



DATE: December 1, 2014

TO: Brian M. Kischnick, City Manager

FROM: Sehrish Salah-Ud-Din, Assistant to the City Manager

SUBJECT: Public Opinion Survey for Troy Residents

History

In the past 14 years, Troy has conducted three surveys with Troy residents for benchmarking purposes and to gather the opinion of our residents relating to our community and services. The past three survey's include:

- 1) Market Measurement, Inc. (Year- 2000)- This was a random phone survey on two fronts- for residents (303 residents surveyed) and businesses in Troy (300 businesses surveyed).
- 2) Citizen Services Report Card (Year-2007) - This was done internally and City Staff did this survey with a post card they sent out.
- 3) Target Insyght (Year 2011) - This was also a random phone survey.

We have analyzed results from each of these surveys but they do not accurately reflect where Troy is today. Post the 2008 economic downturn, as mentioned above, a random phone survey was conducted in 2011 to gauge service levels. However, those results are no longer valid because we now have economic stability and are realigning service levels.

Recommendation

Troy City Management is interested to gain resident input regarding Troy service levels Therefore, the City of Troy has engaged in a contractual agreement with Oakland University Public Affairs Research Laboratory (PARL) to assist, create and disseminate the public opinion survey. SEMCOG estimates Troy's population to be 83,270 (Jul 2014). The survey will be distributed to 382 residents through a random sample (one per household) in January 2015. Best practice suggests to survey registered voters and to oversample by a factor of 2.5. The proposal from Oakland University is to initially mail 1000 surveys, follow up by 2 re-mailing of surveys at two separate times (indicated on attached timeline). The same survey will be sent to the same residents three times to capture the most responses. Additionally, respondents will be offered a web-based option if they prefer to complete the survey online. The total cost for this project will not exceed \$8,500. The proposed budget by PARL reflects an amount of \$8,182. Please see the tentative timeline attached.

Public Opinion Survey

