

To: Honorable Mayor and City Council
Through: Tom Brymer, City Manager
From: Jeff Kersten, Finance and Strategic Planning Director
Date: January 5, 2005
Subject: Proposed Revisions to Citizen Survey

Each year from 1997 to 2003 the City has conducted a citizen survey. The purpose of the survey was to gather information on citizen satisfaction with various city services, and to determine overall levels of satisfaction with the City of College Station. The survey is an important part of the City's performance measure system currently in place. It is one tool used to show satisfaction with services provided by the City. Many of the performance measures use citizen and customer satisfaction levels to determine the success of programs, and this survey provides the results for these measures.

The areas included in the citizen survey include public safety, streets and transportation, parks and recreation, information services including the library, internet, and television, sanitation, and electric and water services. From 1997 to 2003 the survey was contracted out as a telephone survey. The survey typically took 15 – 20 minutes to complete on the phone.

The survey was not conducted in 2004 in order to provide an opportunity to review the survey and consider ways to improve it.

The following are some of the proposed changes recommended to the citizen survey

- Conduct a citizen satisfaction survey every other year.
- Conduct a more detailed survey on specific areas the year when the citizen satisfaction survey is not conducted. The more detailed survey could focus on transportation issues, public safety issues, parks and recreation issues, and other areas. This survey would be more in depth and attempt to determine not only citizen satisfaction, but input on what citizens feel are important in these areas.

These changes will be discussed with the City Council at the January 13, 2005 Workshop meeting. Staff is looking to get feedback from the City Council prior to beginning the development of the survey for 2005.