



CITY COUNCIL MEMORANDUM

FROM: The Office of the City Manager **DATE:** January 13, 2020
SUBJECT: 2019 Citizen Survey Results
PRESENTER: Mary Peters, Public Information Officer

GENERAL DESCRIPTION:

Every other year, North Richland Hills residents are invited to participate in a survey to evaluate city services. The purpose of the survey is to objectively assess the public's satisfaction with North Richland Hills city services and identify areas where improvements can be made. The 2019 survey was administered by National Service Research in October using statistically proven techniques to insure valid responses.

All NRH residents were invited via the city's website, News & Notes newsletter, e-newsletter and social media to participate in the survey online. The survey was also mailed directly to 8,000 randomly selected NRH households. This year 1,630 residents completed the survey, which is 56% more than the 1,044 responses in 2017. The margin of error of this sample size (1,630) at a 95% confidence level is plus or minus 2.5%.

Overall, the 2019 survey results were positive: 94% of respondents rated the quality of life in NRH as excellent or good; 93% would recommend NRH to a friend or family member as a good place to live; and 87% plan to remain in NRH for several years. Ratings for some services slipped slightly in 2019 when compared to 2017, however benchmark data shows that NRH continues to perform better than other Texas cities.

A summary of the 2019 survey results is attached. Data from the survey will help city staff determine which programs and services we are providing well and where we need to focus on making improvements.

Andrea Thomas, owner of National Service Research, will present the survey results to City Council during their January 13, 2020 work session.