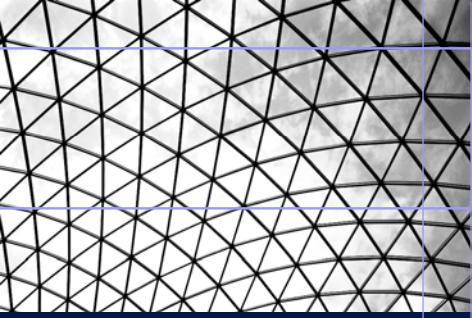


City of Rochester  
Presentation of Results  
Jaymes Vettrano, City Manager  
January 25, 2010


# The National Citizen Survey™

## Rochester, Michigan


### Summary of Findings January, 2010



Survey conducted by: National Research Center, Inc. • 3005 30<sup>th</sup> St. • Boulder, CO 80301 • (303) 444-7863 • www.n-r-c.com



# The National Citizen Survey™ (The NCS) Background



City of Rochester  
Presentation of Results  
Jaymes Vettrano, City Manager  
January 25, 2010


- ▶ The NCS is a collaborative effort between the National Research Center, Inc. and the International City/County Management Association (ICMA).
- ▶ The National Research Center is an independent firm located in Boulder, CO, with a reputation for excellence.
- ▶ ICMA is a professional and educational organization for public managers and administrators.

2

**The National Citizen Survey™  
(The NCS) Background**

The National Citizen Survey™  
City of Rochester  
Presentation of Results  
Jaymes Vettrino, City Manager  
January 25, 2010

- ▶ ICMA/NRC initiative
  - ▲ Turnkey omnibus citizen survey service
  - ▲ Benchmark comparisons
  - ▲ Over 200 participants in The NCS in over 40 states
  - ▲ Approximately 500 jurisdictions in full database



3


**Study Background and Methods**

The National Citizen Survey™  
City of Rochester  
Presentation of Results  
Jaymes Vettrino, City Manager  
January 25, 2010

2009 Survey:

- ▶ Multi-contact mailed survey
- ▶ Representative sample of 1,200 residents and households
  - ▲ 407 surveys returned; 36% response rate
    - ◀ National average response rate 25-40%
- ▶ 5% margin of error
- ▶ Data statistically weighted to reflect population

4




## Measurement of Our Residents

The National Citizen Survey™  
 City of Rochester  
 Presentation of Results  
 Jaymes Vettrino, City Manager  
 January 25, 2010

- ▶ Publications have recently used external measurement tools to “rank” Rochester as a great community
  - ▲ Money/CNN
  - ▲ US News & World Report
  - ▲ Great America Main Street
- ▶ This survey measures the opinion of residents of our City: How they perceive the quality of service
- ▶ Benchmarked to other jurisdictions
  - ▲ Ranking” is the comparison of Rochester’s response to the responses of other municipalities
  - ▲ Michigan jurisdictions include: Novi, Ann Arbor & Troy

5



## Three Components of the Study

The National Citizen Survey™  
 City of Rochester  
 Presentation of Results  
 Jaymes Vettrino, City Manager  
 January 25, 2010

- ▶ Community Survey Results
  - ▶ Rochester residents opinion of City services
  - ▶ “XX% of residents believe \_\_\_\_\_”
- ▶ Geographic Subgroup Comparisons
  - ▶ Rochester residents opinion broken down by west and east geographic areas (based on water system)
- ▶ Benchmark Results
  - ▶ Rochester residents results are compared with other communities
  - ▶ “Rochester ranks #X among XXX communities”

©2009 National Research Center, Inc. 6

**Three Components of the Study**

The National Citizen Survey™  
City of Rochester  
Presentation of Results  
Jaymes Vettrano, City Manager  
January 25, 2010

- ▶ **Community Survey & Benchmark Results**
  - ▶ A primary purpose of this Power Point presentation is to place the Community Survey next to the Benchmark Results
- ▶ **Geographic Subgroup Comparisons**
  - ▶ Are generally consistent with a few deviations noted in this presentation

©2009 National Research Center, Inc. 7

**Uses of Survey Results**

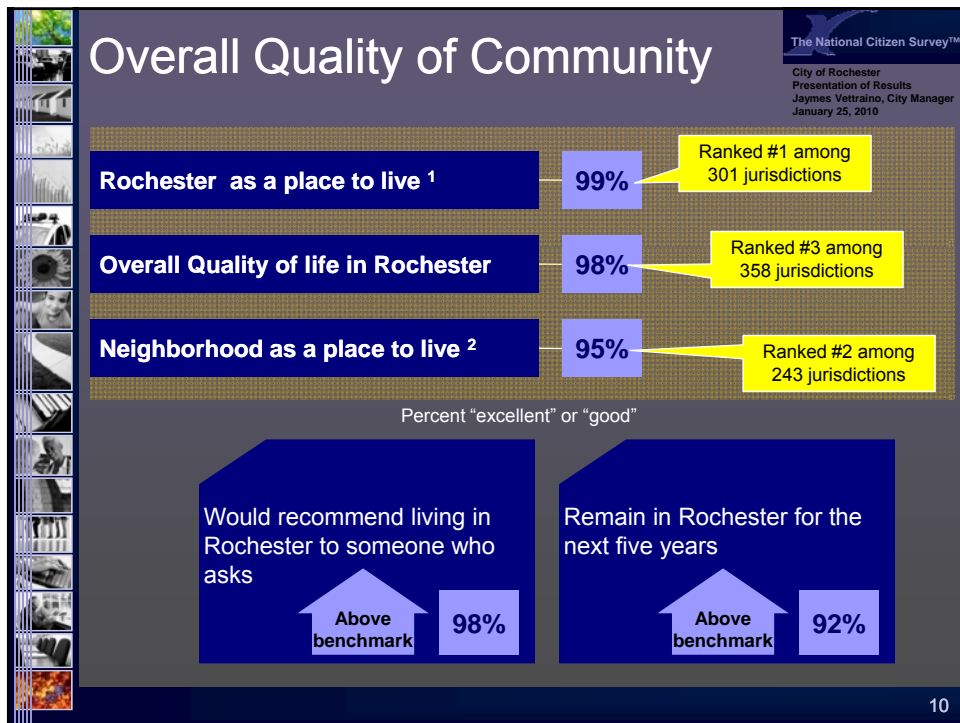
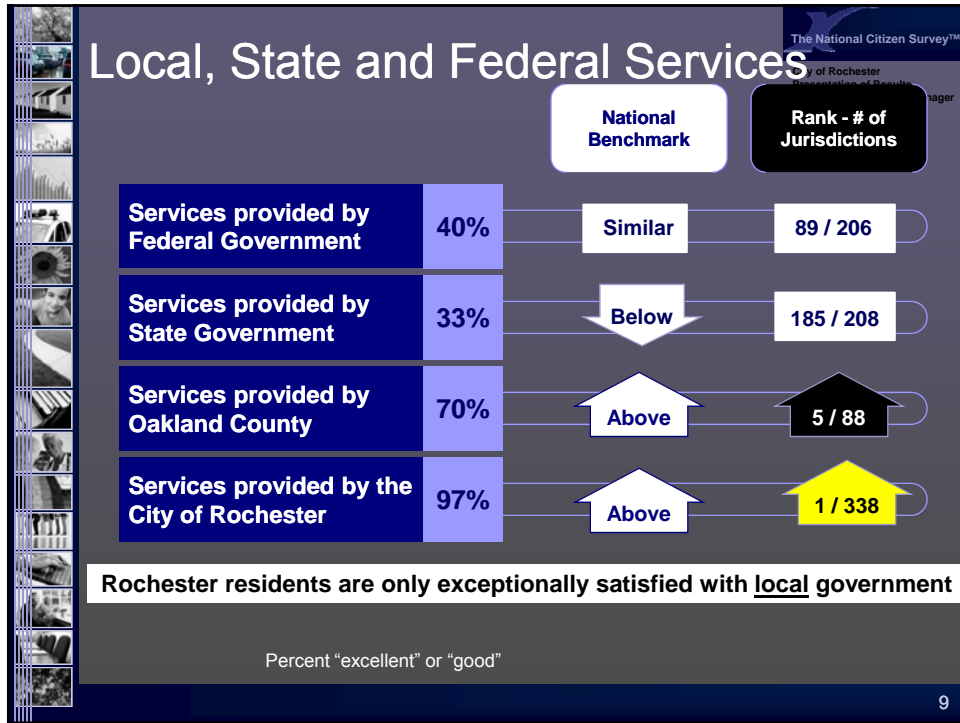
The National Citizen Survey™  
City of Rochester  
Presentation of Results  
Jaymes Vettrano, City Manager  
January 25, 2010

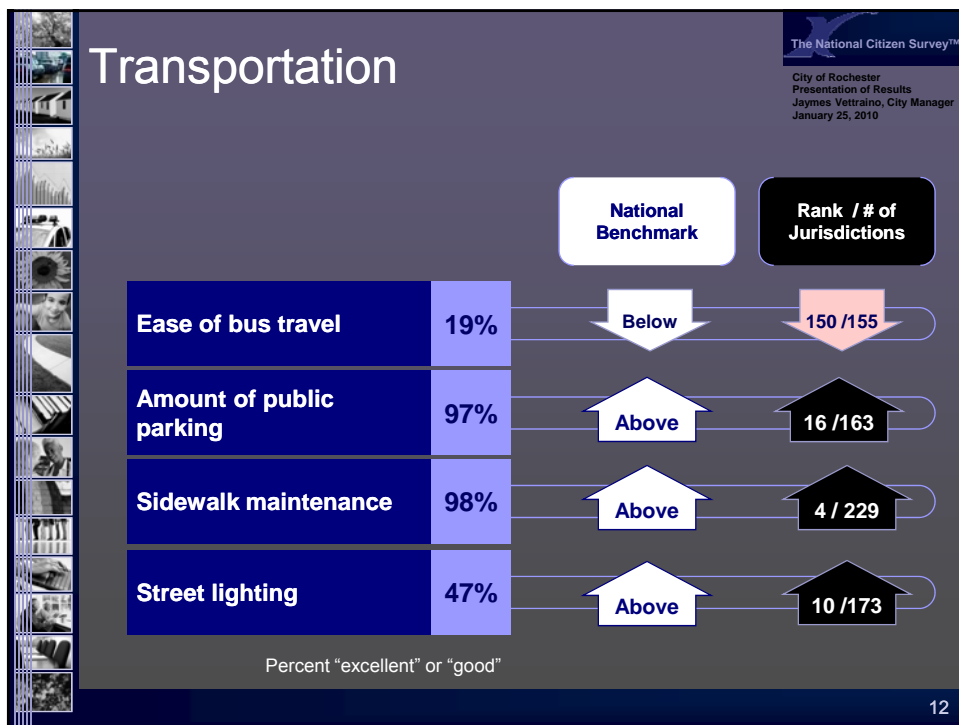
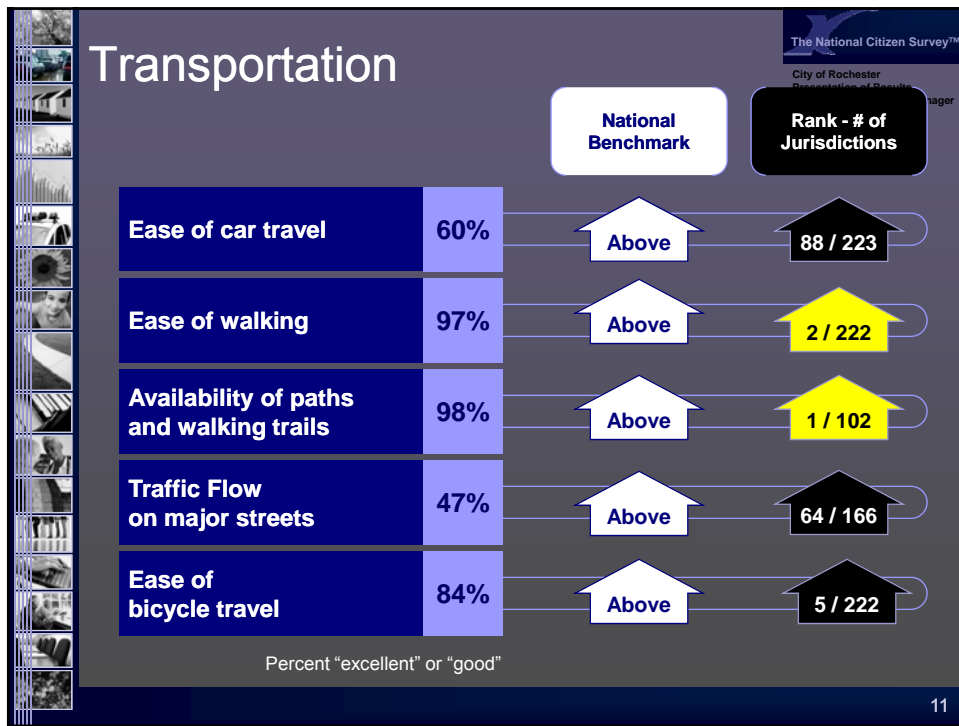
```
graph TD; A([Results can be used to:]); B([Monitor trends in resident opinion]); C([Measure government performance]); D([Direct use for Master Plan Update]); E([Inform budget, land use, strategic planning decisions]); F([Benchmark service ratings]); A --- B; A --- C; A --- D; A --- E; A --- F;
```

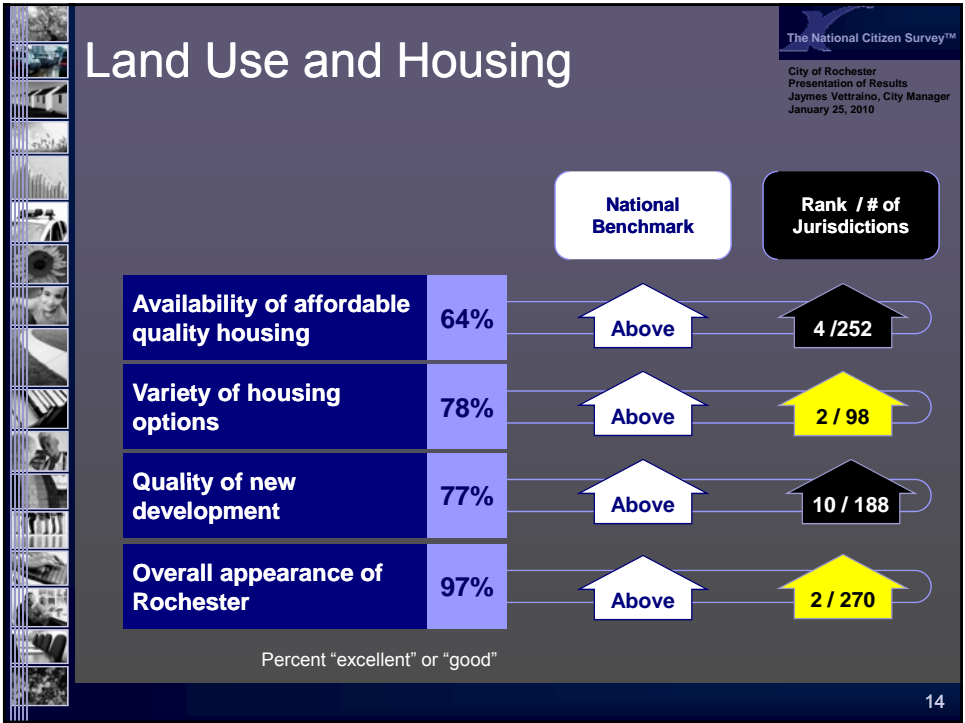
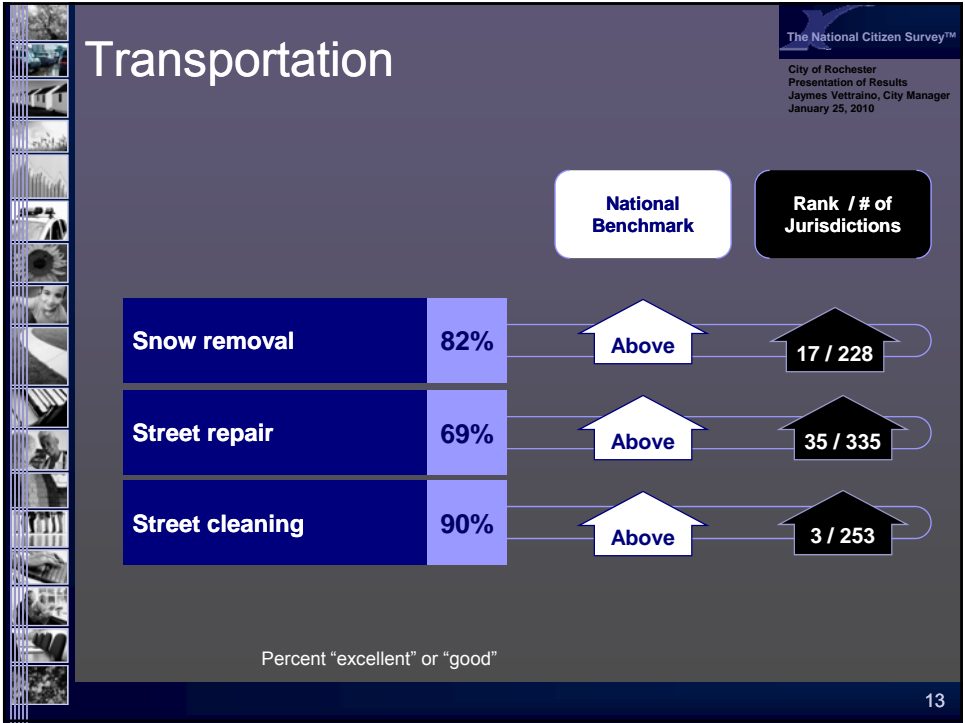
Results can be used to:

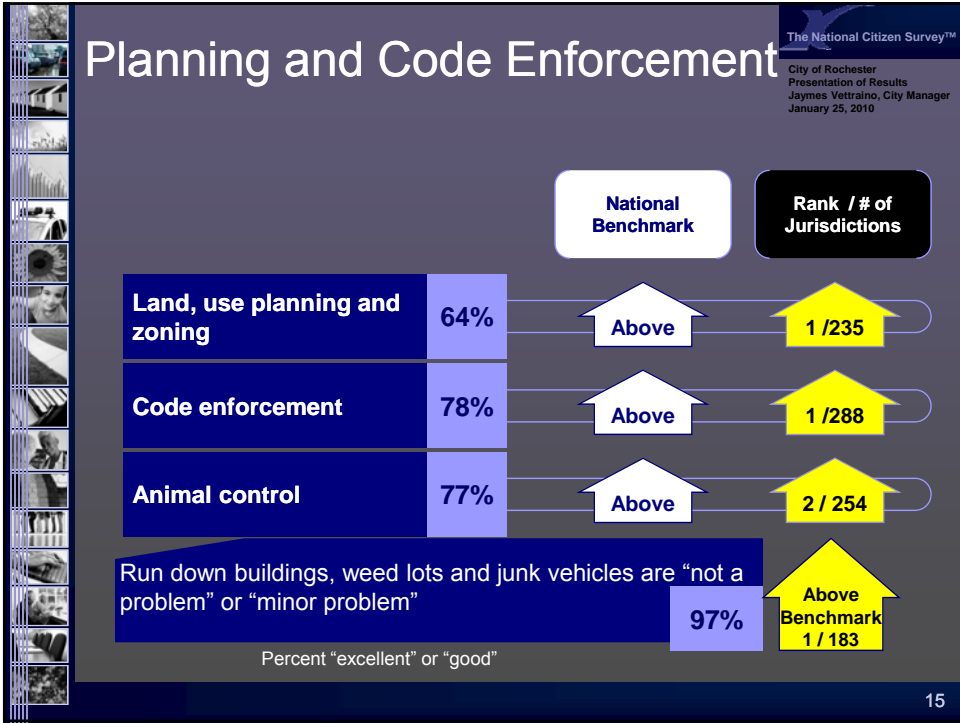
- Monitor trends in resident opinion
- Measure government performance
- Direct use for Master Plan Update
- Inform budget, land use, strategic planning decisions
- Benchmark service ratings

8

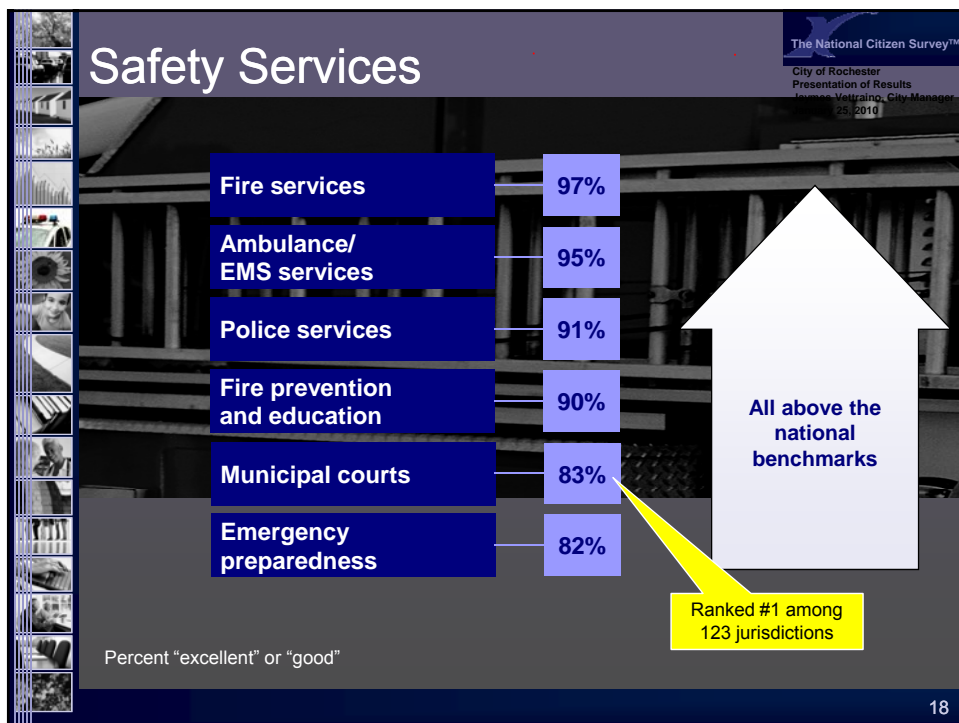
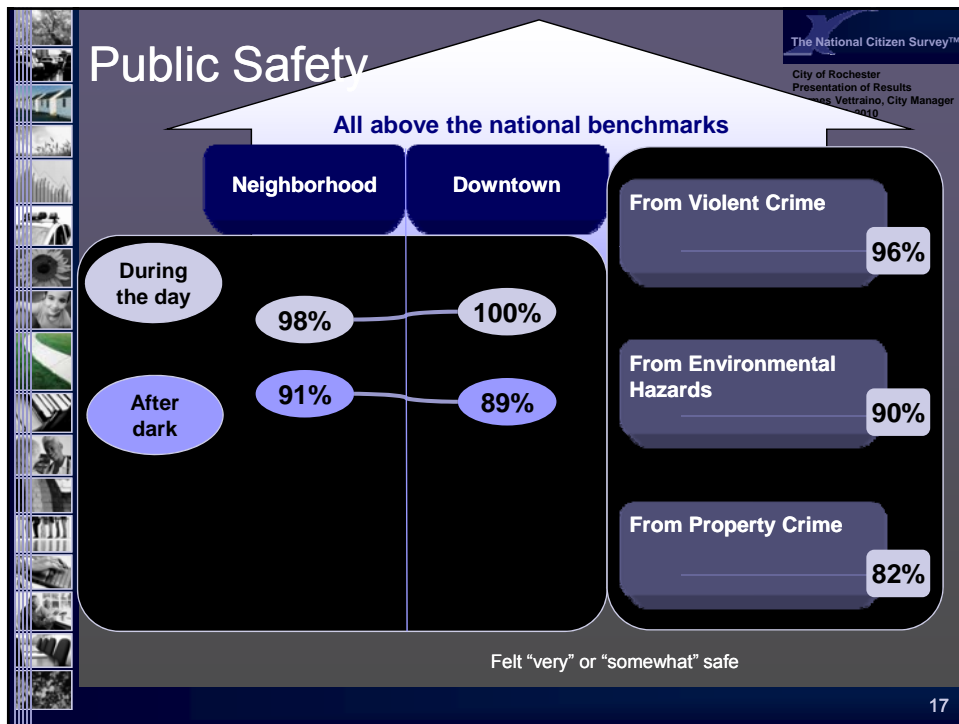


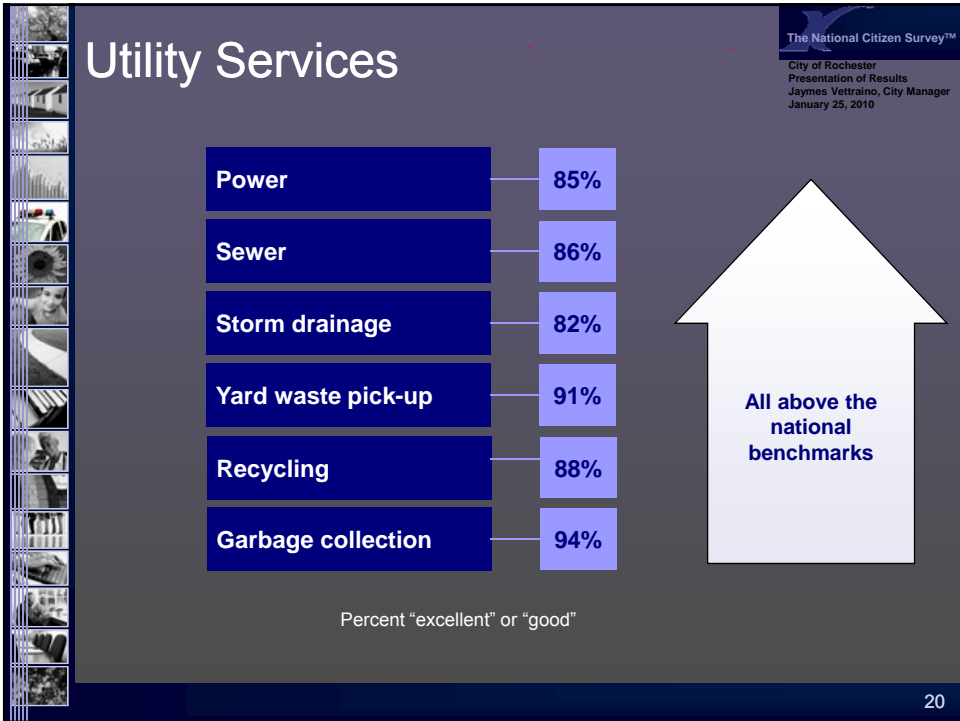
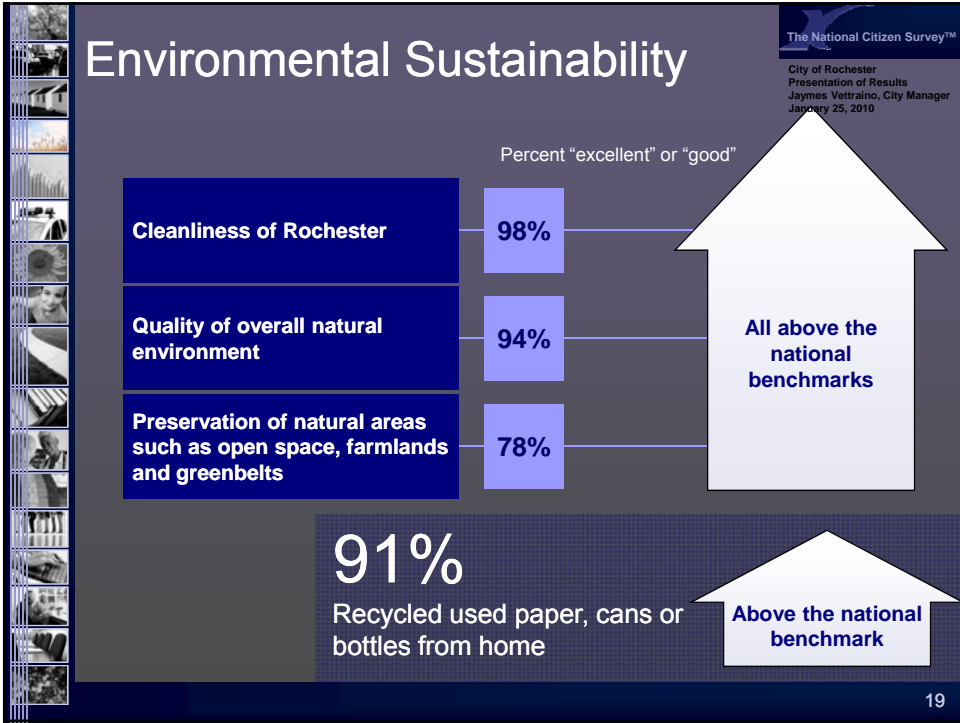


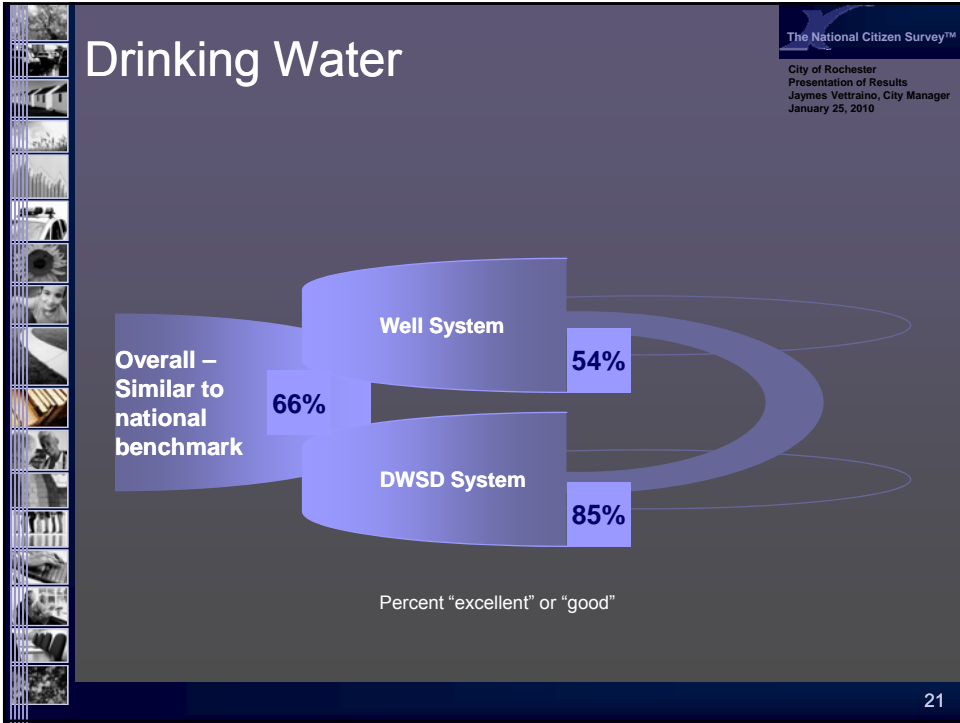


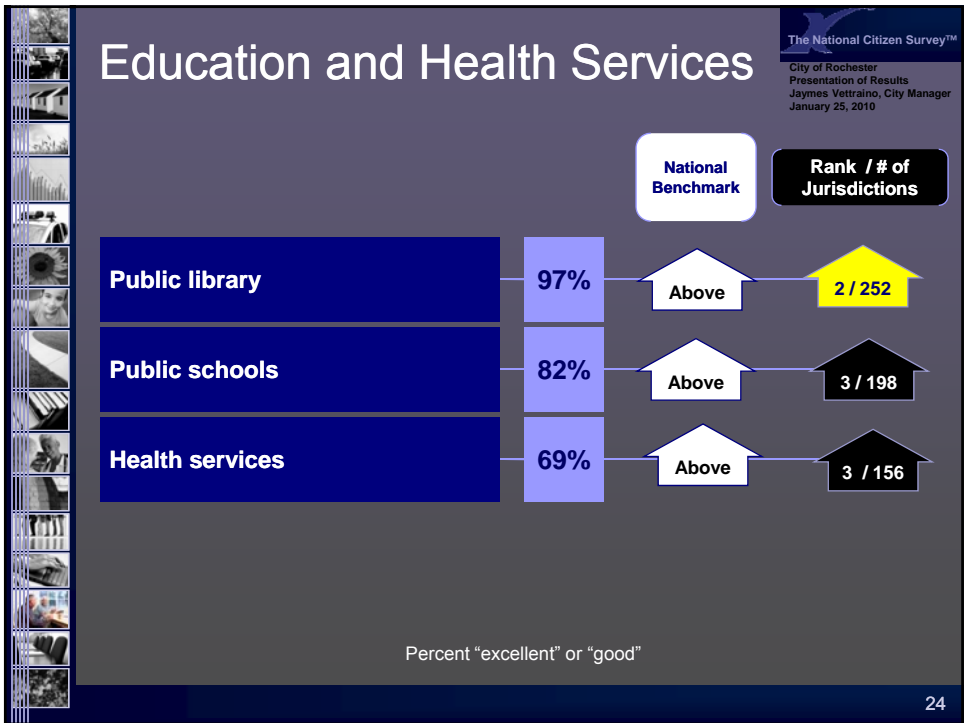
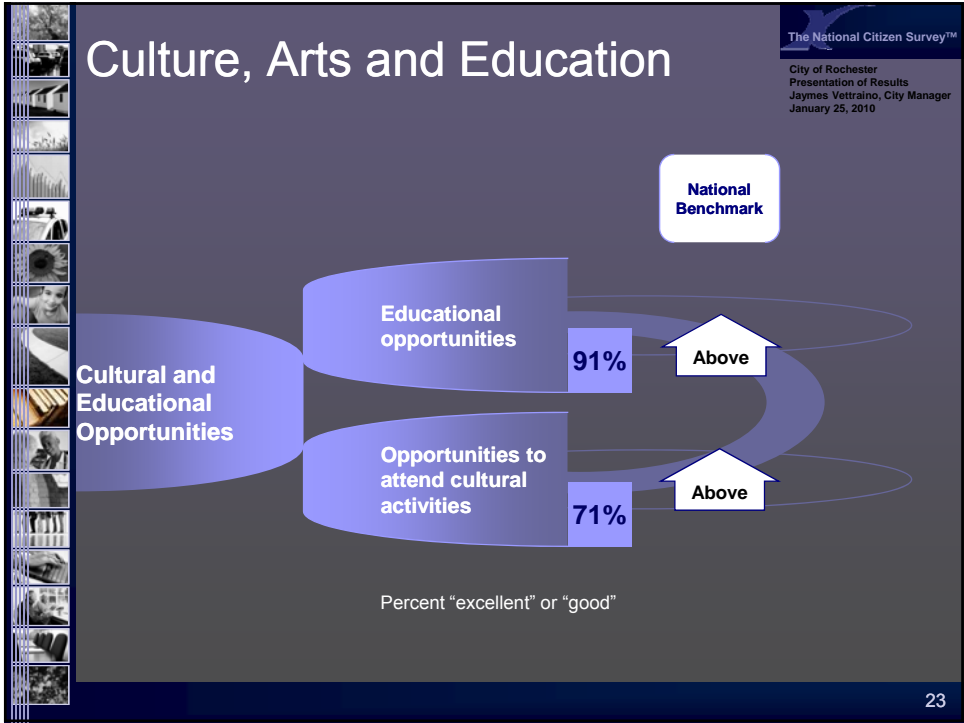


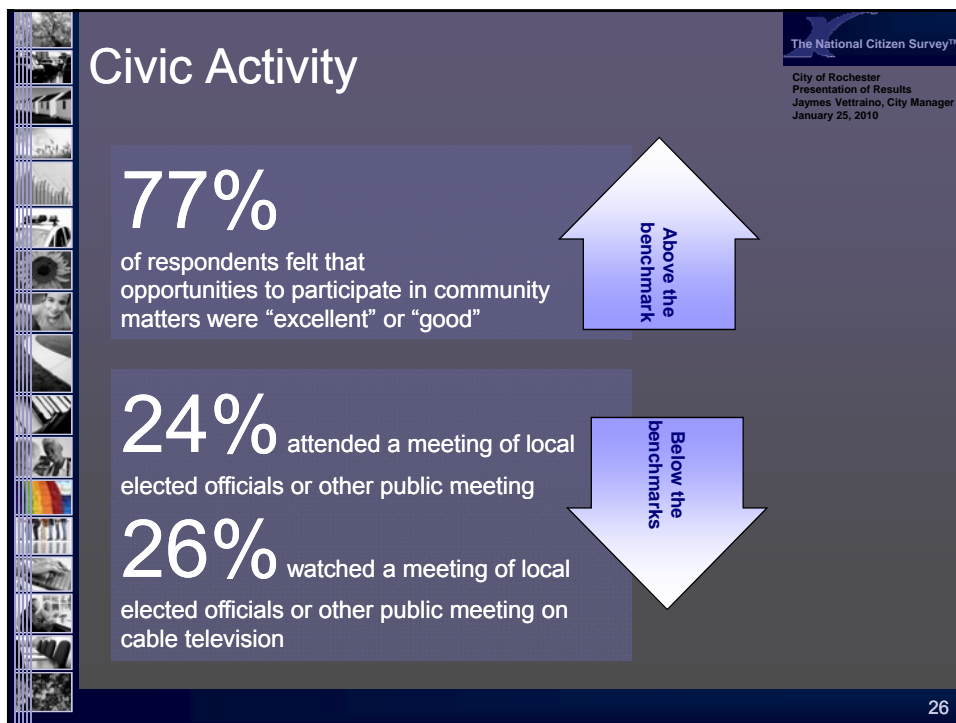
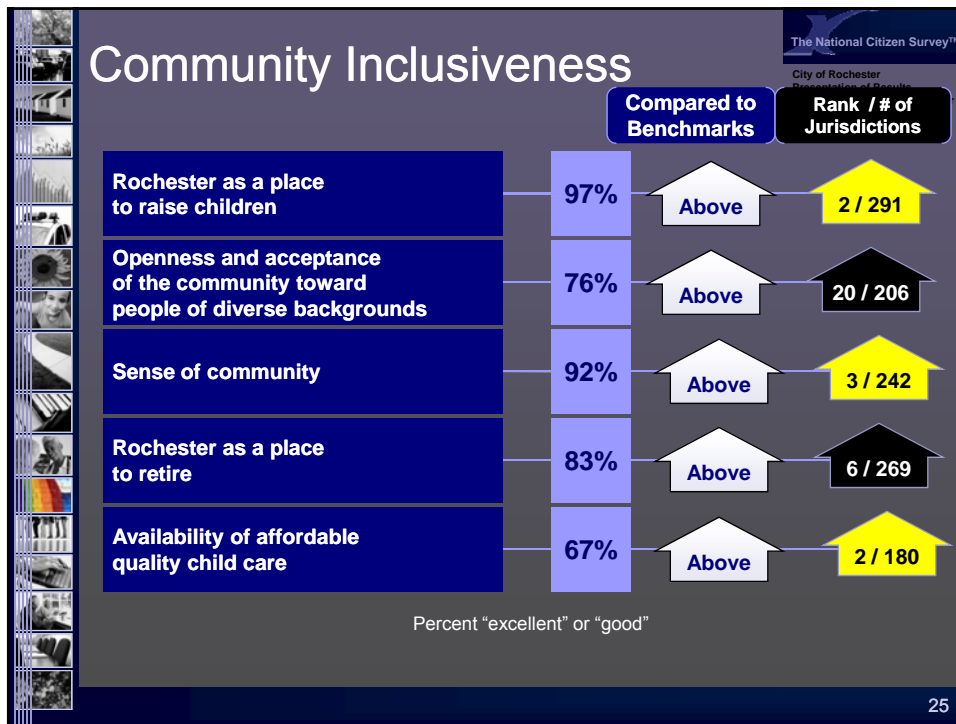


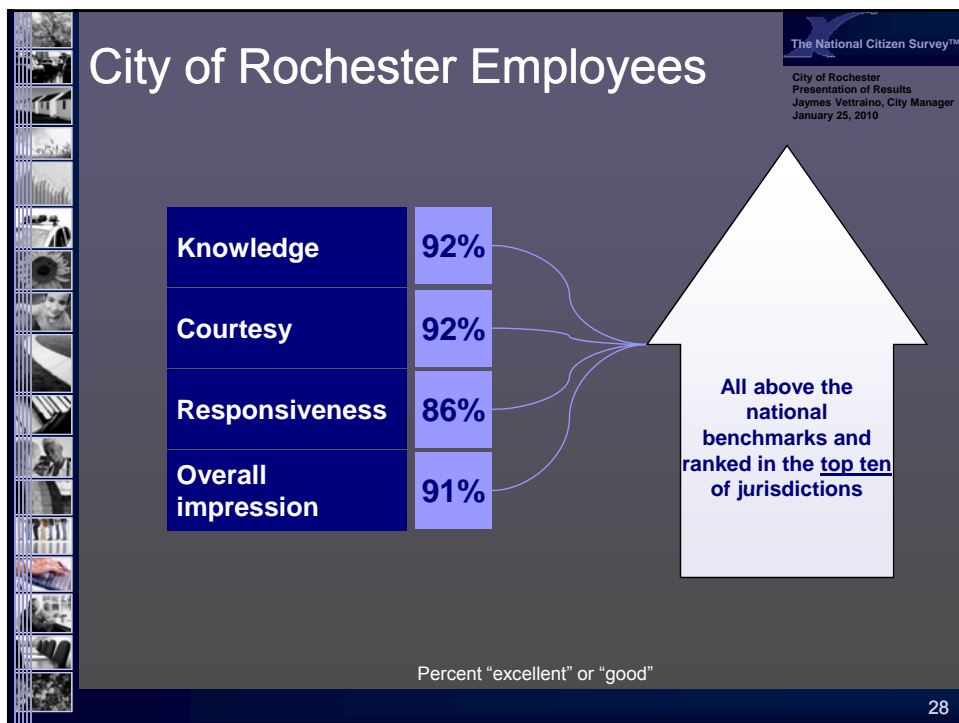
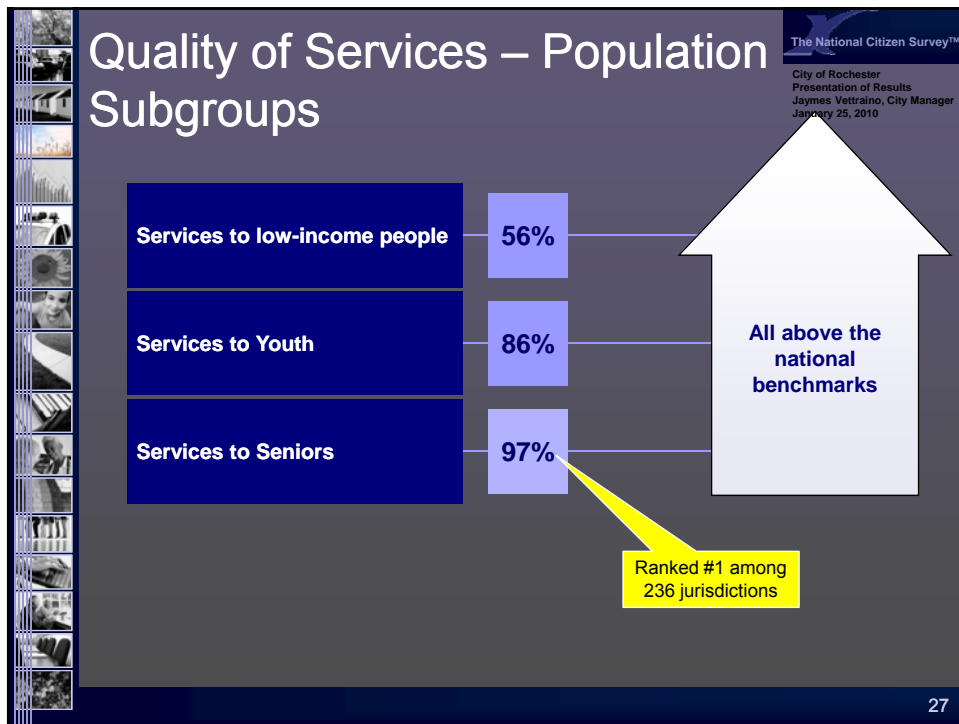


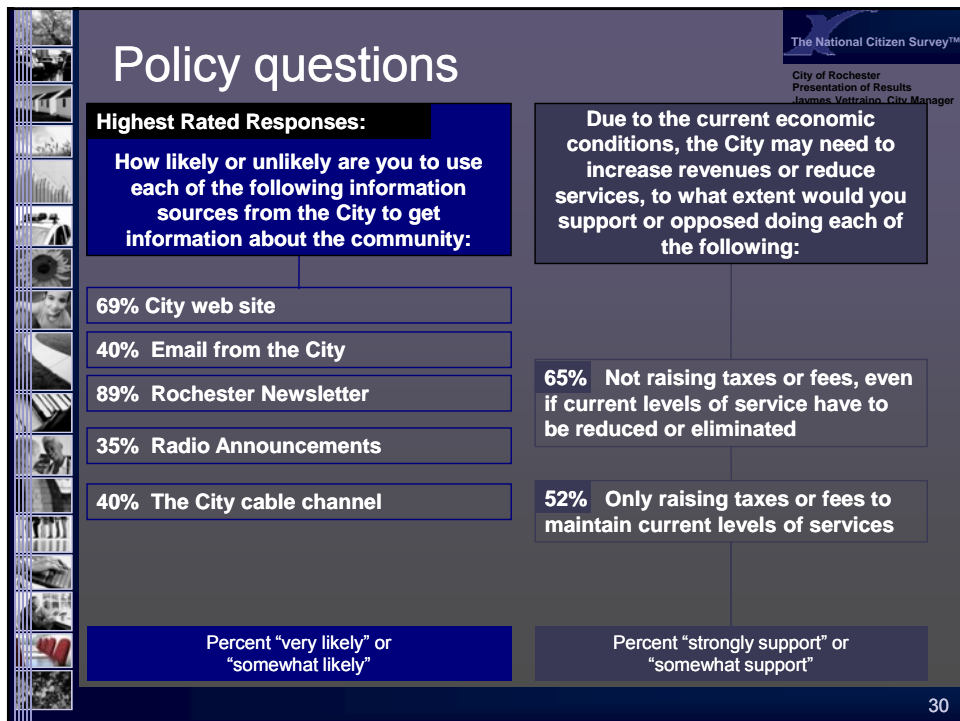
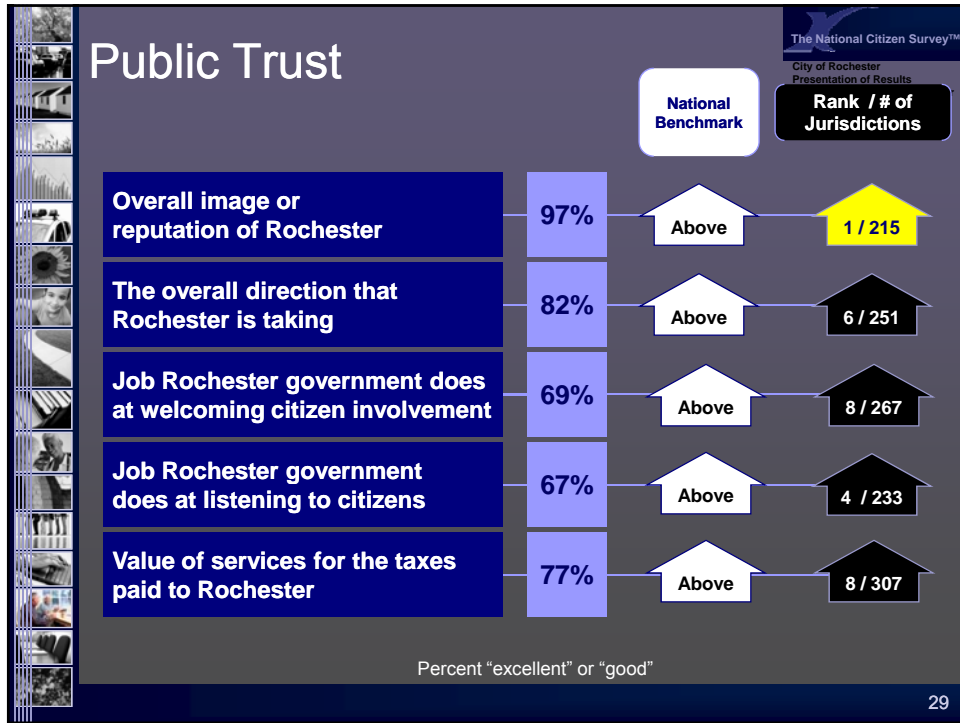












# Resident priorities

Trendline data

National Benchmark Comparisons

“Key Drivers”



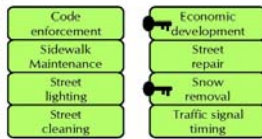
## Key Driver Analysis (KDA)

- Cornerstone of customer satisfaction research in the private sector
- Tells what service evaluations best predict how well you do overall
- Focuses managers and staff on activities that could “get the most bang for the buck”

# Rochester Action Chart™

Overall Quality of City of Rochester Services

### Community Design



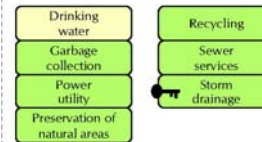
### Public Safety



### Recreation and Wellness



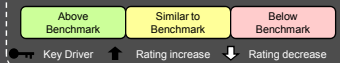
### Environmental Sustainability




### Civic Engagement



#### Legend









# What's Next?

The National Citizen Survey™

City of Rochester  
Presentation of Results  
Jaymes Vettrano, City Manager  
January 25, 2010

- ▶ Data can be used for future plans
- ▶ Policy makers can use data as part of a broad based decision making process
- ▶ Department heads will use data for day-to-day operational decisions
- ▶ Use the survey as a baseline to measure impact of future policy and service changes

33



# The National Citizen Survey™

City of Rochester  
248-651-9061  
[www.rochestermi.org](http://www.rochestermi.org)

National Research Center, Inc.  
303-444-7863  
[www.n-r-c.com](http://www.n-r-c.com)

