



	Approved	Denied
Date Action Taken:		4/14/08
Other:	moved option 3; failed Holler, Massie, Menard, Woodruff - no	
Verified by:	Larson + Metiva y.s. K. Smith	

WASILLA CITY COUNCIL ACTION MEMORANDUM

AM No. 08-22

TITLE: COMMUNITY SURVEY QUESTIONS.

Agenda of: April 14, 2008
 Originator: M. Yoder, Deputy Administrator

Date: April 1, 2008

Route to:	Department	Signature/Date
X	Police Chief	<i>[Signature]</i> 4/1/08
	Culture and Recreation Services Manager	
	Public Works Director	
X	Finance Director,	<i>[Signature]</i>
X	Deputy Administrator, Community and Economic Development	<i>[Signature]</i> Marilyn Yoder
X	City Clerk	<i>[Signature]</i> K. Smith

REVIEWED BY MAYOR DIANNE M. KELLER: _____

FISCAL IMPACT: Possible, see Option No. 3 below
 Attachments: AM No. 08-14(SUB)

SUMMARY STATEMENT: On March 24, 2008, the Council approved AM No. 08-14(SUB). After discussion with Dittman, they have indicated that the survey adopted in AM No. 08-14(SUB) cannot be done for \$14,731.

They provided some history on the pricing. In November 2007, they were asked to follow-up the 2005 survey with a new survey of 20 questions. The Department heads added another 20 questions that were important for their departments making a total of 40 questions. The latest draft approved by the Council has 74 questions (AM No. 08-14(SUB)).

The price of \$13,231 was a fixed price based on a survey of 40 questions. Also, according to Dittman, \$14,731 is less than the cost of the survey in 2005 and includes more questions. The professional cost did not change between 2005 and 2008.

They did offer a potential compromise proposal for the amount of \$14,731, as follows: a reduction of survey questions to 2 pages by deleting questions 48 thru 52, Website and questions 60 thru 67, Information. This reduces the survey to 62 total questions. Also the survey questionnaires would be mailed out by bulk mail rather than first class mail, however, Dittman cautions that this could result in fewer respondents.

The Council is requested to select from one of the following three options:

Option No. 1: Leave everything as is and the survey will not be mailed.

Sample motion: No motion is necessary as the contractor is unable to mail the survey as directed by the Council in AM No. 08-14(SUB).

Option No. 2: Reduce the size of the survey and change the method of mailing from first class to bulk based on the funds allocated in AM No. 08-14(SUB).

Sample motion: To revise the Community Survey (adopted in AM No. 08-14(SUB)) by deleting questions 48 through 52, under the section titled Website; and questions 60 through 67, under the section titled Information and to authorize that the survey be mailed by bulk mail.

Option No. 3: Provide additional funds to cover the cost of the Community Survey without deleting questions and to mail the survey first class mail.

Sample motion: To allocate additional funds to cover the cost of the Community Survey (adopted by AM No. 08-14(SUB)) to be mailed out to residents and business owners of the City of Wasilla via first class mail. Funds are allocated as follows:

Account name/number:	
001.4115.411.30.34, Council, Professional Services	\$1,837.67
001.4310.431.30.34, Public Works, Professional Service	\$ 837.50
210.4550.455.30.34, Library, Professional Services	\$ 500.00
Source of funds (to be transferred):	
210.4550.455.50.81, Library, Travel	\$ 500.00



	Approved	Denied
Date Action Taken:	3/24/08	
Other:	Amended + Postponed on 3/10/08	
	Amended + Adopted on 3/24/08	
Verified by:	See 2 nd page for amendment H. Smith 3/24/08	

WASILLA CITY COUNCIL ACTION MEMORANDUM

AM No. 08-14(SUB)

TITLE: APPROVAL OF COMMUNITY SURVEY QUESTIONS TO BE MAILED OUT TO RESIDENTS AND BUSINESS OWNERS OF THE CITY OF WASILLA.

Agenda of: March 24, 2008

Date: March 21, 2008

Originator: Marvin L. Yoder, Deputy Administrator

Route to:	Department	Signature/Date
	Police Chief Youth Court, Dispatch, Code Compliance	
	Culture and Recreation Services Manager Library, Museum, Sports Complex	
	Public Works & Recreation Facility Maintenance Director	
X	Finance, Risk Management & MIS Director Purchasing	<i>[Signature]</i>
X	Deputy Administrator Planning, Economic Development, Human Resources	<i>[Signature]</i>
X	City Clerk	<i>[Signature]</i>

REVIEWED BY MAYOR DIANNE M. KELLER: *Dianne M. Keller 3/21/08*

FISCAL IMPACT: yes \$4,675.17 or no Funds Available yes no
Account name/number:

001.4115.411.30.34, Council, Professional Services \$2,337.67
 001.4310.431.30.34, Public Works, Professional Services \$1,337.50
 210.4550.455.30.34, Library, Professional Services \$ 500.00
 001.4224.420.30.34, Police Department, Professional Services \$ 500.00

Source of funds (to be transferred):
 001.4115.411.60.15, Council, Small Tools & Equipment \$2,000.00
 210.4550.455.50.81, Library, Travel \$ 500.00

Attachments: Survey questions

SUMMARY STATEMENT: On February 11, 2008, the Council approved AM No. 08-09, authorizing funds in the amount of \$13,231, to Dittman Research Inc. for the distribution and statistical analysis of a community survey. On February 25, 2008, the Council directed that Administration bring forward the survey questions for approval by Council.

On March 10, 2008, the Council reviewed the proposed survey questions via AM No. 08-14. The survey was amended and action was postponed to March 24, 2008. As a result of the amendments, the cost of the survey increased from \$13,231 to \$17,906.17, for a difference of \$4,675.17, which will be split between administration and council. An additional page was added to the survey and the cost of postage increased due to weight.

Per WMC 5.08.090.B, the contract with Dittman Research, Inc. may be amended without Council approval because the contract amendment will not cause the price of the contract to exceed \$30,000 or one-hundred and ten (110%) percent of the original contract price. However, because a portion of the funds to cover the cost of the survey (\$2,337.50) is now coming from the Council budget, concurrence is requested.

ACTION: Approval of Community Survey questions to be mailed out to residents and business owners of the City of Wasilla and authorization to expend \$2,337.67 from the Council budget to cover a portion of the cost of the survey.

Action at March 24, 2008, City Council Meeting:

FISCAL IMPACT: yes \$1,500 or no Funds Available yes no

Account name/number:

001.4115.411.30.34, Council, Professional Services \$500.00

001.4310.431.30.34, Public Works, Professional Services \$500.00

001.4224.420.30.34, Police Department, Professional Services \$500.00

Source of funds (to be transferred):

001.4115.411.60.15, Council, Small Tools & Equipment \$500.00

Action: Approval of Community Survey questions to be mailed out to residents and business owners of the City of Wasilla and authorization to expend an additional \$1,500 (total of \$14,731) to cover the cost of the survey.



CITY OF WASILLA COMMUNITY SURVEY

How do you think the city of Wasilla is doing as a city? What grade would you give Wasilla for... libraries, or safety, or planning for the future? This is your chance to sound off! **WE ARE LISTENING!** Please take a few minutes to complete this quick survey so we can know of the citizens' priorities.

Please mail back to Dittman Research Corporation in the enclosed postage paid envelope. They are handling the survey for us, professionally and confidentially, so please participate, and sound off! Your name will be entered in a drawing for two roundtrip tickets to Denali on the Alaska Railroad. **The deadline for returning your survey and being included in the drawing is April 11, 2008.**



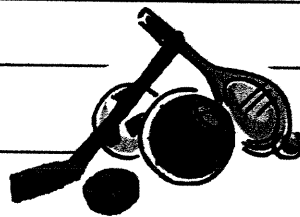
PUBLIC SAFETY

PLEASE RATE HOW SAFE YOU FEEL...	VERY SAFE	SOMEWHAT SAFE	SOMEWHAT UNSAFE	VERY UNSAFE
1. In your neighborhood during the day	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. In your neighborhood after dark	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. In Wasilla parks during the day	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. In Wasilla parks after dark	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

IN YOUR OPINION, TO WHAT EXTENT ARE THE FOLLOWING PROBLEMS IN WASILLA?	NO PROBLEM	MINOR PROBLEM	MODERATE PROBLEM	MAJOR PROBLEM
5. Illegal drug use	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. Drunk driving (DUI)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. Disorderly conduct, unsupervised youth	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. Speeding on neighborhood roads	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. Noise levels	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10. Violent crime (assault, rape, robbery)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11. Crime against personal property	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12. ATV use in the City	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

COMMENTS _____

PUBLIC FACILITIES



IN THE LAST 12 MONTHS OR SO, HOW OFTEN HAVE YOU OR OTHER HOUSEHOLD MEMBERS ENJOYED ANY OF THE FOLLOWING?	25 TIMES OR MORE	13-24 TIMES	3-12 TIMES	1-2 TIMES OR LESS
13. Used the city library or its services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14. Visited a city park	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15. Used the City of Wasilla utility services as a customer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

(PUBLIC FACILITIES CONTINUED)

IN THE LAST 12 MONTHS OR SO, HOW OFTEN HAVE YOU OR OTHER HOUSEHOLD MEMBERS ENJOYED ANY OF THE FOLLOWING?

	25 TIMES OR MORE	13-24 TIMES	3-12 TIMES	1-2 TIMES OR LESS
16. Attended a public meeting such as city council, Planning or, Parks and Recreation Commission, or other local public meeting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
17. Use or attend events/activities at the Multi Use Sports Complex	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
18. If the fees charged at the Multi Use Sports Complex (MUSC) do not cover the total expenses of the facility, what would you recommend the city do...?				
• Pay for it out of the general fund.....				<input type="checkbox"/>
• Increase MUSC user fees.....				<input type="checkbox"/>
• Or something else _____				

RECREATION

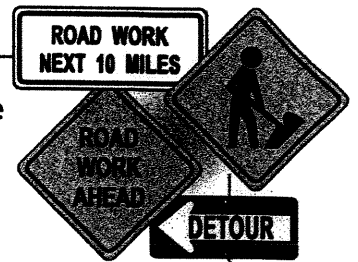


HOW WOULD YOU RATE THE AVAILABILITY OF THE FOLLOWING RECREATION OPPORTUNITIES IN WASILLA...

	EXCELLENT	GOOD	FAIR	POOR
19. Bike paths and nature trails for hiking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
20. Recreation programs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
21. Playgrounds for very young children (Tot-lots)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
22. Park maintenance and cleanliness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
23. Location of parks (conveniently located)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
24. Multi Use Sports Complex	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
25. Park safety and security	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

ROADS

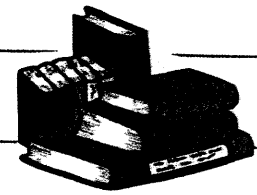
The City of Wasilla maintains neighborhood roads while either the State DOT or the Borough own and maintain major roads like the Parks Highway, Palmer-Wasilla Highway, Crusey, Wasilla Fishhook, Bogard, Lucus, and Church Roads.



HOW WOULD YOU RATE THE OVERALL EFFORT OF THE WASILLA PUBLIC WORKS DEPARTMENT REGARDING...

	EXCELLENT	GOOD	FAIR	POOR
26. Neighborhood street maintenance and repair	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
27. Snow removal on neighborhood roads	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
28. Beautification and landscaping of city streets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
29. Grading of gravel roads	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

CITY LIBRARY



HOW WOULD YOU RATE THE FOLLOWING LIBRARY SERVICES?

	EXCELLENT	GOOD	FAIR	POOR
30. Library programs and resources	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
31. Selection of printed material	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
32. Electronic resources available	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
33. Dates and times that the library is open	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

DO YOU AGREE OR DISAGREE...

	STRONGLY AGREE	GENERALLY AGREE	GENERALLY DISAGREE	STRONGLY DISAGREE
34. The city should build and fund a new, larger library	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

COMMENTS _____

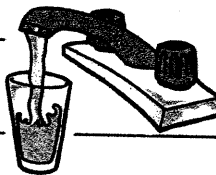
MUSEUM

HOW WOULD YOU RATE THE FOLLOWING AREAS OF THE DOROTHY PAGE MUSEUM?

	EXCELLENT	GOOD	FAIR	POOR
35. Hours of operation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
36. Content of the exhibits	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

PLEASE RATE THE FOLLOWING MUSEUM SUMMER EVENTS YOU HAVE ATTENDED

	EXCELLENT	GOOD	FAIR	POOR
37. Classes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
38. Music events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
39. Lectures	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
40. Farmers Market	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



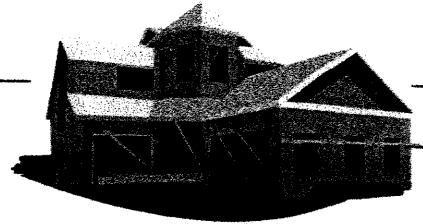
UTILITIES

HOW WOULD YOU RATE THE FOLLOWING UTILITY SERVICES?

	EXCELLENT	GOOD	FAIR	POOR	N/A
41. Quality of drinking water supplied by the City system	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
42. Sewer services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
43. City utility bills (ease of understanding and accuracy)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

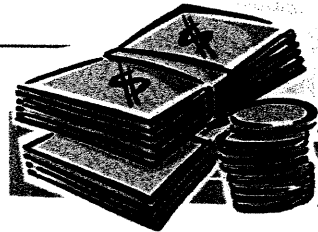
CODE ENFORCEMENT

HOW SATISFIED ARE YOU WITH THE FOLLOWING CODE ENFORCEMENT ISSUES IN WASILLA?



	VERY SATISFIED	SOMEWHAT SATISFIED	SOMEWHAT UNSATISFIED	VERY UNSATISFIED
44. Preventing building without development permits	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
45. Contacting businesses operating without a business license	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
46. Maintaining neighborhood appearance standards (junk cars, trash, etc)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

TAXES



SINCE 2000, WASILLA HAS REDUCED THE PROPERTY TAX FROM 1.2 MILS TO 0.0 MILS IN 2008

	LEAVE AS IS	RAISE TO 0.4	RAISE TO 0.5	RAISE TO 1.0	RAISE TO 1.2
47. Do you feel the current mil rate of 0.0 mils should be left as is or raised again?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

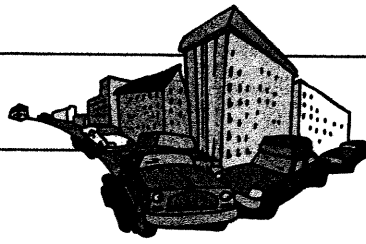
WEBSITE



delete - Option 2

	YES	NO
48. Have you used the city website www.cityofwasilla.com in the past 12 months? If "NO", skip to GROWTH. If "YES", continue with Question 49.	<input type="checkbox"/>	<input type="checkbox"/>
49. Do you feel the website is easy to use and understand?	<input type="checkbox"/>	<input type="checkbox"/>
50. Have you used the website to access city map or codes?	<input type="checkbox"/>	<input type="checkbox"/>
51. Have you used the website to access job announcements?	<input type="checkbox"/>	<input type="checkbox"/>
52. Would you like more ways to conduct city business using the web?	<input type="checkbox"/>	<input type="checkbox"/>

GROWTH



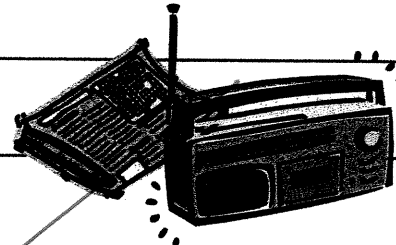
WHICH CATEGORY COMES CLOSEST TO YOUR OPINION ABOUT THE RATE OF GROWTH IN WASILLA?

	MUCH TOO SLOW	A LITTLE TOO SLOW	ABOUT RIGHT	A LITTLE TOO FAST	MUCH TOO FAST
53. Population growth	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
54. Retail growth (stores, restaurants, services, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
55. Job growth	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

DO YOU AGREE OR DISAGREE WITH THE FOLLOWING?

	STRONGLY AGREE	GENERALLY AGREE	GENERALLY DISAGREE	STRONGLY DISAGREE
56. Wasilla city government listens to its citizens	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
57. I am pleased with the overall direction the city has taken	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
58. The city's comprehensive plan has resulted in more efficient use of commercial and residential property	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
59. The mix of business and residential development in Wasilla over the past five years has improved the community	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

INFORMATION



delete
option 2

DURING THE PAST 12 MONTHS, HOW OFTEN DID YOU USE THE FOLLOWING TO OBTAIN INFORMATION ABOUT THE CITY OF WASILLA?

	FREQUENTLY	OCCASIONALLY	SELDOM	NEVER
60. Frontiersman	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
61. Anchorage Daily News	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
62. City's website www.cityofwasilla.com	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
63. Mailed notices from the City	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
64. Radio	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
65. TV	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
66. Word of mouth / friends or neighbors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

67. Which one of the following is the most effective method for the city to keep you informed about city government or city sponsored activities?

- Radio
- Newsletter
- City website
- Newspaper

Other _____

(Please specify)



A LITTLE ABOUT YOU...

68. Age of respondent

Age: ____

69. Gender of respondent

Male

Female

70. Number of adults in household?

One

2-4

More than 4

71. Number of children under 18 in household?

One

2-4

More than 4

72. Do you own or rent/lease your home?

Own

Rent/lease

73. How long have you lived in Wasilla?

Less than 1 year

1-2 yrs

2-5 yrs

5-10 yrs

10-15 yrs

Over 15 yrs

74. If you were talking to the leadership at the City of Wasilla right now, what would you like to tell them --
What do you feel their top priority should be?
