

# *City of Brisbane*

## *Agenda Report*

**TO:** City Council via the City Manager  
**FROM:** Community Development Director  
**SUBJECT:** Public Survey Issues  
**DATE:** Meeting of May 5, 2008

### **City Council Goals:**

15. To encourage community involvement and participation.

### **Purpose:**

To provide the City Council the opportunity to discuss the need/desire for Citywide surveying for the Baylands and/or other issues of citywide concern.

### **Recommendation:**

That the City Council consider whether or not to direct staff to further research public survey options for the Baylands and/or other issues of citywide concern.

### **Background:**

The issue of citywide public opinion surveying has come up several times in recent City Council discussions. The question of performing a survey regarding the Baylands alternatives was such an instance, and another such case was related to the question of passive versus active uses of the lagoon. As was noted in the previous Council item on the agenda, UPC is planning to undertake a statistically-based public opinion poll regarding the Baylands.

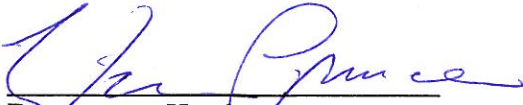
Staff notes that a citywide survey was undertaken in 2005 in support of the ongoing General Plan update, and issues related to growth and development, the future of the Baylands, and recreation and open space were addressed in that survey. A summary of this survey is attached for the City Council's information.


**Fiscal Impact:**

Unknown. Cost implications would be researched if staff is directed to further explore this issue.

**Attachments:**

None.

  
Department Head

  
City Manager