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Date: October 10, 2024

To: Board of Directors

Submitted by: David Aranda, Interim General Manager

Subject: Discussion with the Board of Directors Regarding the Survey Process as Recommended by the Survey Ad Hoc Committee

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### **Recommendation**

Discussion with the Board of Directors regarding the survey process as recommended by the Survey Ad Hoc Committee.

### **Background**

At the September Board of Directors meeting, there was a good discussion about obtaining a basic survey from the residents in Kensington. It was determined that an ad hoc committee would be formed and work with the IGM on developing a full plan for such a survey.

President Spath subsequently formed the ad hoc committee, comprised of Director Gough and himself. The committee has since met with the IGM to review survey specifics including proposed survey questions which will be shared with the board tonight for review and approval.

### **Proposed Survey Details:**

1. **Objectives:**

The objectives of this brief, simple survey are 2-fold:

- i. To obtain a very general sense of community satisfaction with KPPCSD governance and services.
- ii. To obtain resident email addresses for future communications on critical district issues. We only have around 80 resident emails today.

2. **Administration and Distribution:**

- a. The survey will be created and analyzed by the online app Survey Monkey using questions approved by the Board. KPPCSD staff will also record and summarize the results of the sole open question.
- b. Residents will have 6 weeks to complete the survey, from January 15<sup>th</sup> - February 28<sup>th</sup>. Results will then be shared in the March board meeting.

- c. The notification of the availability for the survey can be provided with the following options:
  - i. Via email to the District's distribution list and possibly in partnership with other K-groups (KIC, KPOA, KFPD, KCC), who could distribute the survey QR code and URL to membership emails.
  - ii. Via a brief note in The Outlook describing the survey QR code and URL.
  - iii. Via a flyer with the survey QR code and URL posted wherever meeting agendas are posted.
  - iv. Via the District's quarterly newsletter (with BV Refuse) to all residents, which will provide the survey QR code and URL.
  - v. Via postcard to all residents with the survey QR code and URL (sent 1-2 weeks after the newsletter).
  - vi. Via hardcopies located at the library for residents to pick up/drop off, should they choose.

3. Content:

The survey is designed to be completed in under 15 minutes and to be given annually, with minimal effort and cost. Obviously, questions can be modified over time. The proposed questions, which may be modified as to form but not substance, are:

1. On a scale of 1-5, how would you rate your understanding of your local government, including the roles, responsibilities, and finances of the KPPCSD?
2. On a scale of 1-5, how satisfied are you with the KPPCSD governance and oversight for police, parks, recreation and solid waste?
3. On a scale of 1-5, how satisfied are you with the Kensington Police Department?
4. On a scale of 1-5, how satisfied are you with the condition and offerings of Kensington Park and Nielson Park?
5. On a scale of 1-5, how satisfied are you with your waste collections services as provided by Bay View Refuse and Recycling?
6. Yes or No, are you aware that the Community Center and other facilities at Kensington Park are available to rent for private gatherings?
7. In 150 words or fewer, please share any additional thoughts you have about KPPCSD operations, services, or governance.
8. Please give us your email to receive limited district communications on critical issues and events.

Other Issues:

- a. Basic instructions provided before the first question (e.g. must be over 15 yrs. of age)
- b. Single survey-taker
- c. Assurance of respondent confidentiality
- d. Email opt-in for future district communications.

4. Costs:

- a. Printing and distributing the quarterly newsletter with Bay View Refuse - \$1500
- b. Printing and mailing post cards - est. \$2000
- c. Survey Monkey Subscription (Individual Advantage Plan) - \$468 annually.