



City of Mounds View Staff Report

To: Honorable Mayor and City Council
From: James Ericson, City Administrator
Item Title/Subject: Resolution 8480 Authorizing The Morris Leatherman Company to Conduct a Telephone Survey of 400 Randomly Selected Mounds View Residents Relating to Organized Collection and Approving Survey Instrument

Introduction:

The City Council has agreed to work with the Morris Leatherman Company to prepare and conduct a telephone survey of 400 Mounds View residents in an effort to ascertain resident opinion on the issue of organized collection. A flyer was sent to utility account holders and an article printed in the Mounds View Matters to inform the residents of the impending survey, which was planned for the first week of December.

Discussion:

The City Council reviewed a first draft of the proposed survey during the November 9, 2015, regular meeting, and suggested the survey be made shorter and more straightforward to minimize the inconvenience to the resident and improve clarity. Questions that had been included to provide context and to test perceptions were suggested to be removed, while an additional question asking whether the respondents had received and reviewed the utility bill flyer or the Mounds View Matters article was proposed for inclusion. The revised survey attached for the City Council's review and consideration incorporates the recommended revisions. To ensure all residents have an opportunity to provide feedback, a form of the survey will also be available at City Hall and online. Staff will plan to present survey findings in January of 2016.

Recommendation:

Staff recommends Council adoption of Resolution 8480, a resolution authorizing The Morris Leatherman Company to conduct a telephone survey of 400 Mounds View residents relating to organized collection and approving the attached survey instrument.

Respectfully submitted,

James Ericson

James Ericson
City Administrator

RESOLUTION NO. 8480

**CITY OF MOUNDS VIEW
COUNTY OF RAMSEY
STATE OF MINNESOTA**

**RESOLUTION AUTHORIZING THE MORRIS LEATHERMAN COMPANY TO
CONDUCT A TELEPHONE SURVEY OF 400 RANDOMLY SELECTED
MOUNDS VIEW RESIDENTS RELATING TO ORGANIZED COLLECTION
AND APPROVING FORM OF SURVEY INSTRUMENT**

WHEREAS, On September 8, 2015, the City Council directed staff to work with the Morris Leatherman Company to prepare a telephone survey to be administered to 400 Mounds View residents to ascertain opinion regarding the possibility of transitioning to a system of organized solid waste collection; and,

WHEREAS, on November 9, 2015, the City Council reviewed a draft of the survey and suggested multiple revisions to the proposed questions; and,

WHEREAS, based on the feedback received from the City Council, the Morris Leatherman Company submitted a revised, final survey instrument for Council consideration.

NOW, THEREFORE BE IT RESOLVED THAT the Mounds View City Council approves the format and structure of the Organized Collection Telephone Survey, attached as Exhibit A, and authorizes the Morris Leatherman Company to administer the survey at a cost not to exceed \$7,000, per the cost proposal attached as Exhibit B.

NOW, THEREFORE BE IT FURTHER RESOLVED THAT the cost associated with the survey shall be divided equally between Account Nos. 100-4100-3030, 100-4160-3030 and 100-4180-3030.

Adopted this 23rd day of November 2015.

Joe Flaherty, Mayor

ATTEST:

James Ericson, City Administrator

(seal)

EXHIBIT A

THE MORRIS LEATHERMAN COMPANY
3128 Dean Court
Minneapolis, Minnesota 55416

CITY OF MOUNDS VIEW
GARBAGE STUDY
REVISED 2.0 NOVEMBER 2015

Hello, I'm _____ of the Morris Leatherman Company, a polling firm located in Minneapolis. We've been retained by the City of Mounds View to speak with a random sample of residents about the garbage services. The survey is being taken because your city representatives are interested in your opinions. I want to assure you that all individual responses are held strictly confidential; only summaries of the entire sample will be reported. (DO NOT PAUSE)

- A. Does your household individually retain a garbage hauler? YES.....CONTINUE
NO...THANK AND TERMINATE
- 1. Are there any problems related to garbage hauling services which regularly occur in your neighborhood? (WAIT FOR RESPONSE) What are they?

Thinking specifically about garbage hauling....

- 2. How many years have you used your current garbage hauler? LESS THAN TWO YEARS.....1
THREE TO FIVE YEARS.....2
SIX TO TEN YEARS.....3
11 TO 20 YEARS.....4
OVER 20 YEARS.....5
DON'T KNOW/REFUSED.....6

Currently, residents are allowed to choose a garbage hauling company licensed by the city.

- 3. How would you rate the service provided by your garbage hauling company -- excellent, good, only fair, or poor? EXCELLENT.....1
GOOD.....2
ONLY FAIR.....3
POOR.....4
DON'T KNOW/REFUSED.....5

The City included a flyer in the most recent utility bill and an article in the most recent city newsletter "Mounds View Matters" about organized collection.

- 9. Did you receive and read either of these information pieces?
YES.....1
NO.....2
DON'T KNOW/REFUSED.....3

IF "YES," ASK:

- 10. Did you find the information very useful, somewhat useful or not too useful?
VERY USEFUL.....1
SOMEWHAT USEFUL.....2
NOT TOO USEFUL.....3
DON'T KNOW/REFUSED.....4

Now, just a few more questions for demographic purposes....

- 11. Approximately how many years have you lived in the City of Mounds View?
LESS THAN TWO YEARS.....1
TWO TO FIVE YEARS.....2
SIX TO TEN YEARS.....3
11 TO 20 YEARS.....4
21 TO 30 YEARS.....5
OVER THIRTY YEARS.....6
DON'T KNOW/REFUSED.....7

Could you please tell me how many people in each of the following age groups live in your household? Let's start with the oldest. Be sure to include yourself.

- 12. First, persons 65 or over?
NONE.....0
ONE.....1
TWO OR MORE.....2
REFUSED.....3

- 13. Adults under 65?
NONE.....0
ONE.....1
TWO.....2
THREE OR MORE.....3
REFUSED.....4

- 14. School-aged or pre-school children?
NONE.....0
ONE.....1
TWO.....2
THREE.....3
FOUR OR MORE.....4
REFUSED.....5

Thank you so much for your time. Good-bye.

- 15. Gender
MALE.....1
FEMALE.....2

- 16. Area of the City

The Morris Leatherman Company

3128 Dean Court
Minneapolis, Minnesota 55416
(612) 920-0337
Fax: (612) 929-1069
Federal Tax ID: 46-1978366

PROJECT PROPOSAL

August 18, 2015

Survey Parameters:

- 20 Questions.
- 400 Random Sample of Mounds View residents.

Cost:

- 250 Random Sample, +/-6.3 in 95 out of 100 cases not to exceed \$5,000.00
 - Each additional question is \$125.00.
- 400 Random Sample, +/-5.0 in 95 out of 100 cases not to exceed \$7,000.00
 - Each additional question is \$135.00.

Work:

- Survey Construction
- Sample Selection
- Field Work
- Coding and Data Entry
- Frequencies and Crosstabulations
- Written Report

Sincerely,

Peter Leatherman
Vice-President