



## MEMORANDUM

**To:** Mayor and City Council

**Through:** Mike Land, City Manager

**From:** Traci E. Leach, Deputy City Manager

**Date:** October 9, 2018

**Re:** Citizen Satisfaction Survey

**2030:** Sustainable City Government: Excellent City Services with High Level of Customer Satisfaction

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**Introduction:** The City of Coppell has been surveying residents to obtain input regarding satisfaction levels with various city services, facilities, and programs since 1994, with the most recent Citizen Survey occurring in 2016. A Request for Proposals was developed, and five proposals were received. An evaluation team reviewed and rated the proposals and selected Issues and Answers to conduct the 2018 survey.

**Analysis:** Key features of the 2018 survey include:

- Continuity among majority of the questions to allow year-to-year comparisons and determine if satisfaction levels are improving or declining.
- New questions that will help guide staff in serving the diverse Coppell community. The new questions are highlighted in yellow in the attached draft survey document.
- Incorporation of both cell phone and web-based responses to the survey
- Translation to Hindi, Mandarin, and Spanish
- Both online and telephone portion will be pre-tested with city staff

Staff anticipates the survey will begin at the end of October and conclude mid-November, prior to the Thanksgiving break. Staff anticipates that the results will be ready for discussion this winter.

**Legal Review:** N/A

**Fiscal Impact:** As budgeted in the FY 2019 budget

**Recommendation:** None. Informational briefing only.