

**TOWN OF
APPLE VALLEY, CALIFORNIA**

AGENDA MATTER

Subject Item:

DISCUSS TOPICS FOR A CITIZEN SATISFACTION SURVEY

Summary Statement:

The Town of Apple Valley has not undertaken a citizen survey since 1996. As the Town Manager completes his evaluation of Town's strengths and weaknesses, understanding citizen perceptions of Town services is an integral component of this evaluation. Also, as we plan for a goal setting workshop in February, this is the ideal time to establish a baseline measurement on general citizen satisfaction in a number of areas. While surveys can be used to assess support for a particular course of action, this survey will be focused on gauging general knowledge of, and satisfaction with, Town programs, services and issues. The results will assist in establishing priorities that are important to our residents and provide direction for the Town Manager in strengthening the Town's delivery of services.

The Town Manager directed staff to issue a Request for Proposal on November 21, 2008, and a research consultant was chosen on December 8. The proposal calls for an experienced public opinion research company that will be able to draft and complete a survey in a condensed time frame, with the initial report due back in time for the Town Manager to share with Council at the Town Council meeting on January 13, 2009.

The scope of work includes a telephone survey with an appropriate sampling to provide statistically valid results.

(Continued on next page)

Recommended Action:

Provide staff with additional topics for inclusion in a Citizen Satisfaction Survey.

Proposed by Town Manager _____ Item Number _____

T. M. Approval: _____ Budgeted Item Yes No N/A

The Town Manager is requesting Council input on any additional topic areas Council may wish to include in the survey. A partial list of typical areas that will be included is provided below.

- Public safety/crime
- Roads/traffic
- Parks and recreation – facilities and offerings
- Ratings of Apple Valley as a place to live, work, raise children
- Ratings of Apple Valley services
 - Road repair
 - Animal Control
 - Code
 - Land use/planning
 - Police
 - Public Information (do they read Our Town? Daily Press? Use website?)
 - Etc.
- Citizen habits regarding
 - Recycling
 - Internet/town website use
 - Use of town facilities/services

Our consultant will develop the survey questions in accordance with the generally accepted principles of research methods. This will include surveying a scientific sample to achieve a 95% accuracy, within a 5% margin of error.