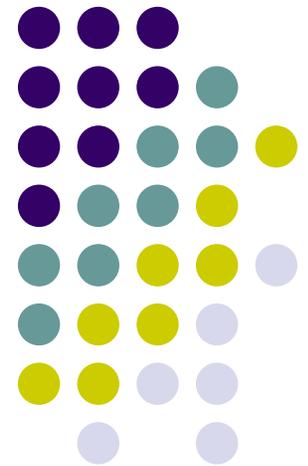


# The National Citizen Survey™

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## 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

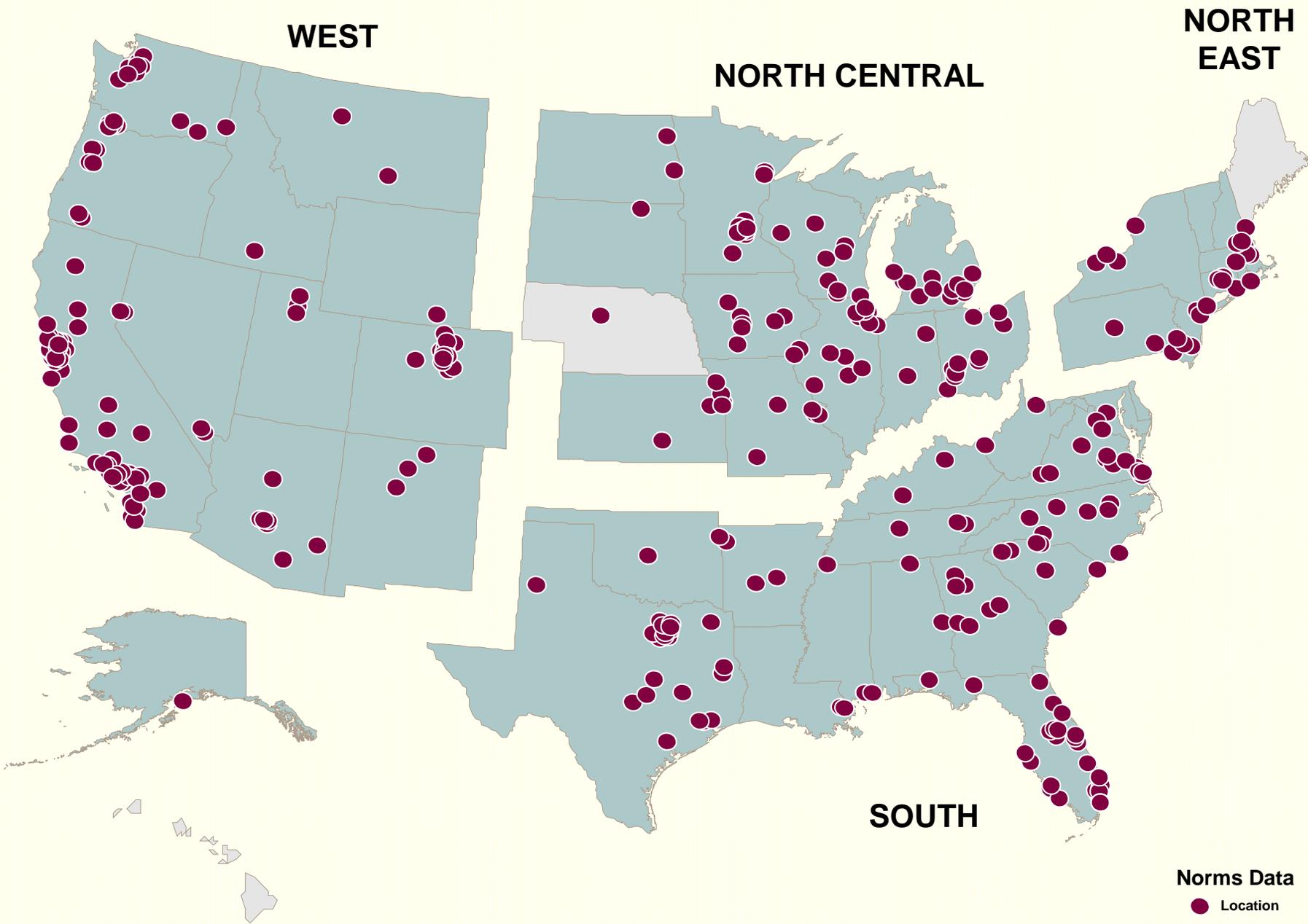
- Responses to data
  - What parts of these findings did you expect?
  - Was there information that was surprising?
- Further information needs
  - Do you still have unanswered questions, or areas you thought you would know more about after the evaluation?
  - Is there additional information we need 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

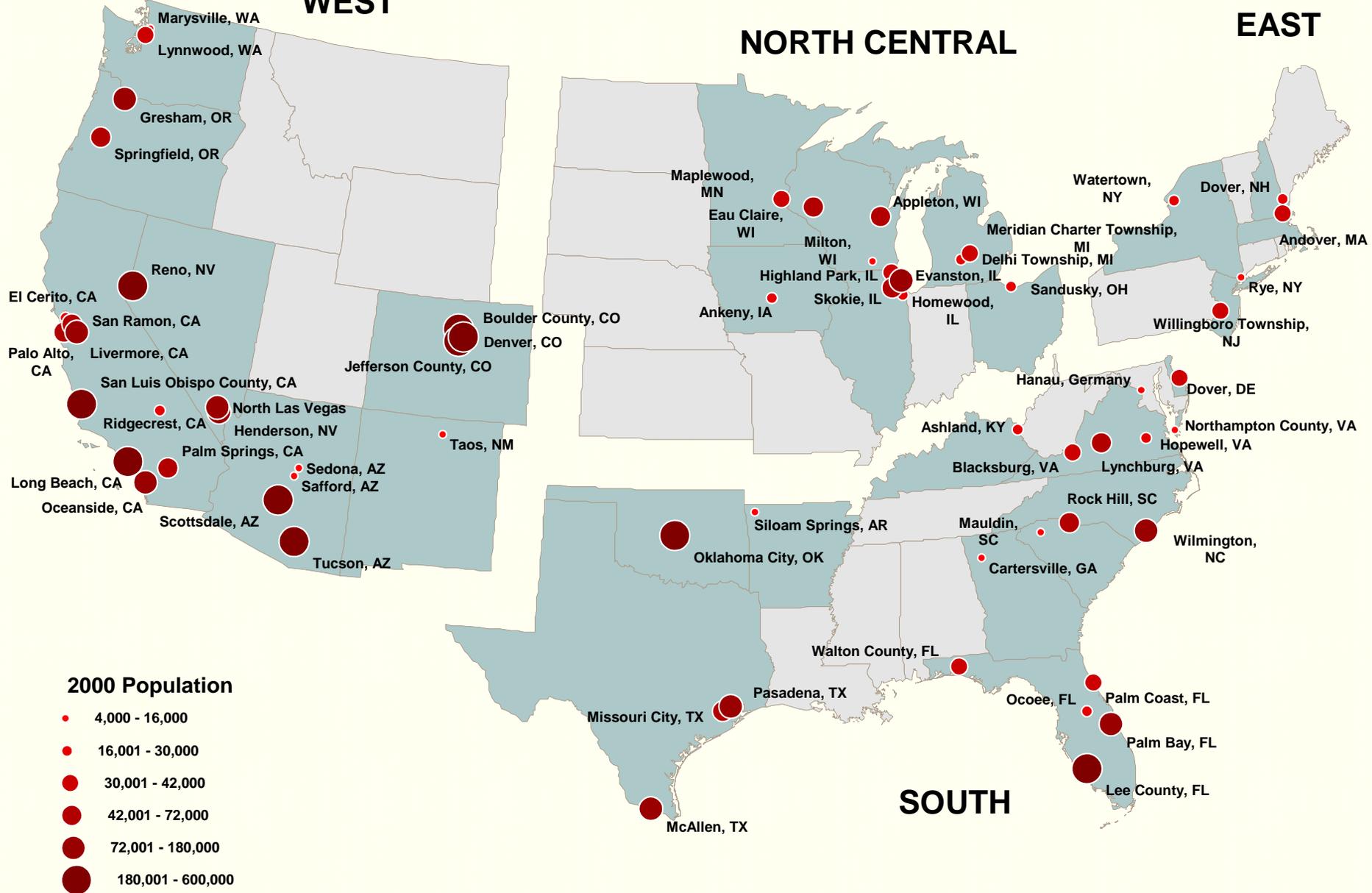


# National Citizen Survey Jurisdictions

## WEST

## NORTH CENTRAL

## NORTH EAST



### 2000 Population

- 4,000 - 16,000
- 16,001 - 30,000
- 30,001 - 42,000
- 42,001 - 72,000
- 72,001 - 180,000
- 180,001 - 600,000

# 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