

Information Item

Date: March 19, 2019

To: The City Manager

From: Ben Rowe, Assistant City Manager
Scott Tesh, Performance and Accountability

Subject:
Review of 2019 Resident Satisfaction Survey Instrument

Strategic Focus Area: Service Excellence

Strategic Objective: Ensure Service Delivery Efficiency and Effectiveness

Strategic Plan Action Item: No

Key Work Item: No



At the strategic planning update workshop held on February 25, 2019, the Mayor and City Council received results and analysis from the most recently administered resident survey. Questions arose regarding survey construction, and members of the City Council requested to review the survey instrument before administration of the 2019 resident survey. The attached item is a draft of the survey, which has not undergone testing and revision from the vendor.

Questions included on the 2019 survey are intended to mirror the 2018 format to the greatest degree possible. The consistency in phrasing and presentation allows for year over year comparison between responses, and establishes a measurable data trend that City leaders will be able to confidently rely upon as a true representation of resident attitude and behavior. In addition to capturing trend data on city resident feedback, the construction of the questions also allows for peer comparisons. The City uses this benchmarking data to identify programs where resident satisfaction is lower (and higher) than other communities.

The 2019 survey will be slightly different with the removal of questions specific to the 2018 capital project needs and the addition of a small number of questions related to service areas identified through analysis of the 2018 results. The number of additional questions has been limited in order to preserve the comparison validity between survey responses, as well as reduce “survey fatigue” that commonly results from long or repetitive surveys. Survey fatigue is well known to significantly reduce both response rates and the quality of responses collected.

Survey administration for 2019 will be the same as 2018, with residents being contacted through the US mail by a third party contractor (with an option to complete the survey online). Mailed surveys have become the industry standard, as this method effectively balances high levels of resident engagement, an elevated degree of statistical confidence, and reduced administration costs.