

Memorandum

TO: City Council Workshop
FROM: Renee Eisenbeisz , Assistant City Manager
DATE: April 21, 2025
SUBJECT: Review of draft community survey
ITEM NUMBER: 1.c
SECTION: GENERAL BUSINESS

REQUESTED MOTION

INTRODUCTION

Since the late 1980's, the city has conducted community surveys every three to four years to determine resident satisfaction levels with various city services and programs, as well as opinions on a variety of topics. In 2022, the city switched companies and started using National Research Center at Polco (NRC). The 2025 budget included conducting a survey with NRC, which will take place August - September.

Through the NRC survey, the city will ask about 25 benchmark questions with a half page of custom questions. The city council is being asked to review the questions and provide direction to staff on the recommended custom questions.

DISCUSSION

Attached is a copy of the draft benchmark questions from NRC. Per the city's contract, we are allowed to ask half a page of custom questions. Depending on the questions, we can fit three to five questions on a half page. The recommended custom questions are:

1. To what extent do you support or oppose the city changing options to move away from private hauler garbage collection (in which residents choose their preferred hauler) to an organized system garbage collection (in which the city contracts with haulers)?
 1. Strongly support
 2. Somewhat support
 3. Somewhat oppose
 4. Strongly oppose
 5. Don't know
2. Please share your rationale for the answer selected above. Select all that apply.
 1. I like my current hauler
 2. I want to choose my hauler
 3. Less truck traffic
 4. Less street maintenance
 5. Less noise and pollution
 6. Lower cost associated with an organized system
 7. Other

8. Don't know
3. Please rate the quality of the following services for election activities in Shoreview.
(excellent, good, fair, poor, don't know)
 1. Election day experience
 2. Absentee voting experience
 3. Communications about upcoming elections
4. From what you know, how much do you approve or disapprove of the job the mayor and city council are doing?
 1. Strongly approve
 2. Approve
 3. Disapprove
 4. Strongly disapprove
 5. Don't know

Questions #1 and 2 are being asked based on past discussions with the city council. The 2022 survey was the first time that support was shown for organized collection. The city council and staff want to ask these in the next few surveys to see if it was an anomaly or a continued trend.

Question #3 is being added to obtain feedback on election activities now that the city is contracting with Ramsey County.

Question #4 is being asked to determine satisfaction levels with the city council since there are not similar questions in the benchmark.

In addition to these questions, we would also like to ask a question on barriers for participating or engaging with the city to help us enhance our engagement strategies. We would work with NRC to create this question as we haven't asked a similar question in the past.

Timeline and sample size

The survey will launch in August and be open for six weeks. This includes sending postcards to the randomly selected households (3,000) and opening it up for everyone the last two weeks. It's anticipated that the city would have the final results towards the end of October.

RECOMMENDATION

It is recommended that the city council provide direction on the draft community survey. If the council is comfortable with these custom questions, staff will continue working with NRC to finalize the materials and prepare for an August launch.

ATTACHMENTS

[Benchmark questions](#)