



AGENDA REPORT

MEETING DATE: February 28, 2012

TO: City Council

FROM: Parks and Recreation Commission

SUBJECT: Recreation Survey

RECOMMENDATION:

- A. Approve an online recreation survey of all Los Altos households; and
- B. Allocate \$5,120 to conduct the survey.

SUMMARY:

Estimated Fiscal Impact:

Amount: Approximately \$5,190

Budgeted: No

Previous Council Consideration: N/A

Attachments:

- 1. Recreation Survey

Beverly Tucker, Recreation Director

Date

Russell J. Morreale, Finance Director

Date

Douglas J. Schmitz, City Manager

Date

BACKGROUND:

In the Parks and Recreation Commission (PARC) 2011 forward looking goals, approved by City Council, is a goal to survey the households in Los Altos specifically looking for input from those households not utilizing Recreation programs. The survey was previously reviewed by Mayor Valorie Carpenter with the PARC Survey Subcommittee, then reviewed and approved unanimously by PARC at the January 11, 2012 regular meeting.

DISCUSSION:

Various survey methodologies were examined:

1. Mail-back or online survey enclosed in Mission Trail Waste Systems' monthly billing. This is not currently an option.
2. Telephone survey with 300 responses by Godbe Research – approximate cost \$18,000.
3. Put mail-back or online survey in Recreation Guide. Cost for card stock insert is \$2,000. Postage for Business Reply Cards would be dependent on number of surveys received.
4. Mail Survey to 11,000 households with return postage – approximately \$7,190.
5. Divide up 11,000 households among the seven PARC commissioners to walk neighborhoods, call on households, record responses and enter data into SurveyMonkey, an online survey tool.
6. Mail postcard to 11,000 households with call to action and unique code to use on website for entering data into SurveyMonkey. For those who misplace the postcard, codes will be available by email from info@losaltosrec.org.
7. Print some surveys and have them available at the Recreation Office for those without computers or who prefer not to use the online method.

Options 6 and 7 are judged to be the most viable and efficient, therefore are being recommended for conducting the survey. Advantages include:

- Mail cards with call to action providing a weblink with an individual code – one vote per postcard.
- Printed surveys would be available at the Recreation Office for those who prefer – one vote per survey.
- Survey gets to all households, not just those who have used Recreation programs in the past.
- Code largely eliminates possibility of multiple survey responses from same household.
- All the data except for the printed surveys would be entered into SurveyMonkey by responder – largely eliminates entry task.

We can also put an advertisement in the *Los Altos Town Crier*, the quarterly Recreation Guide and on the City website and PARC webpage to call attention to the survey.

FISCAL IMPACT:

- Cost to print postcards: approximately \$2,000 (will be bid)
- Postage: 11,000 x \$0.29 = \$3,190
- SurveyMonkey license: \$0 (Recreation Department already has license)

TOTAL: approximately \$5,190

ALTERNATIVES:

1. Telephone survey with 300 responses by Godbe Research – approximate cost \$18,000.
2. Mail survey to 11,000 households – postage approximately \$7,190 (does not include data entry cost).
3. Put mail-back or online survey in Recreation Guide. Cost for card stock insert is \$2,000. Postage for Business Reply Cards would be dependent on number of surveys received.
4. Divide up 11,000 households among seven PARC commissioners and walk neighborhoods and call on them, record responses, and enter data into SurveyMonkey.
5. Do not conduct survey.