



## MEMORANDUM

**To:** Mayor and City Council

**Through:** Mike Land, City Manager

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

**Date:** October 22, 2019

**Re:** Citizen Satisfaction Survey

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

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### Introduction:

Staff is pleased to present the findings of the 2019 Citizen Satisfaction Survey. While it has been some time since the official phone/web survey was completed, we utilized the summer to initiate a second round of surveys to allow more residents to provide feedback. The data sets were kept separate, as one set was our statistical set, which Kitty Cook from Issues and Answers will present this evening.

The overall results indicate that the City Council and City staff are both doing a great job in serving the community. Staff is excited about the opportunities to continue the dialogue with the community about the areas for improvement.

### Background:

The City of Coppel 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. Issues and Answers was selected to conduct the 2019 survey through a RFP process.

While much of the language used for the questions was consistent from previous surveys to allow for comparisons, there were several new features included in the 2019 survey:

- New questions that will help guide staff in serving the diverse Coppel community.
- Incorporation of both cell phone and web-based responses to the survey
- Translation to Hindi, Mandarin, and Spanish

### Analysis:

Staff will be evaluating whether the newer features/questions are options that will continue in future iterations of the citizen survey. Based on concerns expressed by several residents, it is clear that some features were more successful/useful than others. As with previous surveys, staff will be using the survey data to evaluate improvements to the level of services we're providing to the community. In many instances, dialogue with the community will be necessary to provide the clarity around the survey data received.

**Legal Review:** N/A

**Fiscal Impact:** None.

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