

# North Saint Paul Communications Effort

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# North Saint Paul Communications

- Rationale / “philosophy”
- Goals, objectives, or outcomes
- Setting (physical, social, economic)
- Staff, participants, funders/sponsors
- Activities/events
- Program budget

# City of North St. Paul

Population (2012) 11,694

13% 65+years or older

Over 800 firms within the city



North St. Paul

MN



# Rationale/Philosophy

North St. Paul wishes to improve communication with:

- Residents
- Internal staff
- Business owners

# Goals, Objectives, Outcomes

Design a process which will provide the city of North St. Paul a framework for improving the current communication system.

# Evaluation Context - Stakeholders

## **Primary**

- Communications staff, city council

## **Secondary**

- Other government employees, citizens

## **Tertiary**

- League of Minnesota Cities, prospective residents, commuters, neighboring cities

# Evaluation Context - Constraints

## **Time**

- City staffs are short on resources
- Employees take on many tasks

## **Cost**

- Printing, mailing, analyzing surveys

## **Age of citizens**

- Large population over age 50

# Evaluation Context - Advisory Group

## **Advantages**

- Encourages engagement
- Manages the politics of the evaluation
- Improves cultural competency

## **Composition**

- One (1) city council member, two (2) city government employees, two (2) business representatives, and two to four (2-4) citizens



# Evaluation Plan

- Evaluation purpose & approach(es)
- Revised evaluation questions
- Types and sources of data to answer evaluation questions
- Data collection methods and rationale for selection

# Evaluation Purpose

Identify specific modes of communication **best suited** for the City and its residents, to create an **overarching communication plan**.

Ultimate goal: better communication within the City.

Evaluation Plan



The effectiveness of the current modes of communication



Valuable suggestions and ideas for improvement in communications

# Methods

Mixed methods:

**Qualitative** approach: group interview

**Quantitative** approach: survey, archival data

# Evaluation Questions

No.1

To what extent are the current' modes for communication meeting the needs and expectations of city employees, residents, and businesses? And are there some new modes that can also improve the communications efforts?

# Evaluation Questions

No.2

Which of the current modes of communication are most efficient via balancing cost and ability to achieve desired outcome? How to combine the new modes into the current structure by replacing the ineffective ones?

# Evaluation Questions

No.3

What kind of information delivered by the City is valuable and relevant to each target audience?

# Sources of data

## Readily available sources of data

- City residents
- Business owners
- Business associations
- City employees
- City's business personnel

Have been used before in the past



# Sources of data

# Sources of data

# Sources of data

# Data Collection Methods

- Surveys
- Group Interview
- Review of Archival Data

# Data Collection Methods

## 3 Surveys

1. 4,500 households, approx. 900 surveys, 95 % CI
  - Sent with util. bill
  - Provide a return envelope
  - Offer an incentive
2. Businesses
  - Same method as above
  - How information is delivered to them
3. City Staff Members
  - Send through staff email
  - Preferred methods and usefulness

# Data Collection Methods

## Group Interview

- Saves time over interviews, efficient, qualitative
- One Group (With all 3 Target Audiences)
  - 2 Business Owners
  - 2 City Staff Members
  - 4 Household members (biggest)
- Focus on answering 3 questions (mainly 1 and 3)
- Open ended → creative solutions 4 new methods

# Data Collection Methods

**Questions?**