



MEMORANDUM

To: Mayor and City Council

From: Vicki Chiavetta, Deputy City Manager

Date: July 12, 2022

Re: Citizen Satisfaction Survey

2040: Sustainable City Government: City Services will be provided in a manner that ensures high levels of customer satisfaction

Introduction: The City of Coppell has conducted citizen surveys to obtain input regarding satisfaction levels with city services, facilities, and programs since 1994, with the most recent Citizen Survey occurring in 2019. The survey is generally conducted every two years, and was budgeted for in 2021, but was delayed. This spring, a Request for Proposal to conduct the survey was issued, and six proposals were received. An evaluation team reviewed and rated the proposals and selected Onpointe Insights to conduct the 2022 survey.

Analysis: Key features of the 2022 survey include:

- The survey is designed to take less time than the previous survey (32 minutes on average vs. 8-11 minutes)
- Importance satisfaction analysis targets services of most importance to residents and identifies those services where citizens are least satisfied, to inform strategic planning and budget decisions.
- Along with multiple delivery methods, the survey is easily accessible by mobile phone using a QR code and allows speaking the answers to open-ended questions
- A unique dashboard can be made accessible to the public and allows for filtering all data in a variety of ways
- The survey will be pre-tested by city staff

The survey is scheduled to run from August 15th through September 9th. Staff anticipates that the results will be presented to Council for discussion by September 13th.

Legal Review: N/A

Fiscal Impact: As budgeted in the FY 2022 budget.

Recommendation: Informational briefing.