



DATE: April 22, 2016
TO: Members of Council
Mayor Tom Kneeland
FROM: Jennifer Teal, City Administrator
SUBJECT: Council Report for Monday April 25, 2016

Update Item: *GoForward Gahanna*-- Citizen Survey Result

A status update on the Citizen Survey strategic result from the GoForward Gahanna strategic plan is provided in the attached report.

Attachments: Strategic Result Update Report
NCS Brochure



Strategic Result: Citizen Survey

By 2017, Gahanna residents will experience a responsive government that measures citizen satisfaction and concerns in a statistically valid & actionable manner every 3 years.

Status Code Legend

- ✓ Completed
- On Track
- At Risk
- Off Track

Strategic Result Lead	Jennifer Teal, City Administrator
Strategic Result Team	TBD, Marketing & Communication Director Niel Jurist, Public Information Manager Rory Gaydos, Information Technology
Interim Operational Results	● By October 31st 2016, citizen satisfaction and concerns will be measured using a statistically valid, nationally administered and benchmarked citizen survey.
Short-Term Strategies	<ul style="list-style-type: none"> ✓ By April 30, 2016, the project timeline and schedule will be shared with Council. ✓ By May 15, 2016, a survey vendor will be selected. ● By October 31st, 2016 the survey will be administered.
Longer-Term Strategies	<ul style="list-style-type: none"> ● By December 31, 2016, survey results will be shared with Council and the public. ● Beginning in 2017, survey results will inform operational strategic planning at the department level. ● Beginning in 2018, the City will administer a citizen survey every two years, in even years.
Assumptions	<p>During implementation plan development, staff preferred to take advantage of a nationally benchmarked and administered survey instead of developing a custom survey for Gahanna. We believe this will add to the validity of the data, the perception that the survey questions are neutral, and permit better benchmarking and comparisons.</p> <p>Staff also determined that administering the survey every 2 years (in even years) would be preferable to every 3, in order to maintain meaningful trend data. It will also maintain a schedule that avoids administering a survey in municipal election years.</p> <p>Funding for the 2016 survey is available in the budget. It was encumbered as a part of the planning process for the strategic plan last year and carried forward into 2016 pending the outcome of the plan. Future budgets will include sufficient funding for this activity every other year.</p>
Recent Activity	Identified the National Citizen Survey (NCS), administered by the National Research Council (www.n-r-c.com). The NCS is endorsed by both the National League of Cities and the International City/County Managers Association.

	<p>THE NCS BASIC SERVICE INCLUDES:</p> <ul style="list-style-type: none"> • Full report of results, plus multiple layers of reporting to meet the needs of different stakeholders • Responses weighted to reflect characteristics of your entire community • Complimentary educational webinar: Inspire creative decision-making with the 6 E's of Action • Benchmarking against more than 500 citizen survey results • Tracking of results and response rates by geographic area • Opt-in web survey included in addition to the scientific, random-sampled survey <p>Add-ons are available to customize the engagement to meet Gahanna's needs.</p>
Upcoming Activity	<p>Work with the National Research Council to work out the specifics of the Gahanna personal services engagement.</p> <p>Provide frequent updates to Council on progress.</p>
Issues/Concerns	n/a



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Understanding the needs of your community is crucial to ensuring resident satisfaction and high livability standards. Getting a clear and accurate picture from the residents themselves is the best way to accomplish this.

The National Citizen Survey™ (The NCS™) is the gold standard in community assessments — in fact, we wrote the book on citizen surveys. The NCS is tried and trusted and provides a broad but accurate picture of community quality and resident perspectives about local government services, policies and management. The NCS uses scientific survey methods to guarantee valid findings and compare local results with benchmarks compiled from surveys conducted across the U.S.

Our unique community livability framework facilitates connections among different groups in your community by providing valuable insight into shared community needs.

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The NCS is presented by National Research Center, Inc. in collaboration with ICMA.