



## CITY COUNCIL MEMORANDUM

**FROM:** The Office of the City Manager   **DATE:** January 10, 2022  
**SUBJECT:** 2021 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 2021 survey was administered by National Service Research in October using statistically proven techniques to insure valid responses.

All NRH residents were invited to participate in the survey online via the city's website, News & Notes newsletter, e-newsletter and social media. The survey was also mailed directly to 8,000 randomly selected NRH households. This year 1,281 residents completed the survey. The margin of error of this sample size at a 95% confidence level is plus or minus 2.9%.

Overall, the 2021 survey results were positive: 94% of respondents rated the quality of life in NRH as excellent or good; 92% would recommend NRH to a friend or family member as a good place to live; and 84% plan to remain in NRH for several years. Ratings for some city services increased slightly while others dipped slightly in 2021 when compared to 2019. Benchmark data shows that NRH continues to perform better than other Texas cities.

A summary of the 2021 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 10, 2022 work session.