

Introduction

The City of Windsor Heights is committed to providing high-quality services that meet the needs of our approximately 5,000 residents. Throughout the course of business, the City will constantly receive feedback of an informal or anecdotal nature. This feedback most often comes from citizens who have either a very positive or very negative perception of City services. This overrepresentation of extreme views is the result of a self-selection bias common to all feedbacks methods that do not rely on formal methods. The Citizen Satisfaction Survey is a formal feedback method that results in statistically reliable data upon which analysis can be based.

Goals of Citizen Satisfaction Survey:

The Citizen Satisfaction Survey represents the City's most in-depth and reliable attempt to measure the attitudes of its citizenry on issues related to City operations. Specifically the survey is designed to accomplish the following:

- Measure residents' overall satisfaction with the City's services.
- Identify key issues of concern for residents.
- Measure residents' perceptions of the importance and satisfaction of specific services.
- Determine the effectiveness of City communications and public information and determine which outlets most effectively serve to reach our citizens.

Overview of Methodology:

A complete detailing of the methodology can be created at a later date. In brief, approximately 430-500 residents who are registered to vote will be randomly selected to participate in a phone survey of our Citizen Satisfaction Survey. The phone survey will be administered from August to September. These dates were chosen to avoid conflicts with the Project Destiny election in June/July and the other municipal elections in October/November. Telephone surveys should average around 10 minutes in length.

Proposed Firm:

Iowa State University's Institute for Social and Behavioral Research (ISBR) has agreed to administer the Citizen Satisfaction Survey. The firm's fee will total from \$4,000 to \$5,000 depending on the range of services selected. The ISBR has experience in administering a wide variety of surveys, including municipal satisfaction surveys.

ISBR's mission is to support, promote and facilitate state-of-the-art interdisciplinary social science research that will increase our understanding of important social problems and improve the quality of people's lives. More can be found at <http://www.isbr.iastate.edu/>.