

**CITY OF LA VISTA
MAYOR AND CITY COUNCIL REPORT
OCTOBER 2, 2007 AGENDA**

Subject:	Type:	Submitted By:
AUTHORIZATION — THE NATIONAL CITIZEN SURVEY™	◆ RESOLUTION ORDINANCE RECEIVE/FILE	BRENDA S. GUNN CITY ADMINISTRATOR

SYNOPSIS

A resolution has been prepared to authorize The National Citizen Survey™, Boulder, Colorado to administer, analyze and report results from a customizable citizen survey in an amount not to exceed \$9,750.00.

FISCAL IMPACT

The FY 07/08 General Fund budget provides funding in the amount of \$10,000 for this purchase.

RECOMMENDATION

Approval.

BACKGROUND

As part of the City's Strategic Plan for 2007-2009, the Mayor and Council identified as a priority the need to improve and expand the city's quality of life amenities for residents and visitors to the community. A key objective to achieve this goal is *to create strategies for accomplishing other high priority quality of life amenities identified by residents through a citizen survey*. As a result, staff is recommending that a random sample citizen survey be conducted by The National Citizen Survey™.

The National Citizen Survey™, sponsored by the International City/County Management Association (ICMA) in cooperation with National Research Center, Inc., is a unique service to administer, analyze, and report results from a customizable citizen survey. The National Citizen Survey™ offers many advantages over both in-house administration and the use of a consultant. These include reduced costs, comparisons to national norms and the credibility of a widely reputable independent research firm. The questionnaire and survey procedure were designed based on the experience of hundreds of local governments of all sizes. Scientific sampling and weighting of the responses in each city ensure accurate and reliable results. Each participating jurisdiction can also make important customizations for its locale and the report can compare the results with other results across the United States.

In addition to determining quality of life amenities, a random sample citizen survey is useful for: measuring service performance; benchmarking service quality ratings; assessing community needs; facilitating long-range, short-term and strategic plans; and evaluating potential policies. If approved by Council, it is anticipated that the surveys would go out to residents by mid-November and that we will receive the final results and report by the end of January 2008.

RESOLUTION NO. _____

A RESOLUTION OF THE MAYOR AND CITY COUNCIL OF THE CITY OF LA VISTA, NEBRASKA, AUTHORIZING THE NATIONAL CITIZEN SURVEY™, BOULDER, COLORADO TO ADMINISTER, ANALYZE AND REPORT RESULTS FROM A CUSTOMIZABLE CITIZEN SURVEY IN AN AMOUNT NOT TO EXCEED \$9,750.00.

WHEREAS, the Mayor and City Council have identified the need to create strategies for accomplishing high priority quality of life amenities identified by residents through a citizen survey; and

WHEREAS, the City Council of the City of La Vista has also determined that a random sample citizen survey is useful for the following:

- a. to measure service performance;
- b. to benchmark service quality ratings;
- c. to assess community needs;
- d. to facilitate long-range, short-term and strategic plans;
- e. to evaluate potential policies; and

WHEREAS, the FY07/08 General Fund budget includes funding for a citizen survey; and

WHEREAS, Subsection (C) (9) of Section 31.23 of the La Vista Municipal Code requires that the City Administrator secure Council approval prior to authorizing any purchase over \$5,000.00.

NOW, THEREFORE, BE IT RESOLVED, that the Mayor and City Council of La Vista, Nebraska, do hereby authorize The National Citizen Survey™, Boulder, Colorado to administer, analyze and report results from a customizable citizen survey in an amount not to exceed \$9,750.00.

PASSED AND APPROVED THIS _____ DAY OF _____, 2007.

CITY OF LA VISTA

Douglas Kindig, Mayor

ATTEST:

Pamela A. Bueth, CMC
City Clerk