

2020 Citizen Survey





Background



- The last Citizen Survey was conducted in 2013.
- The City has conducted Citizen Surveys since the early 2000's.
- The Citizen Survey targets adult Flagstaff citizens regarding their attitudes toward and satisfaction with municipal services, as well as other topics of interest to the City.



Topic and Question Development

- Initial review of the questions included in the 2013 survey.
- Iterative process including Leadership Team review and Council.
- The questions cover a range of topics such as public safety, transportation, government performance and services.
- The survey includes two open-answer questions related to quality of life in Flagstaff and Performance Based Budgeting.
- Includes basic demographic information of respondent.



Survey Administration

- The survey will be mailed to at least 2,000 households in Flagstaff city limits. These addresses are selected from the Postal Service's Delivery Sequence File.
 - The City can also push out the survey in an online format through our Community Forum.
- This will likely result in 300 to 600 completed surveys.
- The survey will only be sent to households, university addresses are excluded.



Survey Administration

- Prenotification announcement will be sent approximately one week before the survey arrives.
- Survey packet
 - Contains a cover letter signed by the City Manager and Mayor, the survey and a postage-paid return envelope.
- Second wave survey approximately one week after the first.
 - The cover letters will ask those who have not completed the survey to do so and those who already have done so to refrain from turning in a second survey.



Citizen Survey



- Results expected late spring
 - The results will include a report and presentation to Council.
 - The results of Flagstaff's survey can be compared to our previous survey responses through benchmark questions and to peer municipalities across the country.

- Questions?