

PRESS & GUIDE

Phone survey aimed at city services

Dearborn brass may refer to results in future

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In a phone survey where about 400 Dearborn homes will be called, city of Dearborn officials may use that information to help determine what services residents believe are most important to them, according to city of Dearborn Public Information Director Mary Laundroche.

Services such as trash pickup and public safety aren't up for debate, Laundroche said Monday, but services and programs such as pools and libraries are. She added that the information taken from the survey will be used by city officials in the coming years if the situation arises that some services would have to be cut out of the city budget.

Michigan-based consulting firm Shrek & Associates is conducting the survey for a cost of \$14,500, Laundroche said. She added a survey of a much larger portion of Dearborn residents would have cost the city substantially more money.

"This will help (city officials) find out what people value most," Laundroche said. "We're not saying that the information will be collected March 21 and things will be cut the next day, though. This is just a tool that we will refer back to down the road.

"All the information taken from the survey will be statistically relevant, though."

The survey began in late February and will run through mid-March, Laundroche said. Dearborn Mayor Jack O'Reilly will present the information to the Dearborn City Council at a special meeting to take place at a later date, she added.

O'Reilly also touched on the survey in his State of the City address, delivered on Feb. 18.

"Now is a chance to dream and to plan and to position this city for a promising future," O'Reilly said during his address. "I want to make (Dearborn residents) an integral part of that process. That's why we're reaching out in a number of ways to get (residents') input and feedback."

Laundroche also said O'Reilly will discuss the survey on his CDTV show. CDTV is channel 12 on Comcast and channel 10 on WOW!

"We want to keep all of the city services because that's what allows us to have such a good quality of life in Dearborn," Laundroche said, "but with the economy being the way it is, some changes may have to be made."