



19-0428

TITLE: Presentation of 2019 McKinney Citizen Survey Results

COUNCIL GOAL: Operational Excellence

MEETING DATE: May 21, 2019

DEPARTMENT: City Manager
Communications and Marketing

CONTACT: Paul Grimes, City Manager
CoCo Good, Director of Communications and Marketing
Presenter - Jade Arocha, Survey Consultant - National Citizen Survey

RECOMMENDED CITY COUNCIL ACTION:

- Receive presentation.

ITEM SUMMARY:

- This is the second citizen survey conducted by the National Citizen Survey for McKinney and includes a statistically valid sampling as well as provides comparisons to national benchmarks.

BACKGROUND INFORMATION:

- The National Citizen Survey is a collaborative effort between National Research Center Inc. (NRC) and the International City/County Management Association (ICMA). The survey and its administration are standardized to ensure high quality research methods and directly comparable results across the NCS communities.

FINANCIAL SUMMARY:

- N/A

BOARD OR COMMISSION RECOMMENDATION:

- N/A

SUPPORTING MATERIALS:

[The NCS Community Livability McKinney 2019](#)

[The NCS Dashboard-McKinney 2019](#)

[The NCS Geographic Crosstabs-McKinney 2019](#)

[The NCS Supplemental Online Results-McKinney 2019](#)

[The NCS Technical Appendices-McKinney 2019](#)

[The NCS Trends over Time-McKinney 2019](#)

[Presentation](#)