



Office of the City Manager

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Upon Councilperson Dawsey-Smith's request, please review the attached sample proposal and cost estimate for a community satisfaction survey.

Attached, you will find a sample quote and methodology provided by the NIU Center for Governmental Services, a public policy research and service organization. When considering community satisfaction surveys, and adhering to best practices, it is suggested to utilize a combination of online, mail, and telephone reminders. This approach ensures a higher response rate and a more diverse set of respondents, aligning with residents' preferred methods for completing the questionnaire. While this might entail increased preparation and costs, it guarantees the acquisition of accurate and statistically significant information that the organization can utilize for informed decision-making.

Additionally, it is advisable to translate the questionnaire into Spanish.

Potential survey topics may encompass aspects such as the quality of life within the City, overall satisfaction with the City's services, specific service satisfaction levels (e.g., public works, police), City priorities, and effectiveness of City communications and information sources.

Your guidance on how to proceed is appreciated. One potential path could involve instructing staff to include the budget for the community satisfaction survey in the 2024 budget. This would enable the initiation of a request for proposals to gather estimates, providing valuable financial insights without necessitating an immediate commitment from the council. Such an approach would allow staff to assess the project's financial feasibility while collecting essential follow-up information.

The City Manager would like to extend gratitude to the elected officials for their thoughtful consideration of this topic. This initiative, while not mission critical, aligns with our strategic goals, particularly those related to enhancing communication with the public and identifying avenues to effectively allocate resources and streamline operations. Your commitment to these objectives is truly appreciated and reflects a shared dedication to the betterment of our community.

Best Regards,

John Weidl
City Manager