

**TOWN OF  
APPLE VALLEY, CALIFORNIA**

**AGENDA MATTER**

**Subject Item:**

**DISCUSS TOPICS FOR A CITIZEN SATISFACTION SURVEY**

**Summary Statement:**

The Town of Apple Valley conducted a citizen survey in January 2009. This established a baseline measurement on general citizen satisfaction in a number of areas, with the intent to repeat the process every two years.

While surveys can be used to assess support for a particular course of action, this survey is meant to gauge general knowledge of, and satisfaction with, Town programs, services and issues. The results assist in establishing priorities that are important to our residents and provide direction for the Town Council in strengthening the Town's delivery of services.

Staff has contracted with True North Research, the same agency from the 2009 survey, to repeat the process. The scope of work includes a telephone survey with an appropriate sampling to provide statistically valid results.

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**Recommended Action:**

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

Proposed by Kathie Martin, Marketing & Public Affairs Item Number \_\_\_\_\_

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

The areas covered in 2009 included:

- Demographics
- Quality of Life
- Town Services
- Public safety/crime
- Parks, recreation and special events
- Neighborhoods (code enforcement, etc)
- Shopping and economic development
- Spending priorities
- Communication

The complete survey and results from 2009 are posted on the website at <http://www.applevalley.org/Index.aspx?page=603>. Part of the value of the survey is maintaining most of the same questions so that we may see any trends emerge. However we do have some questions that may no longer be applicable, and other issues we may wish to address.

Our consultant will develop the final 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.