

CITY OF SANTA ROSA
CITY COUNCIL

TO: MAYOR AND CITY COUNCIL
FROM: ALAN ALTON, ACTING CHIEF FINANCIAL OFFICER
SUBJECT: REVIEW OF 2018 SANTA ROSA COMMUNITY NEEDS
ASSESSMENT SURVEY

AGENDA ACTION: NO ACTION REQUIRED

RECOMMENDATION

It is recommended by the Finance Department and the City Manager's Office that the City Council hold a Study Session to provide an opportunity for the City Council to receive information and ask questions relative to a "Community Needs Assessment Survey." No action is necessary.

EXECUTIVE SUMMARY

The City engaged the services of an opinion research firm to conduct a "Community Needs Assessment Survey." This survey took place from May 25 to May 30, 2018, and covered a range of questions to gauge community sentiment toward City services, issues facing the community, and support for various revenue measures to support City services and programs. These revenue measures included a housing and infrastructure bond, a quarter-cent increase in sales tax, and an increase in Transient Occupancy Tax (TOT).

Representatives from Godbe Research and TBWB Strategies, the firms commissioned to conduct the survey and provide analysis of the results, will present the findings of the Survey and will be available to answer questions from the City Council.

BACKGROUND

Not applicable.

PRIOR CITY COUNCIL REVIEW

None.

ANALYSIS

None.

FISCAL IMPACT

There is no fiscal impact from holding a study session.

ENVIRONMENTAL IMPACT

This action is exempt from the California Environmental Quality Act (CEQA) because it is not a project which has a potential for resulting in either a direct physical change in the environment, or a reasonably foreseeable indirect physical change in the environment, pursuant to CEQA Guideline section 15378.

BOARD/COMMISSION/COMMITTEE REVIEW AND RECOMMENDATIONS

Not applicable

NOTIFICATION

Not applicable

ATTACHMENTS

Attachment 1 – Santa Rosa Topline Report

CONTACT

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