



City of Long Beach

Working Together to Serve

Memorandum

Date: May 14, 2018

To: Mayor and Members of the City Council

From: Patrick H. West, City Manager *T.M.W.*

Subject: Community Survey

The FY 18 Adopted Budget includes one-time funding in the Special Advertising and Promotions Fund to conduct a community survey to gauge resident satisfaction/public opinion and to collect data on City services. In recent years, the City's survey efforts were limited to a budget priority survey, which was available online and via hardcopies distributed at community budget meetings. This survey will have a "statistically valid" sample to ensure participation across all segments of our community.

Fairbanks, Maslin, Maullin, Metz and Associates (FM3) has been engaged to conduct the survey, which will begin next week. FM3 has conducted a great many community surveys for California cities, and has created a survey for the City that includes some standard questions and some that are specific to Long Beach. The survey will use an "address-based" approach, which assembles the sample through mailing addresses, email addresses, and telephone numbers. This approach makes more people eligible to participate.

FM3 will conduct 600 interviews of adult Long Beach residents, either through an online survey or a telephone interview, both of which will be available in English and Spanish. Provisions have also been made for any resident contacted that wishes to participate in Khmer or Tagalog. FM3 will strive for a relatively even balance of 300 interviews online and 300 interviews via telephone to mitigate against any potential mode bias, as well as to ensure that those without computer access have an opportunity to participate.

The actual data collection will take approximately one week, and the results are expected to be compiled by the first week in June. The results will be shared with the City Council once they become available. It should also be noted that staff will also prepare an abridged version of the survey so that all interested residents have an opportunity to share their opinions and preferences. This version will be available online and in hardcopy during the traditional budget preparation process.

Please let me know if you require additional information.

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