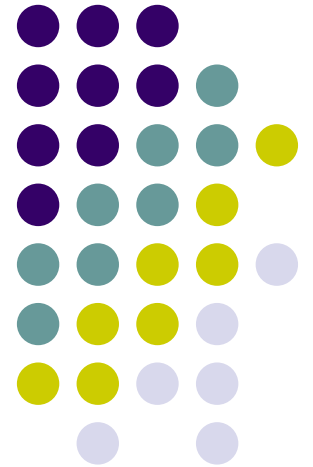
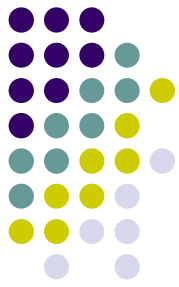


The National Citizen Survey™

After the Survey: Using the Results





Preparing for Bad Results

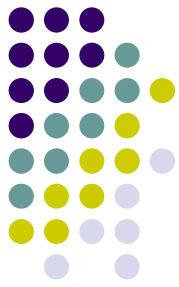
- THERE ARE NO BAD RESULTS!
 - You are leading a learning organization
 - You have system to receive result
 - You identify areas needing improvement
 - You always have good news

Keys to Making Survey Useful



- Ask important questions
- Know what you'll do with results before you do the survey – The Utility Committee
- Diagnose before treating

Diagnosis: Understanding the Data Mean



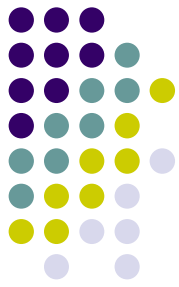
- Use performance standards
- Setting performance standards
 - Group gut
 - Staff's minimum absolute threshold for excellence
 - Citizen demand
 - Examination of other data

Understanding What the Data Mean



Comparison data

- Community Performance Standards
- Your own program over time
- Across area jurisdictions
- National or regional norms



Creating an Action Plan

- The criterion by which to judge the need for change
- Procedures for implementing change
- Timeline



3 MAJOR OPTIONS

- DUCK
 - If not a core service
 - If not lower this year than last
 - If not below the norm
- TRACK
 - If a core service
 - If lower this year than last or below standard
 - If not below norm
- ACT
 - If core service
 - If declining over time
 - If below the norm
 - If below standard



Questions to Debrief Results

- Responses to data
 - What parts of these findings did you expect?
 - Was there information that was surprising?
- Further information needs
 - Do you still have unanswered questions, or areas you thought you would know more about after the evaluation?
 - Is there additional information we need to collect to better understand these data or take action?
 - Are there changes we should make to the evaluation system as a result of these data?
- What do these results mean for us?
 - What are we doing well? Where are our participants or community seeing the most positive impact?
 - Are there changes we should make to the program as a result of these data?

Norms and The National Citizen Survey™ (The NCS)



- ICMA/NRC initiative
 - Turnkey omnibus citizen survey service
 - Normative comparisons
- Primary purposes of the survey
 - To assess resident satisfaction with community characteristics and amenities
 - To evaluate local government and resident participation in local activities
 - Asks “what,” not “why”
 - Is just the beginning

NRC Norms Jurisdictions

WEST

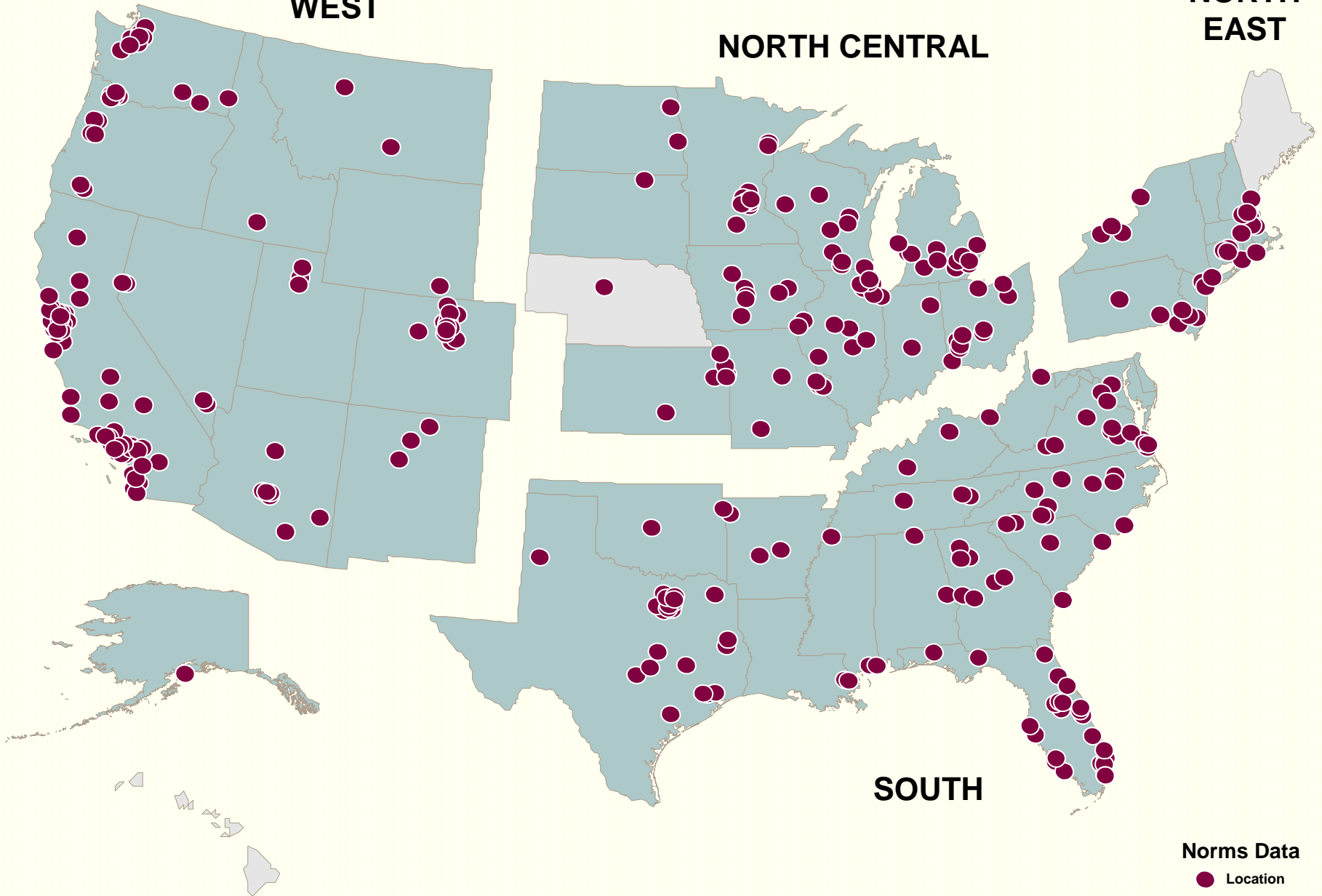
NORTH CENTRAL

NORTH
EAST

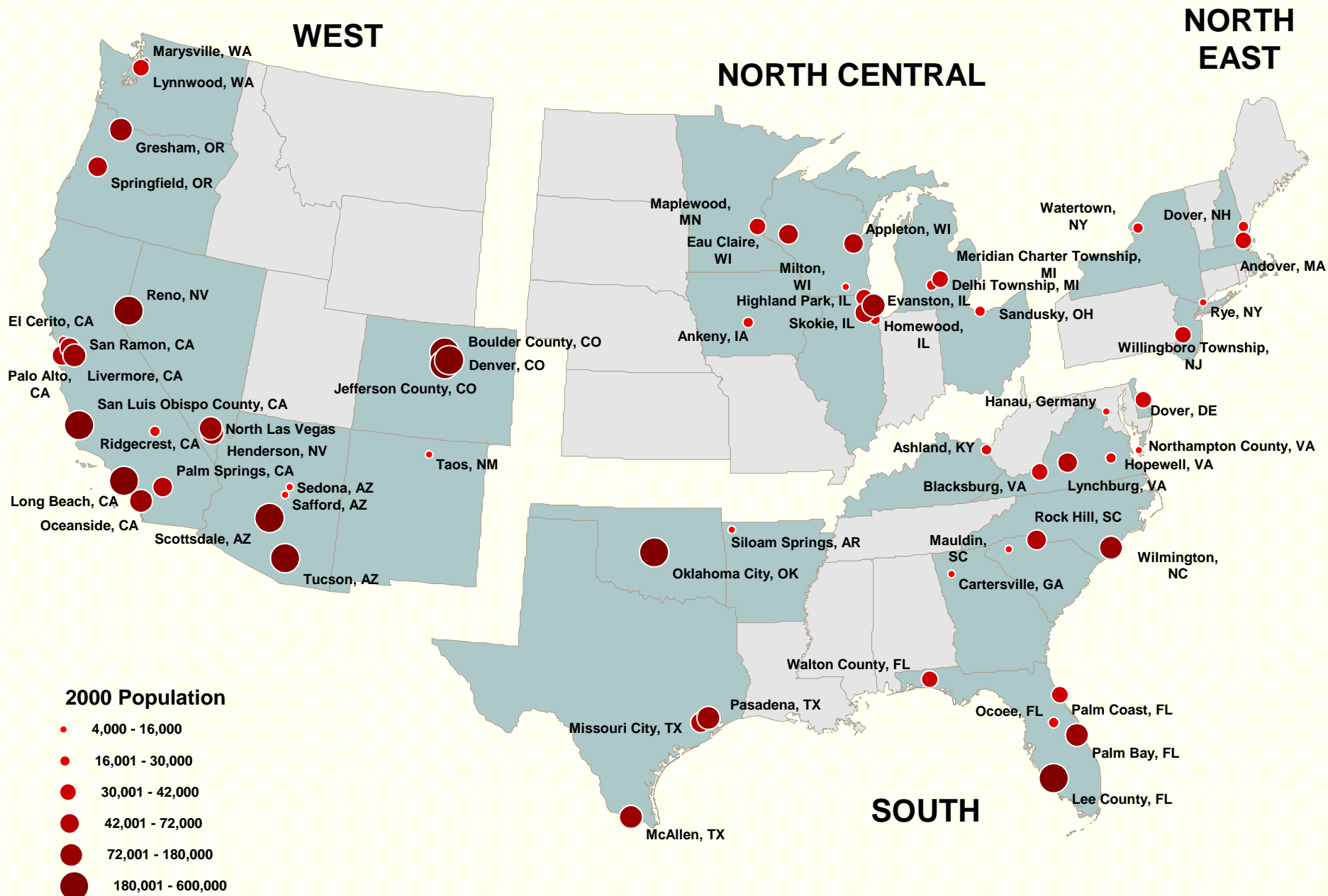
SOUTH

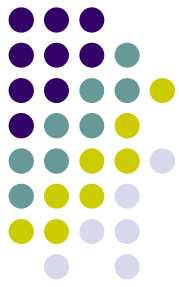
Norms Data

● Location



National Citizen Survey Jurisdictions



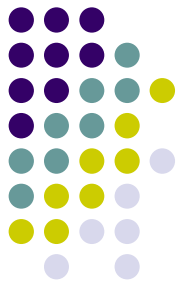


Panelist: David E. Benson

City of Pasadena, TX

Panelist: Gustavo Cordova

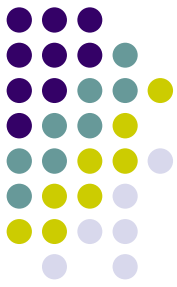
Town of Taos, NM



Panelist: Sharon Erickson

City of Palo Alto, CA





Panelist: Richard Kelton

City of Palm Coast, FL



To Think About...

- Share all results
- Announce your actions
- Imbed the survey in ongoing processes
- Engage staff

Mine for Gold and Win! Contest



- Gold mine of useful management information in citizen surveying
- Invitation to jurisdictions to demonstrate the use of effective citizen surveying
- Strong examples of the actions taken for specific services or community issues
- Entry form in most recent edition of *Perspectives*
- Win a FREE demographic crosstabs report with the next iteration of The National Citizen Survey™
- Winners in three population categories