

COUNCIL ACTION FORM

Meeting Date: March 14, 2024

Staff Contact: Leslie Herring

Agenda Item: Review draft of community-wide survey

Background/Description of Item

The Governing Body will create a strategic plan this year which will be used 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. 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.

Upon staff recommendation, this strategic plan will be based upon 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 its February 8th work session, the Governing Body was asked to share with PorchLight Insights what it would like to know and hear from Westwood residents and businesses. This input was 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.

Staff Comments/Recommendation

Included in the meeting packet is a draft of the survey for discussion. Staff is looking for consensus direction on edits to this draft prior to finalizing the survey questions and sending to ETC to administer the survey.

The timeline from here is anticipated as such:

March 14 – 15	Survey questions finalized
Early April	ETC mails survey
Early June	ETC closes survey and delivers results to City
Late June	Governing Body retreat to review results and develop strategic plan
August 8 th	Final report of survey findings and analysis; Governing Body Strategic Plan presented for adoption; operational performance metrics presented for consideration

Budget Impact N/A

Suggested Motion

None formal action needed; general discussion and direction is sought of the Governing Body by staff.