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
Rationale/Philosophy

North St. Paul wishes to improve communication with:

- Residents
- Internal staff
- Business owners
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
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
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?
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?
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
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