
City Council Regular Meeting

DEPARTMENT: Administrative Services

FROM: Richard Abernethy, Administrative Services Director

MEETING: May 20, 2024

SUBJECT:

Receive a report, hold a discussion, and provide staff direction regarding results from the 2024 City of Burleson Resident Satisfaction Survey. (*Staff Contact: Richard Abernethy, Administrative Services Director*)

SUMMARY:

Beginning in late 2023, the Administrative Services Department has worked with ETC Institute to develop, promote, administer, analyze and report on the City of Burleson 2024 citizen survey.

On January 25, 2024, the survey was finalized and a copy was sent to the mayor and city council. Since then, ETC (in collaboration with administrative services and community services departments) has distributed more than 2,500 surveys via mail and online. A total of 433 surveys were completed, allowing ETC to reach all benchmarks needed to establish a statistically significant sample size. This has enabled them to properly analyze the survey results while ensuring an accurate representation of the Burleson community as a whole.

ETC Institute representatives will present the final report to city council, providing a thorough analysis of all data as well as an overview and summary of the results. The full report including an executive summary, charts, graphs, ratings, mapping, benchmarking, and data tables is attached for more detailed analysis.

RECOMMENDATION:

To present the 2022 citywide citizen satisfaction survey results to mayor and council, providing a thorough analysis of all data, a summary of the results, and inviting discussion and feedback.

PRIOR ACTION/INPUT (Council, Boards, Citizens):

N/A

FISCAL IMPACT:

(\$17,500) – ETC institute cost to help develop, promote, administer, analyze and report on the citizen satisfaction survey.

STAFF CONTACT:

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