

STAFF REPORT

Meeting Date: February 8, 2024

Staff Contact: Leslie Herring, City Administrator

Discussion Item: Community Survey Preparation

Background/Description of Item

City staff recommends that the Governing Body create a strategic plan to provide direction to staff for work activities and for budgeting, and for the development of performance metrics to ensure a framework for accountability, responsiveness, and efficient use of tax-payer resources.

Staff recommends that this strategic plan be based on the results of a city-wide survey, to be developed and deployed with the assistance of professional partners ETC Institute and PorchLight Insights. The survey will be sent by mail to all Westwood addresses – both residential and commercial – and responses will be accepted by pre-paid return mail or online. Only one response per address will be accepted.

At tonight's work session, the Governing Body is asked to share with PorchLight Insights what it would like to know and hear from Westwood residents and businesses. This input will be used by City staff and the consultant team to create survey questions, which survey results will then be analyzed and discussed with the Governing Body moving into strategic priority and resource planning in the second quarter of 2024.

Performance metrics, communications objectives, and strategic priority identification are all anticipated outcomes of this process. The process is expected to conclude late in the second quarter or early in the third quarter of 2024.