



Memo

To: Mike Culpepper, Acting City Manager

From: Mark F. Miller, Director of Economic & Community Development
Cynthia Stewart, Director of Community Affairs
Cathleen A. Russ, Library Director

Date: October 3, 2012

Re: Update on Library Strategic Planning Process—Community Survey

As part of the Strategic Planning Process, Erin Gong, the library's consultant, will be conducting a survey of the Troy community. The purpose of this survey is to gain feedback about the library, including services, programs and collections that are important to Troy residents. The survey will go live on Wednesday, October 10, 2012 and be available through Friday, October 26, 2012. The survey will be distributed two ways:

Method One: An email will be sent with a link to take the survey online. The email will go to a distribution list that Mrs. Stewart has previously developed for community affairs and communications. The list has approximately 10,000 email addresses on it. The survey will stay "live" for approximately two weeks. People on the distribution list will be contacted once to take the survey, and a second time as a reminder.

This first method of distribution is the primary sampling method. Ms. Gong anticipates the most responses from this method. The distribution list represents a broad cross-section of people who live and work in Troy. People who signed up to be on this list were interested in receiving general information and communication from the city, and are not specifically aligned with the library. People on the email distribution list

likely have some level of connection with city programs and services, because they had the opportunity to opt into the list. At the very least, they expressed interest in staying up-to-date on city happenings.

Method Two: Mrs. Stewart will put out a press release to Troy news outlets (print and online) briefly describing the survey, with a link to take the survey online. News outlets may publish the link in print or online and people can follow that link to take the survey. This second method supplements the first. By distributing the survey through news outlets, additional Troy residents who may not directly connect themselves to the city will be reached.

Ms. Gong will compile the survey results and present a report to the Strategic Planning Task Force at their November meeting. Survey results, along with the results of Focus Group meetings in November, will be included in the Final Report presented to City Council at the end of the year, at the conclusion of the Strategic Planning Process.