

BOARD OF ALDERMEN

ITEM NO. D(1)

AGENDA ITEM ABSTRACT

MEETING DATE: **October 1, 2002**

TITLE: A Report on Citizen Survey Measuring the Quality of Town Services

DEPARTMENT: Town Manager	PUBLIC HEARING: YES ___ NO <u>x</u>
ATTACHMENTS: A. Resolution B. Citizen Survey	FOR INFORMATION CONTACT: L. Bingham Roenigk, Assistant Town Manager, 918-7300 Richard White, Assistant to the Manager

PURPOSE:

In the previous year, the Town implemented an on-line survey to gauge citizen satisfaction with the overall direction of the Town and town services. Town staff, with assistance from the Institute of Government, refined this survey to assess citizen satisfaction with town services. This agenda serves as a report to the Board on the efforts of this survey and its intended results.

INFORMATION:

The citizen input survey, developed in the previous year, was initially designed for residents using the Town's website as an alternative to other methods of receiving input on the budget. The Town received approximately 200 responses. While the responses were helpful, they did not help us ascertain what segment of the population was being surveyed. In addition, the survey layout and number of open-ended questions within the survey made it difficult to quantify or analyze citizen comments.

In redesigning the survey, staff contacted the Institute of Government for assistance. After reviewing the initial survey, staff decided to narrow the goal of the survey to focus on citizens' perception of the quality of services provided by the Town. Shannon Schelin and Phillip Young of the Institute of Government developed the survey questions by using citizen responses from the initial survey and by reviewing surveys used nationally and within various jurisdictions. They also designed the survey methodology to capture all segments of the community (demographically). To effectively capture a statistically significant population sample, the survey will be mailed and will be available on-line.

The survey will be mailed to approximately 1,000 residents. The survey will also be available in Spanish. It is anticipated that survey responses will be analyzed and drafted into a report by the end of November 2002.

FISCAL IMPACT: Cost of mailing and translating the survey into Spanish equals approximately \$650. Sufficient funds within the Management Services budget are available.

ADMINISTRATION'S RECOMMENDATION

The Board is requested to accept this report on the survey. Revisions, if desired shall be made prior to the mailing.