




# Costa Mesa Sanitary District

....an Independent Special District

## Memorandum

**To:** Board of Directors

**From:** Scott Carroll, General Manager 

**Date:** August 25, 2016

**Subject:** Community Outreach Survey

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### Summary

On November 19, 2015, the Board of Directors considered scheduling a special meeting to discuss possible survey questions for CMSD's next community outreach survey. Community surveys provide valuable input from citizens/residents regarding their level of satisfaction with the services provided by CMSD. The last such survey was performed in 2012.

The Board did not schedule a special meeting because you wanted to wait for further implementation of the Organics Recycling Program and therefore directed staff to perform the survey in the fall.

### Staff Recommendation

That the Board of Directors direct staff to begin soliciting bids to perform a community outreach survey.

### Analysis

Community surveys are great tools to measure CMSD performance and service delivery by obtaining feedback from citizens/residents. It's also a great opportunity for citizens/residents to give us their input on the quality of life in the community and ideas on how to improve it.

In 2012, CMSD hired a professional opinion research and strategy firm to conduct 1,000 telephone interviews regarding the services provided by CMSD, but the services were related to solid waste only. Staff believes the next survey should include all the services provided by CMSD.



Staff will perform a Request for Proposal and select a qualified firm using CMSD's "Best Value" method. After a firm has been selected, staff will coordinate with the Board on scheduling a special meeting so that you and the firm can discuss the type questions you want on the survey.

**Strategic Plan Element Goal**

This item complies with Strategic Plan Element 4, *Community Outreach & Communications* and Strategic Plan Goal No. 4.1, *Conduct community outreach survey*.

**Legal Review**

Not applicable.

**Environmental Review**

A survey of the community is not a disturbance of the environment similar to grading or construction and does not constitute a project under CEQA or the District's CEQA Guidelines.

**Financial Review**

There is currently \$30,000 budgeted in the FY 2016-17 Budget for a community outreach survey.

**Public Notice Process**

Copies of this report are on file and will be included with the complete agenda packet for the August 25 2016 Board of Directors meeting at District Headquarters and posted on the District's website.

**Alternative Action**

1. Do not authorize staff to begin soliciting bids for a community outreach survey.
2. Direct staff to report back with more information.

Reviewed by:



Wendy Hooper Davis  
Finance Manager