

CITY OF SHOREWOOD  
CITY COUNCIL WORK SESSION MEETING  
MONDAY, FEBRUARY 11, 2019

5755 COUNTRY CLUB ROAD  
COUNCIL CHAMBERS  
6:00 P.M.

## MINUTES

### 1. CONVENE CITY COUNCIL WORK SESSION MEETING

Mayor Zerby called the meeting to order at 6:00 P.M.

#### A. Roll Call

Present. Mayor Zerby; Councilmembers Johnson (arrived at 6:25 p.m.), Labadie, and Sundberg; City Administrator Lerud; City Clerk Thone; Finance Director Rigdon; Planning Director Darling; Director of Public Works Brown; and, City Engineer Fauske

Absent: Councilmember Siakel

#### B. Review Agenda

**Sundberg moved, Labadie seconded, approving the agenda as presented. Motion passed 3/0.**

### 2. REFUSE COLLECTION SURVEY REVIEW

City Administrator Lerud stated that the Council met with Peter Leatherman on January 11, 2019 regarding possible survey questions. He stated that a draft list of questions has been created by Mr. Leatherman and is included in the packet for discussion.

Councilmember Sundberg noted that the original price was based on twenty questions and there is an additional charge of one-hundred thirty dollars each time another question is added. She asked what Mr. Leatherman thinks is the "magic number" of questions for this type of survey.

Peter Leatherman stated that twenty questions is a very short survey because it is only focusing on one issue. He stated that the average City survey is about one-hundred twenty questions because they usually cover more broad topics.

Councilmember Sundberg confirmed that the questions have been crafted to not be leading one way or the other.

Mr. Leatherman stated that is the goal of all the questions to be neutral to illicit the opinion of the people. He reviewed the suggested survey questions that they have submitted.

Councilmember Sundberg asked why the questions related to cost were asked towards the beginning.

Mr. Leatherman explained that questions eight through twelve will be rotated so there is no positional bias.

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Councilmember Labadie stated that she does not like the first question that asks if there are any problems with their hauler because she does not think people like to identify a problem right away. She suggested that it be placed further down the list of questions.

Mayor Zerby stated that a question that he was considering including was if residents had ever changed their hauler choice and why they chose to do so.

The Council discussed possible questions and the order in the survey and how to streamline some of the longer questions.

City Administrator Lerud noted that the survey will come back to the Council after tonight's discussion for final approval. He suggested different wording for question number seven and asked that question eight be removed. He noted that he feels question thirteen will need to be reworded. He suggested that questions nineteen through twenty-nine be removed but include a question regarding the value of the recycling services.

Councilmember Johnson arrived at the meeting.

The Council discussed yard waste, organics and spring clean-up or larger item type questions.

Councilmember Labadie asked if the City has had many instances of random dumping of items that Public Works has had to deal with.

Public Works Director Brown stated that they do find couches and mattresses and noted that many people do try to take advantage of the large refuse containers in the parks.

Councilmember Sundberg asked why one of the demographics questions was related to age.

Mr. Leatherman explained that the demographics questions help cross tab demographic differences and also helps to validate against the U.S. Census to make sure they have a good cross section of the City.

The Council suggested removing question forty-two and the possibility of including a question to ask what they are currently paying for their services to give the residents some benchmarking data that shows what companies are charging. The Council determined that they did not need to ask what people are currently paying.

Councilmember Sundberg asked if the introduction information was clear enough so people understood that the City is just taking a look at this situation. She stated that one of the big misperceptions is that the Council has already made a decision which is not the case.

Mr. Leatherman stated that he will add some language to the introduction that makes that clear.

City Administrator Lerud stated that the goal is to bring this back before the Council on February 25, 2019.

**3. ADJOURN**

**Labadie moved, Sundberg seconded, Adjourning the City Council Work Session Meeting of February 11, 2019, at 6:51 P.M. Motion passed 4/0.**

ATTEST:

  
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Sandie Thone, City Clerk

  
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Scott Zerby, Mayor