



SUMMARY REPORT

Agenda Date: 3/21/2023

To: Sonoma County Board of Supervisors

Department or Agency Name(s): County Administrator's Office

Staff Name and Phone Number: Christel Querijero and Jennifer Larocque, 707-565-2431

Vote Requirement: Majority

Supervisory District(s): Countywide

Title:

Community Survey Questionnaire

Recommended Action:

Approve the Community Survey Ad Hoc's recommendation to utilize the community survey questionnaire developed by EMC Research

Executive Summary:

On December 13, 2022, the Board of Supervisors approved the Community Survey Ad Hoc's recommendation to select EMC Research to prepare and conduct a community survey in accordance with the County's Strategic Plan Organizational Excellence Pillar Goal 2 objective 1: conduct a community satisfaction survey to identify baseline expectations.

This item requests that the Board approve the Community Survey Ad Hoc's recommended questionnaire. The questionnaire was developed by EMC Research through an iterative process with the County.

The Community Survey Ad Hoc met on March 13, 2023, to review the draft questionnaire and provide input. The final draft questionnaire was subsequently produced (Attachment A).

If the Board approves this questionnaire, EMC Research will kick off the survey immediately. The questionnaire will be administered in both English and Spanish and will reach a representative sample of 1,000 Sonoma County residents. Staff plans to return to the Board with survey results in May or June, 2023.

Discussion:

On February 1, 2022, the Board of Supervisors received a Strategic Plan update, accepted Objective Implementation Plans, and approved Strategic Plan Funding recommendations. Goal 2, objective 1 of the Organizational Excellence pillar (OE2.1) is to conduct a community satisfaction survey to identify baseline perceptions. The implementation plan for OE2.1 included a funding request for \$150,000 to meet this objective. Part of this funding was requested to contract with a research firm specializing in conducting statistically significant community surveys.

During the October 18, 2022, Board of Supervisors' meeting, the County Administrator requested the establishment of a short-term ad hoc to work with staff in selecting a consultant for the community satisfaction survey objective under the County's Strategic Plan pillar of Organizational Excellence. The scope of

the ad hoc is to interview the top survey consultants and bring back a recommendation to the Board, as well as provide input to scoping the content of the survey questions with the selected consultant. Supervisors David Rabbitt and Chris Coursey, who are working with staff on other objectives under the Organizational Excellence Pillar, were appointed to the Community Survey Ad Hoc.

Following a competitive procurement process and Board approval, the County executed a contract with EMC Research on December 30, 2022. The initial tasks described in the scope of work of the agreement were to draft a community survey questionnaire, discuss the questionnaire draft with County staff and the Community Survey Ad Hoc, make revisions incorporating the feedback, and present the draft community survey questionnaire to your Board for approval.

To inform EMC Research's first draft, staff reached out to County departments to collect their input on the upcoming community survey, request copies of previous surveys implemented by departments, and invite their proposed questions for the community survey. Eight County departments and agencies responded with input or examples of prior surveys. Staff held meetings with EMC Research to review their first proposed draft questionnaire and to ensure that the input and proposed questions received from County departments are reflected. EMC and staff worked to balance the length of the questionnaire with the many potential questions.

The survey will take approximately 18 minutes, which is the recommended maximum length for a survey. The Community Survey Ad Hoc met on March 13, 2023, to review the draft questionnaire and provide input. The final draft questionnaire was subsequently produced (Attachment A).

The draft questionnaire includes several categories of questions, including quality of life, top issues/concerns, County of Sonoma government overall ratings, services ratings, emergency preparedness, communications, and demographics. Demographic information is requested for statistical purposes only. The survey questions are thoughtfully designed to solicit feedback on residents' impressions of County government services, however, despite careful wording, we acknowledge that there is some potential for residents to not know who provides services in their area.

Staff plans to return to the Board with survey results in May 2023. The County plans to conduct a community survey every two years moving forward. This initial survey will provide baseline data that may be used to evaluate trends in future years. Additionally, departments and the Board can use the survey data to gain general impressions on service delivery in the County. If particular services stand out as needing attention the Board and departments may choose to do additional research, increase communications or make modifications to services.

Strategic Plan:

This item directly supports the County's Five-year Strategic Plan and is aligned with the following pillar, goal, and objective.

Pillar: Organizational Excellence

Goal: Goal 2: Increase information sharing and transparency and improve County and community engagement

Objective: Objective 1: Conduct a community satisfaction survey to identify baseline expectations.

Prior Board Actions:

12/13/2022: Board of Supervisors approved Community Survey Ad Hoc recommendation to select EMC Research to design and conduct a statistically significant community survey.

10/18/2022: The Board Chair established the Community Survey Ad Hoc.

02/01/2022: The Board of Supervisors approved Strategic Plan Funding recommendation for Goal 2, objective 1 of the Organizational Excellence pillar (OE2.1).

01/26/2021: The Board of Supervisors approved County of Sonoma Five-Year Strategic Plan.

FISCAL SUMMARY

| Expenditures | FY 22-23 Adopted | FY23-24 Projected | FY 24-25 Projected |
|------------------------------------|-----------------------------|------------------------------|-------------------------------|
| Budgeted Expenses | \$ 40,140 | | \$44,956.80 |
| Additional Appropriation Requested | | | |
| Total Expenditures | \$ 40,140 | | \$44,956.80 |
| Funding Sources | | | |
| General Fund/WA GF | \$ 40,140 | | \$44,956.80 |
| State/Federal | | | |
| Fees/Other | | | |
| Use of Fund Balance | | | |
| Contingencies | | | |
| Total Sources | \$ 40,140 | | \$44,956.80 |

Narrative Explanation of Fiscal Impacts:

On February 1, 2022 the Board of Supervisors approved \$150,000 for a community satisfaction survey. The County anticipates completing surveys every two years to gauge shifting perceptions in the community. While the cost of future surveys is unknown and will depend on the County's needs, inflation and the industry, staff estimate that the County can expect a 6% cost increase in services annually. If those assumptions prove correct then the County expects to fund the next two surveys from the existing \$150,000 allocation.

| Staffing Impacts: | | | |
|--|--|-------------------------------|-------------------------------|
| Position Title (Payroll Classification) | Monthly Salary Range (A-I Step) | Additions (Number) | Deletions (Number) |
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Narrative Explanation of Staffing Impacts (If Required):

N/A

Attachments:

Agenda Date: 3/21/2023

Attachment A: Community survey draft questionnaire

Related Items “On File” with the Clerk of the Board:

N/A