

CITY OF LA VISTA
MAYOR AND CITY COUNCIL REPORT
OCTOBER 16, 2012 AGENDA

Subject:	Type:	Submitted By:
AUTHORIZATION- THE NATIONAL CITIZEN SURVEY	◆ RESOLUTION ORDINANCE RECEIVE/FILE	BOB LAUSTEN POLICE CHIEF

SYNOPSIS

A resolution has been prepared to authorize The National Citizen Survey™, Boulder, Colorado to administer, analyze and report results from a customizable citizen survey in an amount not to exceed \$11,800.

FISCAL IMPACT

The FY13 budget provides funding for this proposed purchase.

RECOMMENDATION

Approval.

BACKGROUND

As part of the City's Strategic Plan, the Mayor and Council identified as a priority the need to improve and expand the city's quality of life amenities for residents and visitors to the community. A key objective to achieve this goal was the participation in the ICMA Performance Measurements program. A key part of the program is the inclusion of a citizen survey. As a result, staff is recommending approval for a random sample citizen survey be conducted by The National Citizen Survey™.

The National Citizen Survey™, sponsored by the International City/County Management Association (ICMA) in cooperation with National Research Center, Inc., is a unique service to administer, analyze, and report results from a customizable citizen survey. The National Citizen Survey™ offers many advantages over both in-house administration and the use of a consultant. These include reduced costs, comparisons to national norms, and the credibility of a widely reputable independent research firm. The questionnaire and survey procedure were designed based on the experience of hundreds of local governments of all sizes. Scientific sampling and weighting of the responses in each city ensure accurate and reliable results. Each participating jurisdiction can also make important customizations for its locale and the report can compare the results with other results across the United States. Results from the survey are automatically downloaded and included in the City's Performance Measurement data submittal to the Center for Performance Measurements.

In addition to determining quality of life amenities, a random sample citizen survey is useful for: measuring service performance; benchmarking service quality ratings; assessing community needs; facilitating long-range, short-term and strategic plans; and evaluating potential policies. If approved by Council, it is anticipated that the surveys would go out to residents by mid-January and that we will receive the final results and report by the end of March, 2013.

RESOLUTION NO._____

**A RESOLUTION OF THE MAYOR AND CITY COUNCIL OF THE CITY OF LA VISTA, NEBRASKA,
AUTHORIZING THE NATIONAL CITIZEN SURVEY™, BOULDER, COLORADO TO ADMINISTER,
ANALYZE AND REPORT RESULTS FROM A CUSTOMIZABLE CITIZEN SURVEY IN AN AMOUNT
NOT TO EXCEED \$11,800.**

**WHEREAS, the Mayor and City Council have identified the need to create strategies for
accomplishing high priority quality of life amenities identified by residents through a
citizen survey; and**

**WHEREAS, the City Council of the City of La Vista has also determined that a random sample
citizen survey is useful for the following:**

- a. to measure service performance;**
- b. to benchmark service quality rationings;**
- c. to assess community needs;**
- d. to facilitate long-range, short-term and strategic plans;**
- e. to evaluate potential policies; and**

WHEREAS, the FY13 budget includes funding for a citizen survey; and;

**WHEREAS, Subsection (C) (9) of Section 31.23 of the La Vista Municipal Code requires that the
City Administrator secure Council approval prior to authorizing any purchase over
\$5,000.00.**

**NOW, THEREFORE, BE IT RESOLVED, that the Mayor and City Council of La Vista, Nebraska, do
hereby authorize The National Citizen Survey™, Boulder, Colorado to administer,
analyze and report results from a customizable citizen survey in an amount not to
exceed \$11,800.**

PASSED AND APPROVED THIS 16TH DAY OF OCTOBER, 2012.

CITY OF LA VISTA

Douglas Kindig, Mayor

ATTEST:

**Pamela A. Buethe, CMC
City Clerk**