



500 West Big Beaver
Troy, MI 48084
troymi.gov

C-01

CITY COUNCIL AGENDA ITEM

Date: March 14, 2019

To: Mark F. Miller, City Manager

From: Drew Benson, Assistant to the City Manager
Cindy Stewart, Community Affairs Director

Subject: Community Survey Background

Background

The City Council approved a contract with EPIC-MRA to conduct both a residential and a business survey. The City conducted a series of community surveys from 1999 - 2014. EPIC-MRA was formed in 1991 with headquarters in Lansing, MI. It is the successor entity to the partnership, Michigan Research Associates, formed in 1985. Since its inception, the firm has provided services to a broad range of clients, including: state, county, township and municipal planning commissions; local governments; transportation authorities; public school districts; public libraries and library boards; political and business leaders; the legal and judicial communities; and members of the health care industry.

EPIC-MRA's work is routinely included in publications such as *Congressional Daily*, *The Hotline*, *The Polling Report*, and they have consistently received the highest rating of any Michigan polling firm from Nate Silver's *FiveThirtyEight* website. Their rating by *FiveThirtyEight* for accuracy and methodology surpasses many nationally recognized polling forms.

EPIC-MRA's principals have made radio and television appearances in every major market in Michigan. The firm's work has frequently appeared in newspapers and magazines throughout the state and country, including *The Detroit Free Press*, *New York Times*, *Business Week*, *National Journal*, and the *Journal of Commerce*.

EPIC-MRA has extensive experience working in the City of Troy, as they conducted a survey for the Troy Public Library in 2008, the City of Troy in 2011, and the Troy School District in 2013 and 2017.

The 2019 City of Troy survey will be led by one of the Founding Principals of EPIC-MRA, John Cavanagh, JD. Mr. Cavanagh is its Secretary-Treasurer and serves as the Chief Financial Officer and administrator for the firm and fills the capacity of general counsel. He involves himself closely in the substantive research work of the firm from sample design and questionnaire development, to delivering presentations and moderating focus groups. Kelly Sullivan, Office/Project Manager will work closely with Mr. Cavanagh on the City of Troy's survey project. He is a graduate of Michigan State University as well as a product of the Troy School District.



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Surveying Process

The purpose of the survey is to translate an in-depth assessment of resident attitudes, behaviors and perceptions into guidelines for planning activities with emphasis upon the topics suggested by City Council and Management. The survey will be administered via random phone polling from a statistically representative cross section of the community.

To begin this process, City Management provided a general outline of topics for the consultants to begin framing the survey through. The general topics included Civic Center, Greenspace, Trails & Pathways, Library Millage, TFAC, City Facilities, and Cell Towers. The initial draft of questions, including required demographic and general satisfaction questions, came out to 41. This would be approximately a 16-18 minute survey.

Council Discussion

Attached to this document is a list of the topics of each question included in the first draft of the survey. These are not the final questions, and the purpose of this discussion is to review and discuss the topics below with a focus on “**what do we want to know?**”. With this information, Management and EPIC-MRA can work together to craft the wording of questions to meet Council’s intent.

City Council should study the attached topic list and be prepared to discuss comments, concerns, changes, and desired outcomes of the survey at the Council Study Session on Monday evening.



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Survey Question Topics – Draft

General Satisfaction

- Biggest challenges facing residents of Troy
- Taxes to high/low commensurate to level of service
- Perceived condition of City facilities
- Availability of non-motorized transportation options
- Promotion of Economic Development
- Variety of available housing options
- Maintenance of parks and recreational facilities
- Balance between greenspace and development
- Maintenance of streets
- Availability of recreational opportunities
- Provision of prompt and effective police, fire, and emergency services
- Availability of reliable cell phone and wireless services

Aquatic Center

- Use of Aquatic Center
- Positive or negative perception
- Reason for negative rating (if applicable)
- What should be done with Aquatic Center

Telecommunications Facilities

- Support for Telecommunications facilities in parks
- Reason for opposition (if applicable)
- Support for Boulan Park telecommunications facility with lights

Troy Public Library

- Support for TPL Millage in 2021

Greenspace Subcommittee Recommendation

- Support for GSC recommended millage (.05 mills)

Town Center Concept (not specific plan from 2018)

- Support idea of Town Center concept
- Open space in Town Center concept
- Variety of housing options in Town Center concept
- Space for special events and gatherings in Town Center concept
- Mixed uses in Town Center concept
- Location of City Facilities within Town Center concept
- Change of support for Town Center concept (after previous questions)
- Why opposed to Town Center concept (if applicable)



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City Communications

- How City information is received

Demographics (optional for respondents)

- Reside in Troy (required)
- Registered voter
- Size of family
- Age
- Level of education
- Length of time living in Troy
- Race/Ethnicity
- Annual household earnings
- Gender

Business Survey

Civic Center

Improvements along Big Beaver Corridor

Improvements along Maple Corridor

Improvements along Rochester Road

Biggest advantage of a Troy business location.

Biggest disadvantage of a Troy business location.

Big Beaver Shuttle

Walkability

Resources and services that help enhance business growth. (i.e. county/state, chamber, etc)

Redevelopment - thought process is that Troy is near being built out and what are plans to redevelopment of underdeveloped or obsolete parcels

Quality of City services

Is there something the City can specifically do to help your business succeed and grow?

Number of employees and annual sales of your business.

Length of time the business has been located in Troy