

BOARD OF ALDERMEN

ITEM NO. D(2)

AGENDA ITEM ABSTRACT MEETING DATE: February 25, 2003

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

DEPARTMENT: Management Services	PUBLIC HEARING: No
ATTACHMENTS: A: Resolution B: Citizen Survey Report	FOR INFORMATION CONTACT: Shannon Schelin, School of Government, UNC- Chapel Hill Bing Roenigk, Assistant Town Manager Richard White, Assistant to the Town Manager

PURPOSE:

The town staff, with assistance from the School of Government at UNC-Chapel Hill, developed a survey to assess citizen satisfaction with town services. This agenda item serves as a report to the Board on the efforts of this survey and its results.

INFORMATION

The citizen input survey developed last year and placed on the town's web site was designed to provide another method for residents to give input on the budget. With technical assistance from the School of Government, further refinements were made to the survey to capture demographic information and to allow for better analysis with a specific focus on citizen satisfaction.

In redesigning the survey, School of Government staff 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). The research design selected for the *Town of Carrboro Citizen Satisfaction Survey* is exploratory in nature. Many of the survey components are based on surveys conducted by the International City/County Managers Association and the National Research Center. The survey results described in this report offer insight into the current satisfaction levels of Carrboro citizens with regard to specific topical areas. The survey includes information on 86 variables, including demographic and open-ended questions.

To effectively capture a statistically significant population sample, the survey was mailed to 1,486 randomly selected residents and placed on the town's website. The survey was written in both English and Spanish. The Town received approximately 282 responses from 1486 surveys mailed and 64 responses from the website.

The survey results provide a benchmark for measuring future progress and offer a roadmap to assist the decision-making processes of the Board of Aldermen. The attached report identifies some key findings that may be helpful for the Board and for departments considering current and future services and needs.

ADMINISTRATION'S RECOMMENDATION

Staff recommends that the Board of Aldermen adopt the resolution (Attachment A) receiving this report.

