



Staff Report

TO: Mayor, and City Council Members
FROM: Ashley Starr, Public Information Officer
DATE: February 18, 2020
SUBJECT: Request for Direction on Custom Questions for National Community Survey

Background and Analysis:

The National Community Survey (NCS) approved on January 7, 2020, is a scientific survey which provides a comprehensive and accurate picture of livability and resident perspectives. The survey comes standard with the ability to add 3-4 custom questions. In addition to standard and custom questions, the City has chosen to include one open-ended question.

Staff has received feedback from various departments and offers the following questions to include in the custom question field:

1. Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information about the City government and its activities, events and services:
 - a. Local newspaper
 - b. City website
 - c. City Managers Monthly Report
 - d. Word-of-mouth
 - e. City Council meetings
 - f. Talking with City officials
 - g. City managed social media accounts (Facebook, Nextdoor, Instagram, Twitter, YouTube)
 - h. Visiting City Hall or the CRC
 - i. Community social media outlets

2. Please indicate how likely, if at all, you or your family would be interested in attending the following events in Beaumont:
 - a. Youth/family festival

- b. Sport/athletic events (5k/10k, professional golf tournaments, cycling, etc.)
 - c. Musical performances
 - d. Art festival
 - e. Downtown market nights
 - f. Food/drink festival
3. Please rate how important, if at all, you think it is for the City to invest resources in each of the following capital projects of the next five years:
- a. Enhancements to the municipal pool (splash pad, slides, locker room renovations, etc.)
 - b. Downtown revitalization and City Hall Plaza/Event Center
 - c. Hiking and biking trails system
 - d. Expansion of public safety facilities
 - e. Freeway interchange improvements
 - f. Park & community center improvements (shade structures, inclusive playground, fitness equipment, etc.)
 - g. Upgrade and expansion of athletic/sport facilities
 - h. Local street & traffic flow improvements

Additionally, the following question is recommended for the open-ended question:

1. What do you see as the top three needs/priorities for the City of Beaumont?

The above questions are not final and will be reviewed by the NRC to ensure they are well-balanced and neutral in nature.

Fiscal Impact:

The cost to prepare the staff report is approximately \$1,350.

Recommended Action:

Provide staff direction on custom questions for National Community Survey.