



MAYOR & COUNCIL COMMUNICATION

DATE: 6/04/2013
REGULAR
ITEM #: 13

AGENDA ITEM: Approval of Final 2013 City of Lake Elmo Park Survey
SUBMITTED BY: Dean Zuleger, City Administrator
THROUGH: Mayor Mike Pearson
REVIEWED BY: Dean Zuleger, City Administrator

SUGGESTED ORDER OF BUSINESS:

- Introduction of Item..... City Administrator
- Report/Presentation..... City Administrator
- Questions from Council to Staff..... Mayor Facilitates
- Call for Motion..... Mayor & City Council
- Discussion Mayor & City Council
- Action on Motion Mayor Facilitates

SUMMARY AND ACTION REQUESTED: The City of Lake Elmo Park Commission will survey the community on their thoughts about current and future use of the Lake Elmo Park system, including trails and lake use. The Commission had originally approved a contract to conduct a 500 resident phone survey using an independent consulting company, ISGMN, for the cost of \$28,800. After further review, the Park Commission decided to conduct a more in depth investigation of park system using a City-wide mailer. Using protocol developed by ISGMN, the Parks Commission crafted a 32 question survey to be mailed in June. Final revisions and formatting were made during the week of May 27th.

BACKGROUND INFORMATION: City staff has designed a 32 question survey (see attached) broken down into three distinct segments; Parks, Lakes and Trails. Each section is designed to evaluate current use, forecast future use and help guide public policy in the spending of capital improvement program dollars for the parks (\$900,000+). The survey will reduce the cost of the survey from \$28,800 to roughly \$18,000 including mailing and printing. The survey would be mailed in early June pending Council approval. Staff will be responsible for collecting and recording the data. The Park Commission will analyze the data prior to establishing the CIP.

RECOMMENDATION: Based on the aforementioned, the staff recommends the following motion:

“Move to adopt the 2013 City of Lake Elmo Park Survey and the mailing of same, saving roughly \$10,000.”

Staff will deliver the results of the survey to the Park Commission and City Council prior to the 2nd Council Meeting in August, prior to the adoption of the Park Commission’s 2013-3017 CIP.

ATTACHMENT(S):

1. 2013 City of Lake Elmo Park Survey