



Albemarle County

Legislation Text

File #: 19-150, **Version:** 1

AGENDA DATE: 2/20/2019

TITLE:

2019 Resident Survey

SUBJECT/PROPOSAL/REQUEST: Board receive information regarding staff's approach to conduct 2019 resident survey with UVA's Weldon Cooper Center for Research and provide initial input on topical areas

ITEM TYPE: Regular Information Item

STAFF CONTACT(S): Richardson, Russell

PRESENTER (S): Siri Russell

LEGAL REVIEW: Not Required

REVIEWED BY: Jeffrey B. Richardson

BACKGROUND: Since 2002, the County has contracted with survey consultants to conduct a reliable and valid County-wide resident survey biennially. The survey results have been used by staff, elected officials and other stakeholders for community planning and resource allocation, program improvement and policy making.

STRATEGIC PLAN: Engaged Citizens: Successfully engage citizens so that local government reflects their values and aspirations

DISCUSSION: Though the most recent citizen surveys have been conducted by the National Research Center, Albemarle County has a long history, since 2002, of working with UVA's Weldon Cooper Center for Survey Research (CSR) to complete the biennial citizen survey.

In developing the 2019 Resident Survey, staff intends to work with CSR to create an actionable, representative, and resident-focused 2019 survey.

Staff's presentation to the Board will review:

- the tailored-design approach, providing proven effective strategies for increasing the response rate
- increased actionability of results (ex. information broken into magisterial districts)
- expected timing
 - anticipating final results to BOS in August 2019

Staff envisions the 2019 survey being developed by a survey team comprised of staff, Weldon Cooper, and the BOS survey liaison.

The Board will have opportunity for input during the initial development phase and prior to the release of the final survey.

BUDGET IMPACT: There is no budget impact related to this executive summary. Funding for the 2019 Citizen Survey was included in the FY 19 budget.

RECOMMENDATION:

Staff recommends that the Board receive the information provided in the presentation and supply feedback to staff on:

- Comfort level with return to use of Weldon Cooper CSR
- Topics/information they would like to learn from the survey

ATTACHMENTS: None.