



# *The* Town *of* Davidson

*College Town, Lake Town, Your Town*

# The National Citizen Survey

- Premier citizen survey service from International City Managers Association and National Research Center, Inc.
- 2018-2019 Strategic Plan priority and action item: “Community Engagement Strategy”
- Benchmark against 600+/- communities
- Cost: \$15,885 (includes geocoding)



# Details

- Davidson has participated in 2007, 2012, 2014, 2017
- 2019
  - mail 1,600 geocoded surveys to a random selection of households in January
  - 95% confidence interval
  - results by the end of March to inform the FY2019-2020 budget process





# Custom Questions

- Opportunity to ask 4-5 custom questions
- Seek your input
- Need final approval on December 4

