



## Legislation Text

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**DATE:** November 30, 2015

**TO:** Board of Mayor and Aldermen

**FROM:** Eric Stuckey, City Administrator  
Michael Walters Young, Business Process Improvement Manager

**SUBJECT:**  
Consideration of Conducting a Citizen Survey for the City of Franklin. (01-26-16 WS)

### **Purpose**

The purpose of this memorandum is to provide additional information to the Franklin Board of Mayor and Aldermen (BOMA) concerning engaging the National Citizen Survey to conduct a formal survey of Franklin residents.

### **Background**

#### ***Follow-up: November 30, 2015***

As a result of our last work session, staff followed-up with the National Research Center on a series of questions regarding their product, the National Citizens Survey. Answers to these questions were received along with three other attachments -

- a) Survey Validity Statement
- b) List of Communities using or have used National Citizens Survey
- c) Sample Custom Questions

- for a total of four new attachments. Each new attachment begins with the title "New Item"

We will be prepared to follow-up with members of the BOMA on Tuesday, December 8<sup>th</sup> regarding these new materials and continue our conversation regarding surveying.

#### ***Original: November 17, 2015***

Approved as part of the FY 2016 Operating Budget, staff has been reviewing options over the last several months on the most efficient and effective method with which to conduct a survey of a representative sample

of Franklin residents. Staff recommends that the City of Franklin contract with the National Research Council (NRC) in order to conduct our 2016 Citizen Survey. The NRC is the agency responsible for maintaining and conducting the National Citizens Survey. This particular survey is highly regarded, partnered with both the National League of Cities and the International City/County Management Association and used by over 500 municipalities nationwide. The survey is a standard questionnaire which asks a series of questions about how citizens feel about the City and city services. There will be three questions which are entirely up to the City in terms of design. All other questions are standardized and thus comparable city-to-city.

The survey itself will be sent to 3,000 Franklin households by mail with several follow-up phone calls and/or postcards to remind the random distribution of recipients. In addition, a non-scientific web-based survey will be available to all Franklin residents.

Once all surveys are submitted, the results will be tabulated and results compared to the last survey of Franklin residents, taken in 2012. A final report, along with an in-person report from representatives of NCS, should be available in April 2016. A proposed timeline is attached.

The great advantages of this vendor and this method of citizen surveying are a) a professional, scientifically accurate method of surveying which is comparable year-to-year and city-to-city and b) it requires a minimum amount of existing staff time while being able to have results in time to make adjustments to FY 2017 budget requests prior to the start of the upcoming budget year. It is important to remember that the budget and the strategic plan, *FranklinForward*, require numerous results from a recurring Citizen Survey to benchmark how the City is doing.

#### **Financial Impact**

The estimated cost for this will be just under \$24,000 for all components listed above. \$50,000 was budgeted under the General Expenses department of the FY 2016 Operating Budget. It is important to note that as a member of the International City/County Management Association (ICMA), we receive a 10% discount on all aspects and components of the survey.

#### **Recommendation**

Staff recommends the BOMA support moving forward with the National Citizen Survey as the vendor for conducting a citizen survey.