



## Finalize Citizen Survey Custom Question Themes

Date: December 4, 2018

To: Davidson Board of Commissioners

From: Communications Director Cristina Shaul

### 1. OVERVIEW

The [National Citizen Survey](#)™ (The NCS) is a product of National Research Center, Inc. (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 within the Town of Davidson (we will survey the ETJ next fiscal year), 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 final input on custom question themes.**

Once you select the overall question themes, I will work with the NRC to write questions that will elicit actionable data.

#### Related documents:

PowerPoint Presentation

Proposed questions for 2019

[Link to survey template and past custom questions](#)

Results from past surveys are available at [www.townofdavidson.org/CitizenSurvey](http://www.townofdavidson.org/CitizenSurvey).

### 2. RELATED TOWN GOALS

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

### 3. OPTIONS/PROS & CONS

N/A

#### **4. FYI or RECOMMENDED ACTION**

We recommend that you discuss the proposed custom question themes and approve them, or make recommendations for alternatives. The general obligation bonds project prioritization questions will provide actionable data to help you decide which projects to pursue within each category. You also indicated that more information on public facilities and affordable housing would be helpful to provide direction in your decision making.

#### **5. NEXT STEPS**

Once the questions are approved, we will work to get the surveys out to a random sample of residents in January, and share draft results in late March.