

EXECUTIVE SUMMARY



To: Jim Scholl, City Manager

From: Sarah Hannah-Spurlock, Assistant City Manager

Workshop Date: June 30, 2015

Subject: Presentation of Citizen Survey Results

Damema Mann, Senior Survey Associate with the National Research Center (NRC) will make a presentation regarding the results of the scientific survey conducted this spring.

Background

The City's Strategic Plan, as adopted by Commission in 2011, calls for the "development and implementation of an ongoing Annual Resident Survey." As such, staff obtained quotes from three survey organizations:

1. FIU Metropolitan Center – \$20,664
2. Bendixen & Amadi -- \$20,000
3. National Research Center -- \$17,025 (total includes presentation cost of \$2,800)

NRC also provided comparison data from 300 communities across the country as well as a breakdown of results by Commission district.

Scientific Survey

The National Citizen Survey is a survey service from ICMA and the National Research Center, Inc. The survey service includes all aspects of conducting the survey; all printing and mailing costs, geocoding the sample to ensure that all addresses are within the city limits of Key West, ongoing consultation with staff about the survey process, sample selection, preparation and mailing of the five-page survey to households, data entry and analysis, and detailed layered reporting of results.

In order to obtain a statistically representative sample and a confidence interval of 95%, NRC mailed out 1,200 surveys to randomly selected households in an effort to collect 400 responses. A statistically valid test (90% confidence interval) requires at least 100 responses. 376 households responded to the Key West survey, which results in a confidence interval between 94 and 95%. Scientific surveys utilize random sampling, which provides all residents of Key West an equal opportunity of being chosen as a participant. Participants could respond to the survey in either English or Spanish.

The surveys were mailed in mid-March with a final collection date of April 22.

Non-Scientific Survey

NRC also hosted a follow-up web-based survey, which allowed anyone to answer the same questions that were asked on the mailed survey. The survey was programmed and hosted by NRC with a link provided to the City to put on our website for 4 weeks. 981 surveys were received and the results were compiled by NRC.

The results and findings of the two surveys are attached.