



Legislation Text

File #: 071120., Version: 0

Citizen Survey Results (B)

The City of Gainesville has received the results of our citizen survey, conducted by the National Research Center (NRC). The results of the 2008 Citizen Survey were compiled into three reports, which are hereby presented to the City Commission.

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The National Citizen Survey has been conducted in over 500 jurisdictions in the United States with thousands of survey questions dealing with resident perception about the quality of community life, community characteristics, perceptions of safety, community participation, public trust, services and impressions of City employees.

The National Citizen Survey™ is a uniform survey tool used by widely diverse local jurisdictions across the U.S. to assess resident satisfaction with community amenities and government service provision. The survey and its administration are standardized to assure high quality survey methods and comparable results across NCS jurisdictions. Participating households are selected at random and the household member who responds is selected without bias. Multiple mailings, which include self-addressed and postage paid envelopes, ensure that each selected household has the opportunity to participate. Results are statistically weighted to reflect the proper demographic composition of the entire community.

The National Research Center, Inc. collects citizen surveys from over 500 jurisdictions in the United States. The responses to thousands of survey questions dealing with resident perceptions about the quality of community life and services provided by the local government are recorded, analyzed and stored in an electronic database. The jurisdictions in the database represent a wide geographic and population range. About 30 other cities in Florida have used the survey, such as Tallahassee, Miami Beach, Coral Springs, and Melbourne.

The 2008 National Citizen Survey™ includes three reports which summarize the information collected in the survey. The *Summary Report* provides a broad overview of the results and the results of three policy questions developed by City Staff. The *Report of Results* provides a description of the methodology, the actual results for Gainesville, and graphs to help interpret the data. The *Report of Comparative Norms* shows how the City of Gainesville ranked in comparison to other jurisdictions. The graphs show a custom comparison of Gainesville's results with other jurisdictions in Florida. The tables show both our custom Florida comparisons and national comparisons as well.

These components, along with the fact that the NCS™ covers a large spectrum of municipal services, are why this tool was selected as the survey mechanism.

The cost of the survey was \$8,900, which was paid using salary savings in the Office of Strategic Planning.

The City Commission receive a presentation from staff and the final reports prepared by the National Research Center (NRC).