

CITY OF ROCK ISLAND
CITY COUNCIL STUDY SESSION
City Council Chambers, City Hall, 3rd Floor,
1528 Third Avenue, Rock Island, IL

12/18/2023 - Minutes

1. Call to Order

Mayor Thoms called the Study Session to order at 5:45 p.m. and welcomed everyone.

2. Roll Call

Mayor Thoms asked City Clerk Samantha Gange to call the roll.

Present: Mayor Mike Thoms, Alderpersons Judith Gilbert, Jenni Swanson, Dylan Parker, Mark Poulos and Bill Healy.

Alderman Randy Hurt arrived at 5:51 p.m.

Alderman Moses Robinson arrived at 5:52 p.m.

Absent: None.

Staff: City Manager Todd Thompson, Attorney Leslie Day, City Clerk Samantha Gange, and other City Staff.

3. Public Comment

No one signed up to speak.

4. Presentations

- a. Presentation from ETC Institute regarding the Citizen Satisfaction Survey Proposal.

Robert Heacock from ETC Institute in Olathe, Kansas virtually presented his proposal on conducting a community satisfaction survey for the City. He said ETC Institute is a national leader in market research for public entities, mainly for cities and counties throughout the country. They have done a lot of work in the Quad Cities area.

Mr. Heacock gave an overview of the phases of the survey. Phase 1 is designing the survey in cooperation with the Council and developing a sample plan to make it a scientific survey. The survey will be tailored to the needs of the City to be sure current issues are addressed. He said it is not just a cookie cutter survey, however, a number of the questions are going to be benchmark questions that have been used in other cities and communities to get a feel for how Rock Island stacks up against other cities and communities. The sample plan will be designed to ensure results are representative of the City's population. Phase 2 is administering

the survey through a combination of mail and online. ETC will monitor the distribution of survey respondents. Phase 3 is providing a thorough analysis and report of the survey results.

Mr. Heacock shared an example of a 2023 Importance-Satisfaction Rating from a city in Texas. ETC Institute will provide crosstabulations and data segmentation in order to help understand the unique needs of residents. Some common types of segmentation include: age, race/ethnicity, gender, geography and income. He reviewed the summary of the costs. The total cost is \$18,000 for the survey, administration of the survey and formal report. There are some optional services which include webinar presentation, onsite presentation and an interactive data dashboard for an additional \$8,000.

Mayor Thoms asked how many surveys they plan on doing. Mr. Heacock said they will send out 3,000-3,500 surveys with the goal of 400 completed surveys. The margin of error is 5%. They will make sure the responses received are representative of the entire community.

Alderperson Robinson noted that there has not been a good response from past surveys, especially from his Ward. Mr. Heacock said he would include a \$500 gift card raffle as an incentive for people to fill out the survey. He said that type of raffle generates a lot of interest.

Alderperson Swanson asked if the survey could be adapted and sent out through the schools. Alderperson Gilbert said she is not sure how they ensure that the City is equally represented. Mr. Heacock explained the process in order to make sure they get a good representation of the community. He said they have satisfied customers and a good track record.

Aldererson Healy said he does not think sending out 3,000-3,500 surveys is enough and is frustrated that the City will not get all the data without paying for the optional services. He noted that it is approximately \$45 a survey. Mr. Heacock explained that the City will receive all the data and that the dashboard is a data analytic tool that allows their clients to analyze the data. He said they do not market it for first year clients, because it is more valuable in years two and three when there is more data to analyze.

Alderperson Swanson said she does not want to be negative, but it is a lot of money. Alderperson Parker said what is valuable to him is that it is a quantifiable first measure of progress being made. Alderperson Hurt asked if costs stay consistent over time. Mr. Heacock said their costs have gone up, but slowly over time. He noted that what they really want is for their clients to see how things are changing over time through multiple surveys.

5. Closed Session

- a. **5 ILCS 120/2 (c)(11) Litigation, when an action against, affecting or on behalf of the particular public body has been filed and is pending before a court or administrative tribunal, or when the public body finds that an action is probable or imminent, in which case the basis for the finding must be recorded and entered into the minutes of the closed meeting.**

5 ILCS 120/2 (c)(21) Discussion of minutes of meetings lawfully closed under this Act, whether for purposes of approval by the body of the minutes or semi-annual review of the minutes as mandated by Section 2.06.

Motion: Motion whether or not to enter the Closed Session for the exceptions cited.

RC

Roll Call vote is needed.

MOTION:

Aldersperson Poulos moved to enter Closed Session for the exceptions cited; Aldersperson Healy seconded.

Council entered Closed Session at 6:26 p.m. and roll call was taken.

VOTE:

Motion PASSED on a 7-0-0 roll call vote. Aye: Healy, Robinson, Hurt, Gilbert, Swanson, Parker, Poulos. Nay: None. Absent: None.

6. Adjourn

- a. Motion to Adjourn.

Motion: Motion whether or not to adjourn.

VV Voice vote is needed.

Aldersperson Healy moved to adjourn the Study Session; Aldersperson Poulos seconded.

VOTE:

Motion PASSED on a 7-0 voice vote. Aye: Poulos, Healy, Hurt, Gilbert, Swanson, Parker, Robinson. Nay: NONE

The meeting adjourned at 6:36 p.m.

Minutes submitted by: Colleen Skolrood, Executive Assistant.