



Date: November 6, 2018  
To: Davidson Board of Commissioners  
From: Communications Director Cristina Shaul  
Re: Citizen Survey

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## 1. OVERVIEW

The [National Citizen Survey](#)™ (The NCS) is the (NRC). Many jurisdictions rely on The NCS for trustworthy, actionable survey results; the Town of Davidson has participated in 2007, 2012, 2014 and 2017. The total cost is \$15,885 and is included in the FY 2018-2019 budget.

The plan is to mail 1,600 geocoded surveys to a random selection of households, with a 95% confidence interval, in mid-January. We should have results by the end of March to inform the FY2019-2020 budget process. We have the opportunity to ask 4-5 custom questions. We seek your input on four custom questions. Results from past surveys are available at [www.townofdavidson.org/CitizenSurvey](http://www.townofdavidson.org/CitizenSurvey)

### Related documents:

PowerPoint Presentation  
2019 Survey  
List of past custom questions

## 2. RELATED TOWN GOALS

2018-2019 Strategic Plan priority: “Community Engagement Strategy” (action item)

## 3. OPTIONS/PROS & CONS

Not applicable.

## 4. FYI or RECOMMENDED ACTION

This is an information update and a request for custom questions.

## 5. NEXT STEPS

We will work with you over the next few weeks to gather your input on potential custom questions. We will request your final approval on the custom questions at the December 4 meeting.