



CITY COUNCIL MEMORANDUM

FROM: The Office of the City Manager **DATE:** February 26, 2018

SUBJECT: 2017 Citizen Survey Results

PRESENTER: Andrea Thomas, Owner National Service Research

GENERAL DESCRIPTION:

In late 2017, North Richland Hills residents were invited to participate in a survey to evaluate city services. The survey was mailed directly to 8,000 randomly selected households and was also made available for any resident to take on the city's website. City staff publicized the survey from late October through early December utilizing multiple print and electronic communications, including social media. We received 1,044 survey responses. A sample of this size provides a confidence level of 95% with a margin of error of 3.2%.

The purpose of the survey was to objectively assess the public's satisfaction with North Richland Hills city services and identify areas where improvements can be made. Overall, the survey results were very positive: 96% of respondents rated the quality of life in NRH as excellent or good; 96% 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. Attached is a summary highlighting additional survey results.

The survey data will help city staff determine which programs and services we are providing well and where improvements can be made. The data includes comparisons to prior North Richland Hills survey results, which will also help staff in measuring our improvements.

Andrea Thomas, owner of National Service Research, will present the survey results during the February 26, 2018 City Council Work Session.