



City of Denton

City Hall
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AGENDA INFORMATION SHEET

DEPARTMENT: City Manager's Office

CM/ DCM/ ACM: Bryan Langley, Deputy City Manager

DATE: August 1, 2017

SUBJECT

Receive a report, hold a discussion, and give staff direction regarding the Citizen Survey results.

BACKGROUND

Working with National Service Research, the City of Denton created and distributed a Citizen Survey to assess the opinions of Denton residents regarding City services and priorities. The survey was mailed out and posted online on May 16, 2017 and closed on June 5, 2017.

The survey was distributed by mail to 7,000 residents, was posted on the City's website, and was promoted on social media. A total of 1,329 survey responses were gathered, 1,022 of which were completed online, and 307 of which were mailed in.

The margin of error for this sample size at a 95% confidence level is +/- 2.8%. By contrast, the 2015 survey received only 268 responses, which yielded a margin of error of +/- 6.2% at a confidence level of 95%. As a result, comparisons between the 2015 survey and the 2017 survey are only statistically significant when they are greater than 9% (2.8 + 6.2). Although it may be difficult to compare to the prior citizen survey, there is a higher confidence level for the responses to be reflective of the overall community.

Staff will present an overview of the survey results (**Exhibit 2**) to the Committee, with the full report and a copy of the survey attached for reference (**Exhibits 3 and 4**).

STRATEGIC PLAN RELATIONSHIP

The City of Denton's Strategic Plan is an action-oriented road map that will help the City achieve its vision. The foundation for the plan is the five long-term Key Focus Areas (KFA): Organizational Excellence; Public Infrastructure; Economic Development; Safe, Livable, and Family-Friendly Community; and Sustainability and Environmental Stewardship. While individual items may support multiple KFAs, this specific City Council agenda item contributes most directly to the following KFA and goal:

Related Key Focus Area: Organizational Excellence

Related Goal: 1.4 Achieve high level of customer satisfaction

EXHIBITS

Exhibit 1 – Agenda Information Sheet
Exhibit 2 – Overview Presentation
Exhibit 3 – Full Report
Exhibit 4 – Copy of Citizen Survey

Respectfully submitted:
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