

**CITY OF ALBANY
CITY COUNCIL AGENDA
STAFF REPORT**

Agenda Date: April 2, 2012
Reviewed by: BP

SUBJECT: Presentation of Public Opinion Survey Results

REPORT BY: Beth Pollard, City Manager

STAFF RECOMMENDATION

That the Council receive a presentation synthesizing the results of the recent public opinion survey conducted by Godbe Research, and provide direction to staff regarding a subsequent agenda item, if any, to consider potential 2012 ballot measure(s).

BACKGROUND

On December 19, 2011, Council authorized staff to contract with Godbe Research (consultant) in the amount of \$21, 925 to develop an 18-minute public opinion survey with a randomized sample size of 400. On February 21, 2012 Council approved the recommendation to revise the survey sample size to a total of 350, and a survey length of 20 minutes in order to accommodate all questions as related to potential ballot items.

DISCUSSION

The consultant conducted the public opinion survey during the month of March, and will provide a presentation to synthesize results of the survey for the City Council. In follow up to questions that were recently raised by the community regarding the survey being taken by members of Council/Boards/Committees/Commissions, the consultant recommended that community members serving in one of these roles not take the survey in order to reach out to voters at large. To ensure the survey sample group, the consultant screened Council/Board/Committee/Commission rosters against the survey respondents.

Should the Council be interested in pursuing a ballot measure for the November 2012 election, staff recommends that ballot measures be considered within the next month or two to provide enough time for development of the ballot measure language and arguments. Per the elections schedule, the last day to place any measures on the November 2012 ballot is August 10, 2012.

SUSTAINABILITY IMPACT

None from receipt of survey results.

FINANCIAL IMPACT

None from receipt of survey results.