

Citizen Satisfaction Survey

BOS Work session
February 2014

History

- RFP and selection of Contractor in 2009.
- National Research Center awarded contract
 - › Experienced in Governmental Satisfaction Surveys
 - › Benchmarking
 - › Key driver analysis
- Started Process in 2009, Final Report delivered May 2010
- Original Cost=\$21,000
- Project Timeline=7 months

History

- First ever Citizen Satisfaction survey completed
- Survey aligned around Countywide Strategic Plan
- 3,000 residents mailed surveys (Spanish version available)
 - > 2,750 delivered, 963 completed
 - > 35% response rate, Margin of error was +/- 3%
- Results were weighted by age, gender, race and ethnicity
- Responses separated between incorporated and unincorporated residents

Current Status

- No follow up survey completed
- Original intent was to complete a survey every other year
- Survey results are posted on the County website
- Anticipated cost=\$23,000 depending on design.

What can Survey Results be used for?

- Gauge resident awareness of the services provided by the County
- Provide residents the opportunity to rate the level of satisfaction with services
- Communicate priorities for planning and resource allocation
- Benchmark results regionally and nationally

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- Next Steps???