



TROY CITY COUNCIL

SPECIAL STUDY SESSION

AGENDA

MARCH 18, 2019
CONVENING AT 6:00 P.M.

PERMITTED BY CITY COUNCIL RESOLUTION #2019-03-026

FOR THE PURPOSE OF:

**DISCUSSING COMMUNITY SURVEY TOPICS, SURVEY DESIGN AND PREPARATION
WITH REPRESENTATIVE(S) FROM EPIC-MRA**

Submitted By
The City Manager

NOTICE: Persons with disabilities needing accommodations for effective participation in this meeting should contact the City Clerk at (248) 524-3316 or via e-mail at clerk@troymi.gov at least two working days in advance of the meeting. An attempt will be made to make reasonable accommodations.



500 West Big Beaver
Troy, MI 48084
troymi.gov

The Honorable Mayor and City Council Members

City of Troy
500 West Big Beaver
Troy, MI 48084

Dear Mayor and City Council Members:

In this packet, you will find the agenda for the City Council meeting. To help facilitate an informed discussion, the packet provides you with agenda items and additional details. The packet also contains recommended courses of action for your consideration and seeks to aid you in adopting sound policy decisions for the City of Troy.

This comprehensive agenda has been put together through the collaborative efforts of management and staff members. We have made all attempts to obtain accurate supporting information. It is the result of many meetings and much deliberation, and I would like to thank the staff for their efforts.

If you need any further information, staff is always available to provide more information and answer questions that may arise. You can contact me at Mark.Miller@troymi.gov or 248.524.3351 with questions.

Respectfully,

A handwritten signature in black ink, appearing to read "Mark F. Miller". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Mark F. Miller,
City Manager

2018 Strategies

We believe a strong community embraces diversity, promotes innovation, and encourages collaboration.

We strive to lead by example within the region.

We do this because we want everyone to choose Troy as their community for life.

We believe in doing government the best.

- 1 Evaluate and determine a plan to address the Civic Center property and continue to provide information to the public
- 2 Create 360 degree marketing/branding solutions to further engage the community
- 3 Beautify with flowers and public art, and continue to enhance City amenities including trails and pathways, farmers market, Troy Public Library, Big Beaver Corridor, Troy Transit Center, and Troy Community Center
- 4 Examine place-making opportunities through development policies
- 5 Continue to focus on the City's infrastructure through funding capital projects
- 6 Invest in innovative public servants who are leaders in trust, inclusiveness, creativity, and kindness
- 7 Evaluate staffing and service levels to invest in organizational resources for efficiencies and proactive public engagement
- 8 Identify methods to attract investors to create an innovative entertainment district along the Maple Road Corridor
- 9 Recruit, retain employees by creating career advancement and development opportunities for both full-time and part-time
- 10 Re-Imagine the Citizens Academy
- 11 Strengthen relationships with Troy-based nonprofit organizations
- 12 Provide high quality Police services that reduce crime, collaborate with the community, and safely respond to critical incidents



TROY CITY COUNCIL SPECIAL STUDY SESSION AGENDA

March 18, 2019 – 6:00 PM

City Council Boardroom
500 West Big Beaver
Troy, Michigan 48084
(248) 524-3317

<u>A.</u>	<u>CALL TO ORDER:</u>	<u>1</u>
<u>B.</u>	<u>ROLL CALL:</u>	<u>1</u>
<u>C.</u>	<u>DISCUSSION ITEM:</u>	<u>1</u>
C-1	Community Survey Topics, Survey Design and Preparation with EPIC-MRA	1
<u>D.</u>	<u>PUBLIC COMMENT:</u>	<u>1</u>
<u>E.</u>	<u>ADJOURNMENT:</u>	<u>1</u>
<u>2019 SCHEDULED REGULAR LIQUOR VIOLATION HEARINGS:</u>		<u>4</u>
	February 25, 2019 Regular Liquor Violation Hearing (CANCELED).....	4
	March 18, 2019 Regular Liquor Violation Hearing (CANCELED)	4
<u>2019 SCHEDULED SPECIAL CITY COUNCIL MEETINGS:</u>		<u>4</u>
	April 11, 2019 Special Study Session (Budget)	4
	April 15, 2019 Special Study Session (Budget)	4
<u>2019 SCHEDULED REGULAR CITY COUNCIL MEETINGS:</u>		<u>4</u>
	March 18, 2019 Regular Meeting	4
	April 8, 2019 Regular Meeting	4
	April 22, 2019 Regular Meeting	4
	May 6, 2019 Regular Meeting.....	4
	May 20, 2019 Regular Meeting.....	4
	June 3, 2019 Regular Meeting.....	4
	June 17, 2019 Regular Meeting.....	4
	July 8, 2019 Regular Meeting	4
	July 22, 2019 Regular Meeting	4
	August 5, 2019 Regular Meeting	4
	August 19, 2019 Regular Meeting	4
	September 9, 2019 Regular Meeting	4
	September 23, 2019 Regular Meeting	4

October 7, 2019 Regular Meeting.....	4
October 21, 2019 Regular Meeting.....	4
November 11, 2019 Regular Meeting.....	4
November 25, 2019 Regular Meeting.....	4
December 2, 2019 Regular Meeting.....	4
December 16, 2019 Regular Meeting.....	4

A. CALL TO ORDER:

B. ROLL CALL:

- a) Mayor Dane Slater
Edna Abraham
Mayor Pro Tem Ethan Baker
David Hamilton
Dave Henderson
Ellen Hodorek
Ed Pennington

C. DISCUSSION ITEM:

C-1 Community Survey Topics, Survey Design and Preparation with EPIC-MRA

D. PUBLIC COMMENT:

E. ADJOURNMENT:

Respectfully submitted,



Mark F. Miller
City Manager

PUBLIC COMMENT:**In accordance with the Rules of Procedure for the City Council, Article 17 – Members of the Public and Visitors:**

Any person not a member of the City Council may address the Council with recognition of the Chair, after clearly stating the nature of his/her inquiry or comment. *City Council requests that if you do have a question or concern, to bring it to the attention of the appropriate department(s) whenever possible. If you feel that the matter has not been resolved satisfactorily, you are encouraged to bring it to the attention of the City Manager, and if still not resolved satisfactorily, to the Mayor and Council.*

- Petitioners shall be given a fifteen (15) minute presentation time that may be extended with the majority consent of City Council.
- Any member of the public, not a petitioner of an item, shall be allowed to speak for up to three (3) minutes to address any Public Hearing item.
- Any Troy resident or Troy business representative, not a petitioner of an item, shall be allowed to speak for up to three (3) minutes total to address Postponed, Regular Business, Consent Agenda or Study items or any other item on the Agenda as permitted under the Open Meetings Act during the *Public Comment for Items On the Agenda from Troy Residents and Businesses* portion of the Agenda.
- Any Troy resident or Troy business representative, not a petitioner of an item, shall be allowed to speak for up to three (3) minutes to address any topic not on the Agenda as permitted under the Open Meetings Act during the *Public Comment for Items Not on the Agenda from Troy Residents and Businesses* portion of the Agenda.
- Any member of the public who is not a Troy resident or Troy business representative shall be allowed to speak for up to three (3) minutes to address any topic on or not on the Agenda as permitted under the Open Meetings Act during the *Comments for Items On or Not On the Agenda from Members of the Public Outside of Troy (Not Residents of Troy and Not From Troy Businesses)* portion of the Agenda.
- All members of the public who wish to address the Council at a meeting shall be allowed to speak only if they have signed up to speak within thirty minutes before or within fifteen minutes after the meeting's start time. Signing up to speak requires each speaker provide his or her name and residency status (Troy resident, non-resident, or Troy business owner). If the speaker is addressing an Item (or Items) that appear on the pre-printed agenda, then the speaker shall also identify each such agenda item number(s) to be addressed.
- City Council may waive the requirements of this section by a majority vote of the City Council members.
- Agenda items that are related to topics where there is significant public input anticipated should initiate the scheduling of a Special meeting for that specific purpose.

The following has been approved by Troy City Council as a statement of the rules of decorum for City Council meetings. The Mayor will also provide a verbal notification of these rules prior to Public Comment:

The audience should be aware that all comments are to be directed to the Council rather than to City Administration or the audience. Anyone who wishes to address the Council is required to sign up to speak within thirty minutes before or within fifteen minutes of the start of the meeting. There are three Public Comment portions of the Agenda. For Items On the Agenda, Troy Residents and Business Owners can sign up to address Postponed, Regular Business,

Consent Agenda, or Study items or any other item on the Agenda. Troy Residents and Business Owners can sign up to address all other topics under Items Not on the Agenda. All Speakers who do not live in Troy or own a Troy business may sign up to speak during the Comments on Items On and Not On the Agenda from Members of the Public Outside of Troy. Also, there is a timer on the City Council table in front of the Mayor that turns yellow when there is one minute of speaker time remaining, and turns red when the speaker's time is up. In order to make the meeting more orderly and out of respect, please do not clap during the meeting, and please do not use expletives or make derogatory or disparaging comments about any one person or group. If you do so, then there may be immediate consequences, including having the microphone turned off, being asked to leave the meeting, and/or the deletion of speaker comments for any re-broadcast of the meeting. Speakers should also be careful to avoid saying anything that would subject them to civil liability, such as slander and defamation.

Please avoid these consequences and voluntarily assist us in maintaining the decorum befitting this great City.

2019 SCHEDULED REGULAR LIQUOR VIOLATION HEARINGS:

February 25, 2019.....Regular Liquor Violation Hearing (CANCELED)
March 18, 2019.....Regular Liquor Violation Hearing (CANCELED)

2019 SCHEDULED SPECIAL CITY COUNCIL MEETINGS:

April 11, 2019.....Special Study Session (Budget)
April 15, 2019.....Special Study Session (Budget)

2019 SCHEDULED REGULAR CITY COUNCIL MEETINGS:

March 18, 2019Regular Meeting
April 8, 2019Regular Meeting
April 22, 2019Regular Meeting
May 6, 2019Regular Meeting
May 20, 2019Regular Meeting
June 3, 2019Regular Meeting
June 17, 2019Regular Meeting
July 8, 2019.....Regular Meeting
July 22, 2019.....Regular Meeting
August 5, 2019Regular Meeting
August 19, 2019.....Regular Meeting
September 9, 2019.....Regular Meeting
September 23, 2019.....Regular Meeting
October 7, 2019.....Regular Meeting
October 21, 2019.....Regular Meeting
November 11, 2019.....Regular Meeting
November 25, 2019.....Regular Meeting
December 2, 2019.....Regular Meeting
December 16, 2019.....Regular Meeting



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.



500 West Big Beaver
Troy, MI 48084
troymi.gov

CITY COUNCIL AGENDA ITEM

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.



500 West Big Beaver
Troy, MI 48084
troymi.gov

CITY COUNCIL AGENDA ITEM

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)



500 West Big Beaver
Troy, MI 48084
troymi.gov

CITY COUNCIL AGENDA ITEM

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