



15-106

TITLE: Update on Citizen Survey

MEETING DATE: January 26, 2015

DEPARTMENT: City Manager's Office and Communications and Marketing

CONTACT: Ray Turco, Raymond Turco and Associates

RECOMMENDED CITY COUNCIL ACTION:

- Receive presentation/overview of citizen survey results.

ITEM SUMMARY:

- Raymond Turco & Associates was retained by the City of McKinney to conduct a scientifically accurate telephone poll examining the attitudes of residents about city services and various initiatives under consideration. This survey was a follow-up effort to one undertaken for the city in 2010. Most questions were duplicated from the "benchmark" survey so that results could be compared, to see where gains were made or declines evident. This survey serves as a second "data point" in terms of future evaluations and trending. In addition, several questions were new, in order to provide input for the City Council. Questions continued to focus on issues related to city performance areas, services, customer service, and other city-related initiatives.
- Additionally, because of the declining number of "land line" telephone numbers and the limited number of potential survey respondents, totaling 600, the decision was made by the city to undertake a second survey, a web-based, online survey for anyone who chose to access the site. The questions from this survey were identical to the telephone instrument. The survey link was accessible through the city's web site, as well as published on social media sites and available through general email blasts and promoted with partner organizations citywide. Over 2,000 people responded to the online survey. The results are reported in the summary, but the focus is on the telephone survey, as it is most important to compare identical contact methodologies.

BACKGROUND INFORMATION:

- A telephone survey is an attitudinal “snap-shot” of the community during the time of survey implementation and has not been influenced by either positive or negative publicity. The telephone survey included the responses of 600 individuals, which equates to an overall error rate of +/- 4%, at a 95% confidence level, based on scientifically accurate sampling techniques. The 2,700 online responses would equate to an overall error rate of +/- 2% at a 95% confidence level, although an online survey, as a self-administered survey, has inherent issues when projected as scientifically valid. It still should be noted that a significant number of respondents took part in this project. The information gathered in the presentation/report will provide elected officials, city staff, and concerned citizens with the “pulse” of the community as it relates to the issues explored.

FINANCIAL SUMMARY: N/A

BOARD OR COMMISSION RECOMMENDATION: N/A

SUPPORTING MATERIALS:

[Presentation](#)

[2014 Citizen Survey Summary Report](#)