



La Palma City Council
October 16, 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**



Survey Firms

Firm	Quote*	Additional Costs	Methodology
FM3 Research (Los Angeles)	\$48,500	\$0	Dual mode: telephone and internet data
Probolsky Research (Newport Beach)	\$31,400	\$0	Multi-mode: combination of email invitations and telephone calls; utilizing telephone calls and online survey responses; stratified random sampling methodology
True North Research (Encinitas)	\$31,330	\$2,500 in house costs for the mail survey	Mixed-method: combination of mailed letters, email invitations and telephone calls; utilizing telephone calls and online survey responses; stratified random sampling methodology



Background

- Fairbank, Maslin, Maullin, Metz & Associates (FM3)**
- \$48,500**
- Registered Voter Demographics**
- English and Korean**
- Telephone and Online Survey**
- Respondents Contacted by Telephone and Email**
- ±5.7% Margin of Error**



Background

- Probolsky Research**
 - \$31,400**
 - Community Demographics**
 - English, Korean, and Spanish**
 - Telephone and Online Survey**
 - Respondents Contacted by Telephone and Email**
 - ±5.6% Margin of Error**



Background

- True North Research
 - \$31,330 (*plus in house costs of \$2,500*)
 - Community Demographics
 - English and Korean
 - Telephone and Online Survey
 - Respondents Contacted by Mail, Telephone and Email
 - ±5.6% Margin of Error



True North

- 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**



Questions

- Quality of Life**
- City Services**
- Public Safety**
- Recreation**
- Economic Development and Potential Revenue Sources**
- Funding Priorities**
- Communication**



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

