



Memorandum

To: Honorable Mayor and City Council
From: Steve Mielke, City Administrator
Copy: Allyn Kuennen, Associate Planner
Date: August 12, 2010
Subject: 2010 Residential and Business Survey Results.

The City Council, at their April 26, 2010 work session, reviewed the draft questions for the Residential Community and Business Community Surveys. With a few minor revisions City Council directed Decision Resources to proceed with the surveys.

Decision Resources administered the surveys in May and June by contacting approximately 400 randomly selected residential households and 294 randomly selected businesses within the community. The surveys were divided into sections designed to seek an understanding of the public's opinion regarding:

- quality of life / business environment questions 1 – 7
- quality of City services questions 8 – 34
- importance of City services questions 35 – 61
- property taxes / value of services questions 62 – 65
- financing of services / priorities questions 66 – 92
- willingness to increase property taxes questions 93 – 97
- communications question 98
- demographic questions questions 99 – 106

The results are accurate to within 5% and provide a statistically valid measure of the public's perceptions regarding taxes and budgeting, the quality and level of funding for City services, and the importance and prioritizing of City services. The results also provide a tool to assist the City Council in the decision making process regarding the financial and economic issues the City is currently working to address as it prepares the 2011-2012 City budget.

Attached are the executive summaries from Decision Resources, copies of both surveys that include the percentage results for each question and the power point presentation that Decision Resources will present to the City Council. Dr. Bill Morris and Mr. Peter Leatherman from Decision Resources will present the attached results of the surveys and their cross tabulation analysis of the data at the August 16th City Council meeting. If you have any questions prior to the City Council meeting, please contact Allyn Kuennen at 952-985-4424 or akuennen@lakevillemn.gov.