



COMMUNITY DEVELOPMENT DEPARTMENT
CITY HALL
10300 TORRE AVENUE • CUPERTINO, CA 95014-3255
TELEPHONE: (408) 777-3308 • www.cupertino.org

CITY COUNCIL STAFF REPORT

Meeting: July 21, 2020

Subject

FY 2020-21 City Work Program- Consider adding a Housing Survey item and removing the Housing Program for De Anza College Students item.

Recommended Action

1. Consider adding the Housing Survey item to the FY 2020-21 City Work Program
2. Remove the Housing Program for De Anza College Students item from the FY 2020-21 City Work Program
3. Authorize expenditures not to exceed \$24,000 to fund the Housing Survey

Background

The City Council adopted the City Work Program FY 2020-21 on June 2, 2020. As part of this item, City Council directed staff to bring back further details about a City Housing Survey, including options for restricting the survey to residents of Cupertino.

Discussion

To successfully accomplish the survey, the following options have been identified.

	Pros	Cons
Option 1: Open Town Hall Registered User (\$9,000)		
Registration required for all participants to access the survey.	<ul style="list-style-type: none">• Requires first and last name, physical address, and verified email address• Enables the complete response filtering and civility monitoring capabilities for all responses received to the topic	<ul style="list-style-type: none">• Requiring users to register (or sign into an existing account) can reduce participation in the specific topic
Option 2: SurveyMonkey password (\$9,000)		

An online survey with password protection can be created. This entails a single password assigned to that survey with notification going out to the residents via mailed letter or email blast.	<ul style="list-style-type: none"> • Online surveys allow for faster analysis and data collection • Multiple household members can take the survey • Ease of use for the recipients • Ease to edit/modify 	<ul style="list-style-type: none"> • There is no guarantee that the password won't be shared with people who are not residents of Cupertino
Option 3: SurveyMonkey unique IP Address (\$9,000)		
The unique IP addresses of all devices used to take the survey are logged and once a device has accessed the survey, it is locked out to taking the survey again.	<ul style="list-style-type: none"> • Online surveys allow for faster analysis and data collection • Multiple household members can take the survey on different devices • Ease of use for the recipients • Ease to edit/modify 	<ul style="list-style-type: none"> • There is no guarantee that the same person in a household won't take the survey on multiple devices (i.e., computer, laptop and cell phone) • There is no guarantee that only residents of Cupertino will take the survey
• Option 4: Paper Survey with Unique ID (\$24,000)		
A paper survey will be created with a unique ID associated to each household. Paper survey is then mailed out to households with a request to return to the City.	<ul style="list-style-type: none"> • Ensures that only residents of Cupertino take the survey (direct mailing) • Unique ID's on each paper survey increase the probability that each resident only takes one survey 	<ul style="list-style-type: none"> • Limits how many surveys can be taken (i.e., 2 surveys mailed out to a 3-person household) • Involves a lot of staff time to print, assign unique addresses, mail, and collect data • All data analysis will be done manually

Amendment to the City Work Program

In order to add the Housing Survey to the City Work Program, an item requiring similar resources and budget needs to be removed. It is proposed to remove the Housing Program for De Anza College Students item.

Next Steps

Due to the COVID-19 pandemic, it is expected that extensive community outreach will begin in Spring 2021.

Prepared by: Kerri Heusler, Housing Manager

Reviewed and Approved for Submission by: Benjamin Fu, Director of Community Development

Attachments:

- A - City Work Program FY 2020-21 Amended 6.2.20
- B - City Work Program FY 2020-21 Amended- Housing Survey