



La Palma City Council
October 2, 2018

Biennial Community Survey



Summary

2018 Goal

Community Opinion Survey

Postponed due to
Marathon/Andeavor Uncertainty

Sale Closed October 1

Marathon/Andeavor Staff indicate
that merger will not affect La Palma
operations



Background

- Why Conduct a Community Opinion Survey?**
 - Assess Resident Priorities**
 - Assess Customer Satisfaction**
 - Resident Input on Allocation of Resources**
 - Information Gathering regarding new concepts/upcoming projects**



Background

- True North Research**
 - Neutral, Balanced, Accurate, and Scientific Surveys**
 - Provided Public Surveys for 17 Years**
 - 1,000 Surveys**
 - 350 Community Opinion Surveys**
 - Planning**
 - Budgeting**
 - Performance Measurement**



Methodology

- Statistical Survey Utilizing Mixed-Method Survey Design**
- Mailed Letters, Email Invitations, Telephone Calls**
- Flexibility to Participate**
 - Telephone or Online**
- Secondary Survey Online**
 - Open to All Households**



Fiscal Impact

- Proposed Survey - \$31,330**
- In-House Costs - \$2,500**



Recommended Action

- a) Approve and authorize the City Manager to execute an Agreement with True North Research to conduct a community opinion survey in an amount not to exceed \$31,330; and**
- b) Adopt a Resolution of the City Council of the City of La Palma amending the Fiscal Year 2018-19 Adopted Budget to provide funding for a community opinion survey**



Questions

