



MANAGER'S MEMORANDUM

Prepared for: **Naperville City Council**

By: City Manager's office

6/29/2023

A. MANAGER'S MEMORANDUM

Source:

1. Marcie Schatz
Assistant to the City Manager
CMO

Subject:

Upcoming Community
Survey Schedule and
Activities

Action:

FYI

**CITY OF NAPERVILLE
MEMORANDUM**

DATE: June 29, 2023
TO: Mayor and City Council
THROUGH: Doug Krieger, City Manager
FROM: Marcie Schatz, Assistant to the City Manager
SUBJECT: Upcoming Community Survey Schedule and Activities

PURPOSE: The purpose of this memorandum is to provide City Council an update on the launch of the upcoming Community Survey.

BACKGROUND:

In 2021, the city approved the Priorities Plan with recommended action items in five focused areas: Financial Stability and Economy, Housing Choice, Infrastructure and Utilities, Public Safety and Sustainability. The plan also recommended that the City conduct a statistically valid citizen survey every two or three years to provide decision-makers with an assessment of citizen satisfaction. The plan recommended that the survey should provide opportunities for feedback on city services and public sentiment on key issues.

The City last completed a community survey in 2016. Previous surveys were completed in 2012, 2008 and 2006. The purpose of the community survey is to assess resident perspectives on the quality of city services and quality of life in the community.

The City has contracted with Polco to complete this year's community survey. Polco administers the National Community Survey which has been used by over 500 local government entities to measure resident satisfaction levels and perceptions. The survey's overall focus is community livability. Therefore, the survey includes questions about the quality of local government services as well as general questions about other characteristics that contribute to quality of life in the community (community engagement, parks, healthcare, variety of businesses, etc.).

DISCUSSION

The Community Survey uses random sampling making it statistically significant. Survey postcards will be mailed to randomly selected and geographically dispersed households beginning July 5th. The postcards will include a survey link and unique pin to access and complete the survey. If someone attempts to complete the survey a second time with the pin, only the first survey will be counted. These postcards will be followed by a paper survey and reminder postcard in the following weeks encouraging residents to participate in the survey either through the mail-in survey or online through the survey link.

On August 2nd, the survey will be made publicly available online for two weeks through a link on the City's website for anyone who would like to participate. These results will be included in the final report but reported separately from the random statistically significant sample.

Survey efforts will conclude on August 16th. The survey results will be presented to the community and City Council in early October. Survey results will also include nationwide as well as more targeted benchmark comparisons. In addition, we will be able to provide comparisons to previous Naperville community surveys. City staff will use the survey results in discussions of changes to city services as well as inform the discussions around City priorities.

RECOMMENDATION: Include this memo within the Manager's Memorandum to provide an update on the upcoming Community Survey.