

CLACKAMAS COUNTY BOARD OF COUNTY COMMISSIONERS

Study Session Worksheet

Presentation Date: 1/31/12 **Approx Start Time:** 1:30 pm **Approx Length:** 1 hour

Presentation Title: Citizen Survey Design

Department: Public and Government Affairs

Presenters: Gary Schmidt

Other Invitees: Rebecca Ball, DHM Research

WHAT ACTION ARE YOU REQUESTING FROM THE BOARD?

Does the Board have any feedback or input regarding the design or questions for the 2012 Clackamas County Community Survey?

EXECUTIVE SUMMARY:

Public and Government Affairs, under the direction of the Board of Commissioners, has commissioned a community survey in order to:

- Evaluate citizen perceptions of priority issues in the County.
- Measure citizen perceptions of the County's performance.
- Evaluate citizen's satisfaction with departmental responsiveness and communications effectiveness.

The community survey has been conducted every four years since 2000. Each survey used similar questions, in addition to new, topical questions, in order to evaluate citizen priorities and satisfaction over a period of time. The current survey will be conducted with a scientific random sampling of 400 County residents. Additionally, an online survey will be conducted concurrently to enhance community participation and engagement.

After the Board and County departments provide feedback, the survey will be conducted in mid to late February. A final report with analysis will be provided to the Board in March.

After a quote process, DHM Research was chosen to conduct the survey.

FINANCIAL IMPLICATIONS (current year and ongoing):

The total one-time cost for the 2012 survey is approximately \$24,340. The survey was budgeted in the current fiscal year budget.

LEGAL/POLICY REQUIREMENTS:

N/A

PUBLIC/GOVERNMENTAL PARTICIPATION:

Public and Government Affairs will manage the survey and will report back to the Board, employees and public with results and findings.

OPTIONS:

1. Accept the survey questions and design as presented.
2. Provide feedback and input to the survey questions and design.
3. Determine to discontinue the survey.

RECOMMENDATION:

Staff recommends the Board accept option 2: Provide feedback and input to the survey questions and design. This periodic community survey is an important tool to evaluate community perceptions and satisfaction. The information will assist the Board and staff to enhance and improve delivery of County services and programs.

ATTACHMENTS:

Draft of the community survey is attached.

SUBMITTED BY:

Division Director/Head Approval _____s/Gary Schmidt

Department Director/Head Approval _____

County Administrator Approval _____

<p>For information on this issue or copies of attachments, please contact Gary Schmidt @ 503-742-5908</p>
