

*To: Mayor & Council
Re 11.17.10*



MEMORANDUM

TO: Beverly R. Cameron, City Manager
FROM: Mark Whitley, Assistant City Manager *W*
RE: Appropriation Request – National Citizen Survey™
DATE: November 9, 2010

ISSUE

Shall City Council amend the FY 2011 budget to add \$11,400 to the budget for the purchase of professional services related to the National Citizen Survey™?

RECOMMENDATION

Staff recommends adoption of the attached resolution, which requires one reading only.

BACKGROUND

At the City Council's November planning retreat, the City Council indicated a desire to improve communication between the City and the community. One of the tools identified to assist in this effort is the National Citizen Survey™.

The National Citizen Survey™ is a partnership between the International City / County Management Association and the National Research Center, Inc. It has been designed and refined over the years to assist and inform local governments about the feelings of their constituents. The survey is mailed and returned via mail, which improves response rates and keeps costs down. The survey tool will solicit a sample of resident opinions about the quality of life in Fredericksburg, City services, levels of participation, and similar questions.

The survey will provide both the staff and the City Council important feedback that will supplement normal methods of input, such as public meeting comment time, public hearings on specific topics, e-mail comments, and telephone calls. The survey is designed to be a random sampling, and is not tied to a specific issue. In addition, the staff recommends that the survey be repeated every two years, which will provide comparables to the baseline established this year.

The recommended action supports a draft Council initiative that supports the Council Goal of Governance / Communications.

FISCAL IMPACT

The attached resolution appropriates a total of \$11,400 in the City Manager budget for the purchase of the professional survey services. This will provide for a base survey of 1,200

residents, with the addition of one open-ended question. The professional services include the mailing of the survey, analysis of the results, and a report back to the City.

The source of the funds is General Fund Contingency. The current balance of Contingency, before this appropriation request, is \$538,377.

Attachment: Appropriation Resolution



November 23, 2010
Regular Meeting
Resolution No. 10-

MOTION:

SECOND:

RE: AMENDING THE FY 2011 BUDGET BY APPROPRIATING A TOTAL OF \$11,400 IN GENERAL FUND CONTINGENCY FOR A COMPREHENSIVE CITIZEN SURVEY

ACTION:

WHEREAS, City Council wishes to conduct a scientific survey of Fredericksburg residents to supplement other methods of citizen input; and

WHEREAS, the City Council wishes to appropriate General Fund Contingency to implement this system during the current budget year;

NOW, THEREFORE, BE IT RESOLVED that the following appropriations amending the FY 2011 budget be recorded in the General Fund.

GENERAL FUND

Source:

General Fund Contingency

100-099100-9901	General Fund Contingency	\$ 11,400
Department Total:		<u>\$ 11,400</u>

Total Source: \$ 11,400

Use:

City Manager

100-012110-3160	Professional Services - Other	\$ 11,400
Department Total:		<u>\$ 11,400</u>

Total Use: \$ 11,400