



Staff Report

October 17, 2022 Council Regular Meeting

Community Survey Update

Presenter: Bryan Rachal, Communication Director

Time Estimate: 10 mins

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BACKGROUND: Update on Council's request regarding community survey

SUMMARY: Council requested information on the Community Survey, including what would happen if we shortened or combined questions. The response below is from Jason Morado at ETC Incident and includes reference to the attached PDF.

Response from Jason Morado with ETC Institute regarding shortening and combining questions.

I'm typically a fan of shortening surveys, but eliminating the satisfaction questions would dramatically change our survey findings report. Its fine with me if that's the direction that council wants to go, but I want to point out how that would impact our survey findings report:

- Section 1: Charts and Graphs – this section includes charts that compare the satisfaction ratings for questions the City asked in 2017 and 2019, so we would lose the ability to continue measuring trends over time.
- Section 2: Importance-Satisfaction – this analysis is based on the idea that services that have a combination of low levels of satisfaction and high levels of importance are the areas that the City should focus on (methodology described in more detail on pages 48 and 49 of report). If there aren't any satisfaction questions, we wouldn't be able to provide this analysis.
- Section 3: Benchmarking Analysis – All of our benchmarking data is based on satisfaction ratings for cities across the country, so we wouldn't be able to provide any benchmarking data without the satisfaction questions.

RECOMMENDATION: Staff is seeking feedback about whether Council prefers to move forward as-is, adjust, or address at a later time.