



Growth Management Visioning Committee *Staff Report*

October 13, 2004

BACKGROUND

GMVC Community Input

The Guiding Principles of the Growth Management Visioning Committee (GMVC) detail the responsibilities of the Committee as approved by the Roseville City Council. Implicit in the Committee assignment is the inclusion of as much public participation as possible when the GMVC considers the vision for Roseville's future development and growth management policies.

Guiding Principle 6 of the GMVC specifically states:

Committee members are charged to consider the entire Roseville community in preparing findings and recommendations and to limit focus on areas of special interest.

While Committee members each bring individual opinions and ideas, each member should consider the opinions and ideas of the entire community. To aid the Committee members, the City will conduct a survey that will provide information on community preferences in the Committee's growth management visioning process.

The survey referenced in the GMVC guiding principle is an on-line survey of Roseville residents who volunteered to participate in their local government issues by registering for the City's On-Line Citizens' Advisory Panel.

On-Line Citizens' Advisory Panel

The City of Roseville On-Line Citizens' Advisory Panel (OCAP) is a group of over 1,500 households who agreed, either as a respondent to the citywide services survey last summer or by visiting the Roseville home page, to answer mini-surveys posed by the City via e-mail. Typically, the City's independent consultant sends a survey to one-half of the panel at any one time. Last month, one-half of the panel answered questions about hazard mitigation in Roseville; the remaining households received the urban growth survey on Wednesday, September 22, 2004.

The City is continuously asking for resident volunteers to join the panel, most recently with a link to the registration page on the City home page and text messages on the September and October utility bills. The City is also increasing the resident panel by asking current library cardholders and park and recreation class registrants with e-mails on file at the City if they would like to participate. A business sector panel will be established in early 2005 for additional survey work.

URBAN GROWTH SURVEY

Purpose of Survey

The purpose of the Urban Growth Survey was to provide information to the GMVC for your visioning process by measuring the community's sentiments regarding the following issues:

1. Quality of life in Roseville
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2. Growth in Roseville and the rate of growth in Roseville
3. Types of future growth (land uses) that residents prefer
4. Satisfactions with current City development policies
5. Resident preference as to whether growth should be managed by the City or County.
6. Ultimate size (future boundaries) of Roseville

Survey Design

As part of the Committee application process, each GMVC member was asked to list possible questions for the on-line survey. Planning staff compiled the questions and sorted them based on the topic and relevance to the GMVC mission. Staff also brainstormed potential survey questions along with background information that might be included as this survey is also seen as a method to educate Roseville's citizens regarding development issues.

These questions were forwarded to Mr. David Metz of Fairbank, Maslin, Maullin, & Associates, a Bay Area polling firm, and Steve Childs of DataCycles, the independent consultant that created the on-line survey form. Mr. Metz has formulated numerous polls in Placer County and is familiar with growth management issues through his work on various measures locally, statewide and nationally. The survey was finalized and e-mailed to the panel on September 22, 2004 with responses due by Thursday, October 7, 2004.

Survey Results

A total of 710 households received the survey; of those, 491 or 69% responded! This response rate is consistent with other on-line surveys conducted on behalf of the City during the past year.

Attached are the results of the On-Line Citizens' Advisory Panel Urban Growth Survey including:

- Summary Report with the demographics for those responding and a summary of key survey responses

- Final Data Tabulations for all questions

- Text Comments for the four open-ended questions which were:

- Describe a positive aspect of living in Roseville
- What existing aspect of Roseville needs to change or improve?
- What facility, resource or program from another City would you like to see in Roseville?
- What advice do you have for city planners about how to manage Roseville's growth properly?

- Cross-Tabulations for several of the questions sorted by demographics such as ZIP code (area of residence), number of years living in Roseville, and age.

Survey Limitations

Surveys conducted with the On-Line Citizens' Advisory Panel are not "statistically significant" meaning that the panel is not a truly random sample of Roseville's population nor does it reflect in a few instances the demographics of our City. The households responding are those with computers and e-mail accounts who chose to participate as members of the panel.

The consultants advising the City on the survey do state, however, that the sample size is large enough to measure, with a relatively small margin of error, the feelings of Roseville residents on the growth management and development issues. With 491 households responding, the survey will closely reflect the numbers that would be obtained if several thousand households were polled randomly about the same issues.

The demographic questions asked include gender, age, time lived in Roseville, school-age children at home, own or rent, and ZIP code. Attached for your reference is a comparison of the 2000 Census or actual current data in the case of housing by ZIP code for the demographic questions on the survey compared to the OCAP respondent demographics.

The most apparent discrepancy between the two categories is in the owner versus renter respondents. The number of renters responding is significantly lower than Roseville's actual population. The consultants and City staff ran several cross tabulations to determine if the data from the entire sample varied tremendously compared to the responses from the renters. The only question that reflected a significant percentage difference was "To what degree do you support these types of development?" Renters were much more supportive of apartments and condominiums, ranking them a 3.4 out of 5 versus the 2.8 out of 5 by the entire panel. They also favor parks and a university by a higher margin than the panel as a total.

City staff is looking into the possibility of asking current library cardholders in Roseville who rent to take the urban growth study survey. Those cardholders who just participated in a Library Strategic Planning survey, agreed to become part of the OCAP, and who rent in Roseville may be forwarded the Urban Growth Survey if the number of renters who have agreed to participate validate the effort.

Table 1. Comparison of Roseville Demographics to OCAP Respondent Demographics

	2000 Census		OCAP Respondents	
Gender	Male	47.9%	Male	57%
	Female	52.1%	Female	43%
Age*	15-24	4.7%	18-24	1%
	25-34	13.8%	25-34	10%
	35-44	17.0%	35-49	36%
	45-54	12.7%	50-65	34%
	55-59	4.4%	66-75	16%
	60-64	3.9%	Over 75	3%
	65-74	7.5%		
	Over 75	6.9%		
Length in Roseville*	Same house in 1995	40.4%	Less than 1 year	3%
	Different house in U.S. In 1995	57.4%	1-2 years	8%
			3-5 years	23%
			6-10 years	29%
			11-15 years	13%
			16-20 years	10%
			More than 20 yrs	
School-age children at home	Own children under 18	30.1%	Children	35%
	Other children under 18	1.2%		
	Total households	31.2%		
	No children under 18	68.8%	No children at home	65%
Own vs. Rent	Owner-occupied housing	69.5%	Own my residence	93%
	Renter-occupied housing	30.5%	Rent my residence	6%
ZIP Code+	95678	37.7%	95678	30.1%
	95746	2.0%	95746	2.6%
	95747	34.0%	95747	41.5%
	95661	26.0%	95661	24.4%

*Census brackets do not match the choices within the on-line survey

+ Actual housing data as of October 13, 2004

October 27, 2004 GMVC Meeting

Mr. David Metz and myself will be present at the October 27 meeting to receive your feedback regarding the survey results, to answer any questions you might have about the survey, and to assist the Committee in interpreting the information for use in your Council recommendations. We look forward to a lively discussion on the results!

Should you have any questions as you review the data during the next two weeks, please do not hesitate to call me directly at 774-5361.

Respectfully Submitted,

Approved:

Julia M. Burrows
Deputy City Manager

W. Craig Robinson
City Manager

Attachments
