



Staff Report

TO: Mayor, and City Council Members
FROM: Ashley Starr, Public Information Officer
DATE: Ashley 7, 2020
SUBJECT: Approve Implementation of National Community Survey Via Hard Copy Surveys with the Following Add-on Options: Larger Sample Size, Reminder Postcard, Spanish Translation, Custom Benchmark Comparisons, Open-Ended Question, and an In-Person Presentation

Background and Analysis:

The National Community Survey (NCS) provides a comprehensive and accurate picture of livability and resident perspectives within the three pillars of a community: community characteristics, governance and participation. It also provides information across eight central facets of community: safety, mobility, natural environment, built environment, economy, recreation and wellness, education, enrichment and community engagement.

The NCS is an enterprise of National Research Center, Inc., and the International City/County Management Association (ICMA), and was developed to produce clear, unbiased, actionable results that local government leaders can rely on.

NCS uses scientific survey methods to guarantee valid findings and puts results into meaningful context. Drawing from a resident opinion database of over 30 million Americans, the NCS compares local results with benchmarks compiled from surveys conducted across the United States. The results of the survey can be used to improve service delivery, strengthen communications with community stakeholders, and identify clear priorities for use in strategic planning and budget setting.

City staff proposes to conduct ongoing surveys every three to five years in order to track trends, gauge citizen perceptions, and solicit feedback.

Fiscal Impact:

NCS Timeline:

- Month 1 - Complete worksheet and generate sample questionnaire.
- Month 2 - Postcard notifications and surveys mailed to residents.
- Month 3 - Data collection and processing.
- Month 4 - Draft and final reports delivered.

The National Community Survey has three (3) survey options:

Web Data Collection

- 1,800 households; and
- Households contacts via mailed invitations using a random sample from a USPS address list.

Hard Copy Surveys Sent by Mail

- 1,700 households; and
- Mailed survey also available at no added cost.

Open Participation Web Data Collection

- All residents eligible,
- No random sampling and no mailings, and
- City sponsored advertising.

All options come standard with the following:

- Full report of results,
- Responses weighted to reflect characteristics of your entire community,
- Benchmarking against more than 500 citizen survey results,
- Tracking of results and response rates by geographic area,
- Opt-in web survey, and
- Custom questions specific to jurisdiction.

A variety of add-on options are available for each method. A 10% discount is given to International City/County Management Association (ICMA) member agencies of which Beaumont is a member. See attachment A for pricing.

Recommended Action:

Approve implementation of National Community Survey via hard copy surveys with the following add-on options: larger sample size, reminder postcard, Spanish translation, custom benchmark comparisons, open-ended question, and an in-person presentation with a budget not to exceed \$30,000.

Attachments:

- A. Survey and Add-on Option Pricing