



# CITY OF MCKINNEY, TEXAS

## Legislation Text

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**File #:** 17-623, **Version:** 1

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McKinney Citizen Survey Results Presentation by National Citizen Survey

**COUNCIL GOAL:** Operational Excellence

**MEETING DATE:** June 19, 2017

**DEPARTMENT:** Communications & Marketing  
City Manager's Office

**CONTACT:** CoCo Good, Director of Communications & Marketing  
Paul Grimes, City Manager

**RECOMMENDED CITY COUNCIL ACTION:** Receive Presentation from Ashly Perez de Tejada /  
NCS Survey Consultant

**ITEM SUMMARY:**

- This is the first citizen survey conducted by the National Citizen Survey 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