



Agenda Report

Agenda of:	March 25, 2025
Department:	Administration
Subject:	Consider and take appropriate action to review and approve a community survey.

Recommended Motion: I move to approve the community survey (as presented **OR** with the modifications as discussed).

Background: The City of Castroville has developed a comprehensive community survey to gather valuable resident feedback on city services, priorities, and demographic trends. This survey is designed to be conducted annually, ensuring the City Council has relevant, data-driven insights to guide policy and planning decisions.

Survey Overview

The survey is structured into three key sections:

1. **Demographics (Questions 1-18)** – Tracks population characteristics to understand community composition and evolving needs.
2. **Assessment of City Services (Question 19)** – Measures resident interaction with city services.
3. **Satisfaction & Prioritization of Services (Questions 20-37)** – Evaluates resident satisfaction with services and identifies priority areas for improvement.

This structure will remain largely consistent in future surveys, with modifications in the final section to align with council priorities and emerging issues.

Why Demographics Matter

With Castroville expected to **double in population within five years** and **triple within ten years**, understanding demographic shifts is crucial. The services required by young families, working professionals, and older adults vary significantly. Capturing this data allows the city to:

- Plan infrastructure, public safety, and recreational services accordingly.
- Address the differing needs of long-term residents and new arrivals.
- Ensure equitable access to city resources and communication channels.

How the Survey Will Be Used

- **Annual Benchmarking:** Tracking changes over time to measure progress and emerging trends.
- **Data-Driven Decision-Making:** Informing budgeting, capital improvement projects, and service expansions.
- **Community Engagement:** Giving residents a voice in city planning and policy discussions.

Next Steps

- Review the survey structure and objectives.
- Discuss any necessary modifications before final distribution.
- Approve timeline and outreach strategy to maximize resident participation.

This survey is an investment in Castroville's future, ensuring that as the city grows, services and policies evolve to meet the needs of all residents

Fiscal Impact: N/A

☐ Budgeted ☐ Requires Budget Amendment

Source of Funding: Account Code:

Attachments: DRAFT Community Survey, Survey Research

Urgency (0-5 = Low Urgency to High Urgency): 4

Impact (0-5 = Low Impact to High Impact): 3

Submitted by: R. Scott Dixon