of Internet access do you have at home?

1. NONE [DO NOT READ ALOUD]
2. High speed, (broadband, such as DSL or cable Internet)
3. Dial-up
4. DON'T KNOW/REFUSED [DO NOT READ ALOUD]

14. To what extent do you support or oppose the City of Maple Grove considering spending public funds on each of the following? What about...[ROTATE A-E.]

- a. Cultural and arts facilities
- b. Off-leash dog park
- c. A sports dome / field house for use during the winter
- d. Preservation of open space areas
- e. Affordable housing

Would you say you...[REREAD SCALE AS NECESSARY]...the City of Maple Grove spending public funds for this?

1. Strongly support
2. Somewhat support
3. Somewhat oppose
4. Strongly oppose
5. DON'T KNOW/REFUSED [DO NOT READ ALOUD]

15. To what extent do you support or oppose the construction of additional housing in Maple Grove for low to moderate income residents?

1. Strongly support
2. Somewhat support
3. Somewhat oppose
4. Strongly oppose
5. DON'T KNOW/REFUSED [DO NOT READ ALOUD]

16. For each of the following, please tell me whether you think that Maple Grove should encourage the rate of this type of development to increase, stay the same or decrease? How about... [ROTATE Q-H]?

- a. New retail development
- b. Redevelopment of existing retail areas
- c. New residential development
- d. Land development in general
- e. New businesses and corporations, using office and industrial space
- f. New chain or franchise restaurants
- g. New independent or non-franchise restaurants
- h. New entertainment centers

Should the rate of this type of development...

1. Increase
2. Stay the same
3. Decrease
4. DON'T KNOW/REFUSED [DO NOT READ ALOUD]

17. What is the single biggest challenge facing the City of Maple Grove right now? [ALLOW ONLY ONE ANSWER.]

1. ACCESSIBILITY
2. AFFORDABLE HOUSING NOT ENOUGH
3. AIR POLLUTION
4. BALANCING BETWEEN MAINTAINING SMALL TOWN ATMOSPHERE AND GROWTH
5. COST OF UTILITIES (SUCH AS GAS OR WATER)
6. CRIME
7. CRIME
8. EXPANSION AND DEVELOPMENT
9. GROWTH - TOO LITTLE - JOBS
10. GROWTH - TOO LITTLE - POPULATION
11. GROWTH - TOO LITTLE - RETAIL, SUCH AS STORES OR RESTAURANTS
12. GROWTH - TOO MUCH - JOBS
13. GROWTH - TOO MUCH - POPULATION
14. GROWTH - TOO MUCH - RETAIL, SUCH AS STORES OR RESTAURANTS
15. NOISE
16. PARKS AND OPEN SPACE - NOT ENOUGH
17. SCHOOLS - GENERAL/CLASSROOM OVERCROWDING
18. SCHOOLS - POOR QUALITY OF EDUCATION
19. TAXES - TOO HIGH
20. TAXES - TOO LOW
21. TRANSPORTATION - ADDITIONAL TRAFFIC AND ROADS
22. TRANSPORTATION - TRAFFIC CONGESTION
23. TRANSPORTATION - BUSES, OTHER TRANSIT
98. OTHER [SPECIFY]
99. DON'T KNOW/REFUSED [DO NOT READ ALOUD]

My last questions are about you and your household. Again, all of your responses to this survey are completely anonymous and will be reported in group form only.

D1. How many years have you lived in Maple Grove? Is it...

1. Less than 2 years
2. 2-5 years
3. 6-10 years
4. 11-20 years
5. More than 20 years
6. DON'T KNOW/REFUSED [DO NOT READ ALOUD]

D2. Which of the following best describes the building you live in? Is it...

1. A one family house detached from any other houses
2. A house attached to one or more houses (such as a duplex or townhome)
3. A building with two or more apartments or condominiums
4. Some other type of building
5. DON'T KNOW/REFUSED [DO NOT READ ALOUD]

D3. Do you rent or own your home?

1. Rent
2. Own
3. DON'T KNOW/REFUSED [DO NOT READ ALOUD]

D4. How many children under 18 live in your household?

- [ENTER NUMBER]
999. DON'T KNOW/REFUSED [DO NOT READ ALOUD]

D5. How many members of your household are aged 60 or older?

- [ENTER NUMBER]
999. DON'T KNOW/REFUSED [DO NOT READ ALOUD]

D6. Please stop me when I reach the category that includes your household's total income before taxes for 2007. Be sure to include in your total income money from all sources for all persons living in your household. Is it...

1. Less than \$25,000
2. \$25,000 to less than \$50,000
3. \$50,000 to less than \$100,000
4. \$100,000 to less than \$150,000
5. \$150,000 or more
6. DON'T KNOW/REFUSED [DO NOT READ ALOUD]

D7. Do you consider yourself to be Spanish, Hispanic or Latino?

1. Yes
2. No
3. DON'T KNOW/REFUSED [DO NOT READ ALOUD]

D8. Which one or more of the following would you say is your race? [MULTIPLE RESPONSE. PROBE.]

1. American Indian or Alaskan Native
2. Asian, Asian Indian or Pacific Islander
3. Black or African American
4. White
5. Other
6. DON'T KNOW/REFUSED [DO NOT READ ALOUD]

D9. Stop me when I reach the category that includes your age.

1. 18-24 years old
2. 25-34 years old
3. 35-44 years old
4. 45-54 years old
5. 55-64 years old
6. 65-74 years old
7. 75 years or older
8. DON'T KNOW/REFUSED [DO NOT READ ALOUD]

D10. DO NOT ASK. RECORD SEX OF RESPONDENT AFTER INTERVIEW IS COMPLETE.

1. Female
2. Male

Thank you very much for your time. Your answers will help the City of Maple Grove make decisions that affect your community.

Study Design and Implementation

As with previous surveys, the 2013 Maple Grove Resident Survey will cover topics such as quality of life and services as well as unique current topics or issues facing the City. These results will help Maple Grove make planning decisions regarding the future of the City, continuing a valuable trend line of survey results since 2001 and including benchmark comparisons to results in other jurisdictions around the country.

Scope of Work

National Research Center, Inc. (NRC) proposes to administer the 2013 Resident Survey using one of three possible data collection methods, as chosen by the City. A comparison of methods (mail, web and phone) is provided on the next page. Following data collection, the report of results will summarize the attitudes and opinions of residents city-wide, provide select crosstabulations by respondent demographics (e.g., respondent age, gender, length of residency). Where possible, the report of results also will provide benchmark comparisons for service ratings to the nation and peers, as well as comparisons to previous survey years where applicable. Following is an outline of NRC's proposed activities for this survey project.

- Update and finalize the survey to measure resident opinion, using the 2008 survey as the starting point.
- Administer the survey to a scientific sample of Maple Grove residents.
- Manage all aspects of data collection.
- Weight the data to more closely match the Maple Grove 2010 Census population profile.
- Produce a report of results including basic frequencies of results, comparisons to previous years, benchmark comparisons, crosstabulations by select respondent demographics and key driver analyses (to reveal service importance). The report will include an executive summary and report of results, including data presented in tables and charts, along with detailed survey methodology notes.
- Prepare presentation materials and make a presentation of results to the City.

Maple Grove, MN 2013 Resident Survey Administration Options

Survey Administration Options

	Mailed Survey	Online only with USPS Mail Invite	Phone Survey
Scope	<ul style="list-style-type: none"> • 5-page survey • 3 contacts (prenotification, 2 survey waves) • Web option for residents to complete online • Detailed report of results with benchmark comparisons • In-person presentation to City 	<ul style="list-style-type: none"> • Equivalent to 5-page paper survey • 3 contacts (postcard, letter, postcard) • Detailed report of results with benchmark comparisons • In-person presentation to City 	<ul style="list-style-type: none"> • 20-minute interviews with 400 residents • Detailed report of results with benchmark comparisons • In-person presentation to City
Timing	<ul style="list-style-type: none"> • About 14 weeks 	<ul style="list-style-type: none"> • Faster – about 12 weeks 	<ul style="list-style-type: none"> • Fastest – 9-12 weeks
Pros	<ul style="list-style-type: none"> • Scientific methodology, sample will be representative of City's population • Most common methodology for resident surveys • Relatively less expensive 	<ul style="list-style-type: none"> • Scientific methodology, sample will be representative of City's population • An innovative approach that takes advantage of evolving technology • Though response rates were too low in the past to consider this option, they have been increasing in recent years • Relatively less expensive 	<ul style="list-style-type: none"> • Scientific methodology, sample will be representative of City's population • Shortest timeline • Same methods as 2008 survey
Cons	<ul style="list-style-type: none"> • Longest timeline • Methodological change from 2008; statistical corrections to previously collected phone data may be needed 	<ul style="list-style-type: none"> • Response rates have increased, but remain lower than for a mailed survey • With the low response rate and small number of households, the number of completed surveys is likely not to exceed around 500 • Some invited residents will not be able to participate (if they do not have Web access) 	<ul style="list-style-type: none"> • Most expensive • Response rates have dropped significantly in recent years due to increase in cell phone-only households; we highly recommend including cell phone sample which greatly increases costs
Cost estimate	<ul style="list-style-type: none"> • \$20,855 – 1,200 surveys mailed 	<ul style="list-style-type: none"> • \$20,025 – 2,400 households invited 	<ul style="list-style-type: none"> • \$26,160 – landline only households • \$29,255 – 10% (40) completes with cell phone users
Estimated number of completed surveys	<ul style="list-style-type: none"> • 300-500 	<ul style="list-style-type: none"> • 200-450 	<ul style="list-style-type: none"> • 400
Estimated response rate	<ul style="list-style-type: none"> • 20% to 40% (likely around 30%) 	<ul style="list-style-type: none"> • 12%-20% (likely around 15%) 	<ul style="list-style-type: none"> • 15%-25%
Margin of error (based on number of completed surveys)	<ul style="list-style-type: none"> • ±4-6 percentage points 	<ul style="list-style-type: none"> • ±5-7 percentage points 	<ul style="list-style-type: none"> • ±5 percentage points

Maple Grove, MN 2013 Resident Survey Administration Options

Choosing a Survey Administration Mode

Based on NRC's experience and that of other survey researchers, we have created a table that compares the strengths of various survey administration modes (Table 1). Though you collected responses by telephone for the 2008 survey, NRC recommends a mailed survey in 2013 to gather the perspectives of Maple Grove's residents. Trends in recent years have diminished phone response rates and increased the importance of including cell phone only households, both of which increase costs. (PEW Research recently estimated: "The percentage of households in a sample that are successfully interviewed – the response rate – has fallen dramatically. At Pew Research, the response rate of a typical telephone survey was 36% in 1997 and is just 9% today."¹ For the mail survey we propose to conduct for you, we estimate a response rate between 20% and 40%.)

Given the similarity in ratings of mail and Web surveys (as both are "self-administered"), we are proposing to permit Web completion of the survey from those households that receive the mailed survey, as mail and Web responses can be blended. While few survey recipients may opt to take the survey online (generally less than 5% of survey recipients), the convenience of being able to complete the survey either at a home computer or mobile device will be appreciated by the more technically savvy residents of Maple Grove.

Because we recommend switching from your prior mail/phone data collection methodology to mail/Web, we think it important to assure you that trends for most of your evaluative questions (asking about survey quality or resident satisfaction) will be made comparable by NRC's statistical corrections. NRC has developed statistical "corrections" when integrating phone and mailed responses. Our corrections are based on years of surveying and unique experiments to assure that the most important phone responses can be compared to mailed responses.

Table 1: Comparison of administration methods for general population surveys

Issue	Phone	Mail	Web ²
Expense per completed survey	Moderately expensive	Moderately inexpensive	Moderately inexpensive
Speed of administration	Moderately fast	Moderately slow	Moderately fast
Typical response rate	Fair	Excellent	Fair
Ability to obtaining candid responses	Fair	Excellent	Excellent
Elimination of interviewer bias	Fair	Excellent	Excellent
Ability to get at in-depth topics	Good	Good	Good
Use of visual aids	Poor	Good	Good
Enforcement of question order	Excellent	Poor	Good
Inclusion of illiterate respondents	Good	Poor	Poor
Inclusion of young adults	Poor	Poor	Fair
Inclusion of respondents of lower socioeconomic status	Fair	Fair	Poor
Specifying sub-geographic locations	Poor	Excellent	Poor
Comfort for older adults	Fair	Excellent	Poor

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¹ See <http://www.people-press.org/2012/05/15/assessing-the-representativeness-of-public-opinion-surveys/>

² As a stand-alone data collection method with recruitment via mailed invitations with multiple contacts, the response rate for Web has improved markedly in recent years. Depending on the features of the survey, like topic, length and target population, Web often remains more economical when paired with a mailed survey (permitting responses via either method) or when a complete list of email addresses is available for the population of interest, as often is the case for members of organizations.

Other Business and Updates

Area Reports

AREA REPORT
Maple Grove Citizens Advisory Committee

Please use this form to express your concerns, suggestions, and positive comments on things you see taking place in Maple Grove!

Name: _____ (Required)

Date: _____

Phone: _____ (Please include if responding party has any questions)

Comment: _____

Comment: _____

Comment: _____

Submit your completed form to Mike Opatz at the monthly CAC meeting. Area Reports will be submitted to the appropriate City staff/department, and a response will be in a future CAC agenda packet.