

City of Laguna Beach
AGENDA BILL

No. 2

Meeting Date: 3/22/16

SUBJECT: 2016 COMMUNITY SURVEY

SUMMARY OF THE MATTER: The City Council included funding in the FY 2015-16 budget for a community survey to identify projects that are a priority for the community. A survey would enable the City Council to acquire statistically valid and reliable data of public opinions in order to make strategic decisions based upon the consensus of a broad representative sampling of the community.

Citizen prioritization of community projects, resident satisfaction of local government services, and ballot measure feasibility are types of surveys utilized by local governments. Local governments survey various topics, however, potential survey topics specific to Laguna Beach might include:

ACT V Parking Structure
Additional Lanes on Laguna Canyon Road
Affordable and Assisted Living Housing
Artist Live/Work Housing
Citywide Open Space
Citywide Smoking Ban
Community Pool

Cultural Arts Facility
Parking Meters in South Laguna
Pedestrian Bridge over Laguna Canyon Road
Permanent Lifeguard Towers
Funding for Utility Undergrounding & Traffic Impacts

There are various ways to conduct surveys such as mailed letters, phone calls to landline and cell phone users, and email invitations to a website-based survey. In the end, a survey that utilizes a mixed-method survey design that would increase participation rates, reduce response bias, and increase the overall accuracy and reliability of the survey results is recommended. After reviewing surveys conducted by other cities, a survey is estimated to cost no more than \$35,000.

RECOMMENDATION: It is recommended that the City Council: 1) authorize the City Manager to negotiate and execute a professional services agreement with FM3 in an amount not to exceed \$35,000 to develop and implement a community survey, and to report its results at a future meeting of the City Council; 2) appoint a subcommittee to collaborate with the consultant and staff to develop survey objectives, a survey instrument, and survey topics; 3) provide direction to the subcommittee regarding topics to be placed on the survey; and 4) authorize the City Manager to expend up to \$15,000 for additional consulting services related to a potential ballot measure as directed by the subcommittee.

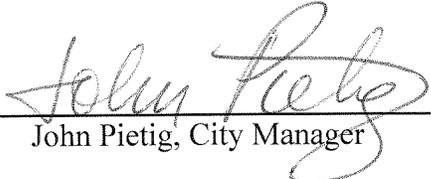
Appropriations Requested: None

Submitted by: 
Christa Johnson, Assistant City Manager

Fund: N/A

Coordinated with: _____

Attachments: _____

Approved: 
John Pietig, City Manager

Typically, a public opinion research firm would be selected through a Request for Proposals (RFP) process; however, given the time constraints and to allow for a potential ballot measure should the City Council decide to pursue that, staff recommends selecting a firm now. With the City Council's approval, Fairbank, Maslin, Maullin, Metz & Associates (FM3), a public opinion research firm based in Los Angeles, would conduct the survey. FM3 is a recognized leader in conducting research for local governments, and has conducted surveys in more than 120 California cities including Huntington Beach, Seal Beach, San Juan Capistrano, and Santa Ana. In 2005, FM3 conducted a survey for both the City of Laguna Beach and South Coast Medical Center that evaluated Laguna Beach residents' perceptions and satisfaction with local healthcare services.

FM3 would approach the survey in the following manner: ask the City Council for conceptual approval of topics; meet with a City Council subcommittee and staff to discuss research objectives, topics, and potential challenges and issues; develop and pre-test a survey instrument to ensure integrity; conduct the survey as well as process, analyze, and present data and results; and coordinate with City Council and staff on recommendations of survey findings. A City Council subcommittee is recommended to work with FM3 and city staff to discuss research objectives and topics in addition to develop a survey instrument.

It is important to note that FM3's proposed scope of work is to complete a baseline opinion survey. Should the City Council decide to explore a potential ballot measure, then this survey would be considered part of an assessment phase to determine if a ballot measure is feasible. There are other prospective firms that specialize in ballot measure feasibility and could further assist the City. It is recommended that the City Council authorize the City Manager to work with the subcommittee to consider the merits of retaining additional consulting services on a potential ballot measure should it become necessary.

Furthermore, a proposed timeline for the survey, from beginning to end, would be as follows:

Event	Date
Agenda Bill authorizing City Manager to negotiate and execute contract with FM3	March 22, 2016
Meet with City Council Subcommittee to discuss objectives, survey instrument, and topics;	April 2016
Administer survey; Data entry and analysis; Preparation of results	May 2016
Present results to City Council	June 14, 2016

If the decision is made to pursue a measure on the November 2016 ballot, the deadline to submit a City Council resolution along with a title and summary of the measure to the County of Orange's Registrar of Voters Office is August 12, 2016.