



CITY OF MCKINNEY, TEXAS

Legislation Text

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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