Cobalt CommunityResearch

Supporting Decisions | Inspiring Ideas

City of Saline Citizen Engagement Report

2010

2010099

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Background on Cobalt Community Research

- 501c3 not for profit
- Mission to provide research and education
- Developed to meet the research needs of local governments and non-profit organizations

Study Goals

- Support budget and strategic planning decisions
- Explore service assumptions to ensure baseline service levels are well understood
- Identify which services provide the greatest leverage on citizens' overall satisfaction and engagement
- Measure improvements by tracking performance over time
- Benchmark performance against a standardized performance index statewide and nationally

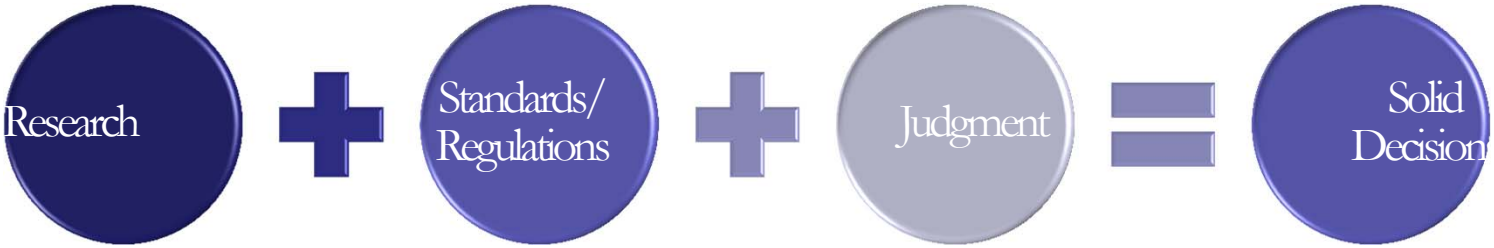
Bottom Line

- The City performed very well and is well above the statewide benchmark
- Despite the drop in benchmark scores since 2008, the City has improved or maintained most scores
- There are opportunities to further boost service levels to improve community-wide satisfaction

Methodology

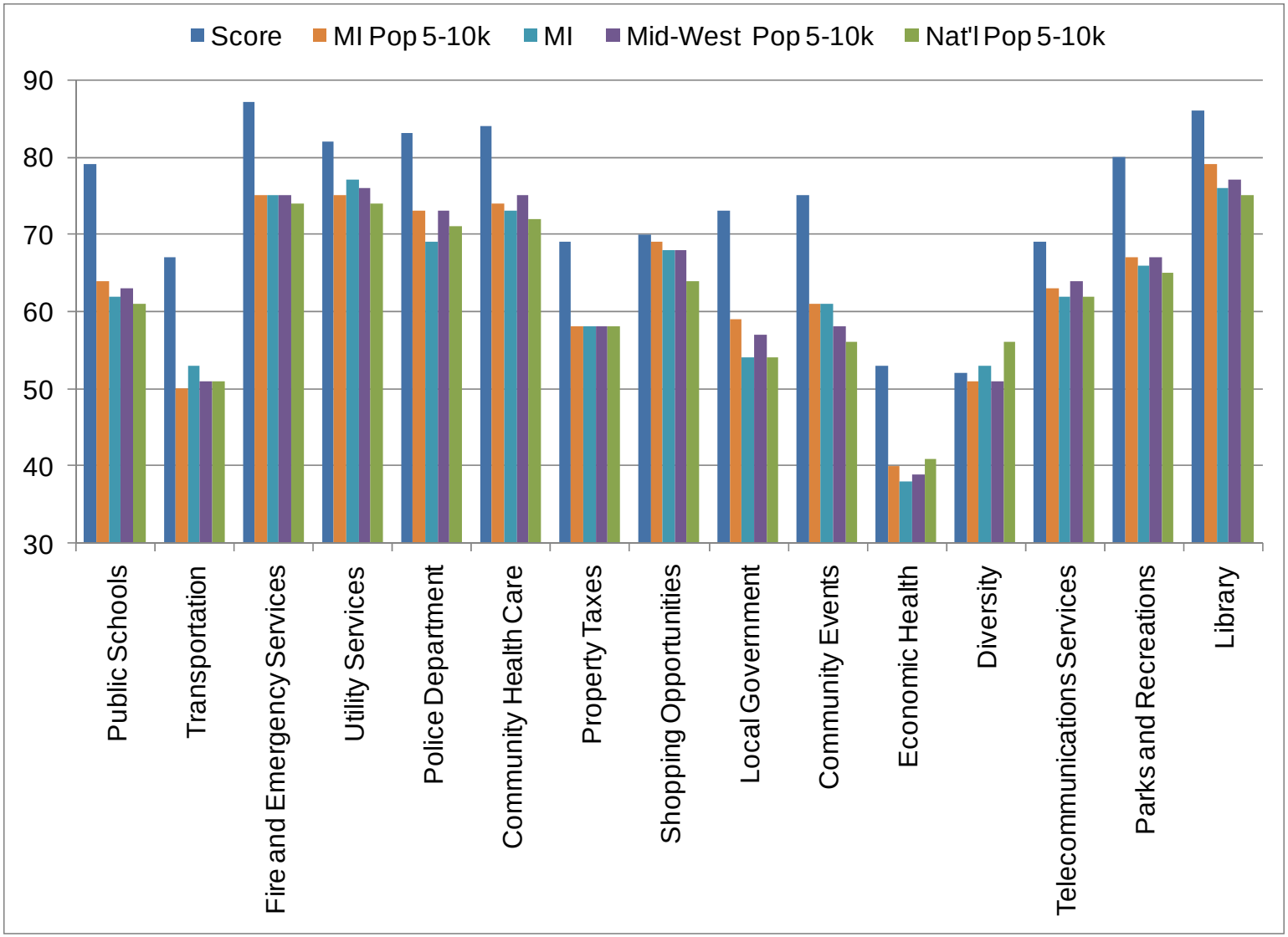
- Single mailing to 6,520 residents drawn from voter registration records
- Conducted in October 2010, with reminder in City newsletter
- Solid response from 1,110 residents (17%), providing a conventional margin of error of +/- 2.3 percent in the raw data and an ACSI margin of error of +/- 1.2 percent
- Validated responses against gender distribution in voter file. Difference is less than 0.4 percent.

Balancing Research



Results

Comparing to Outside Organizations



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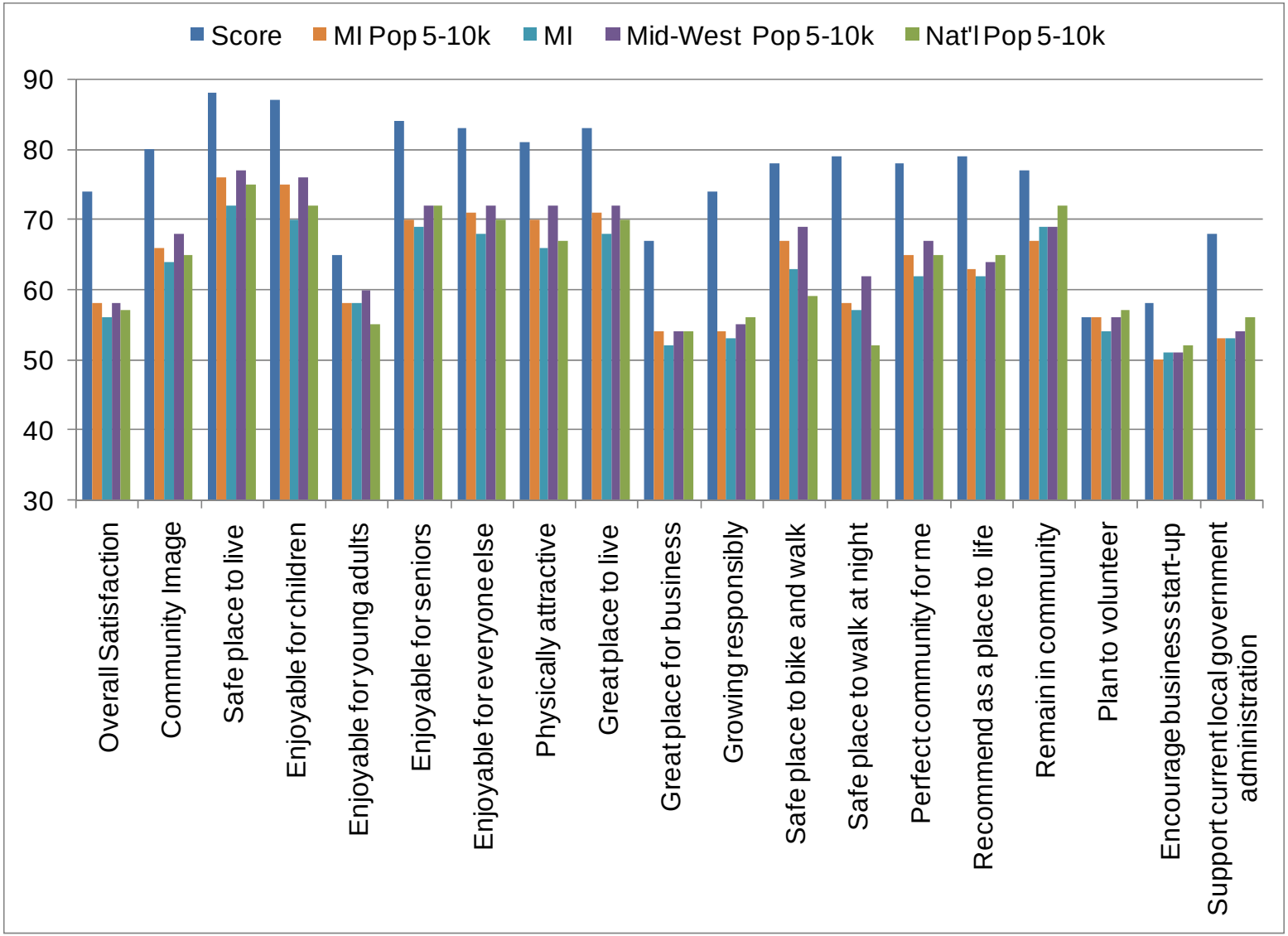
Outcome Measurements (High score = 100)



Comparison with 2008 (High score = 100)

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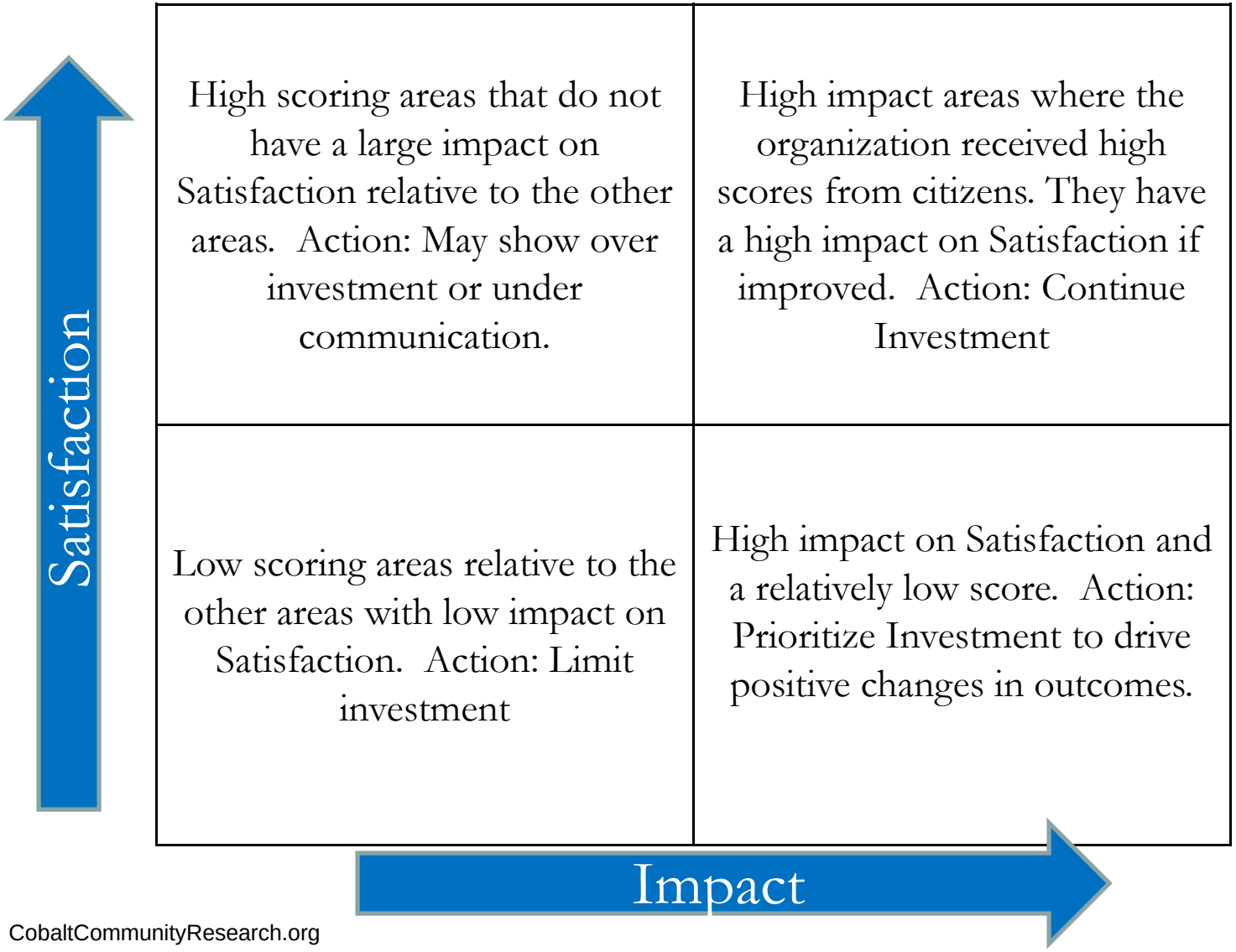
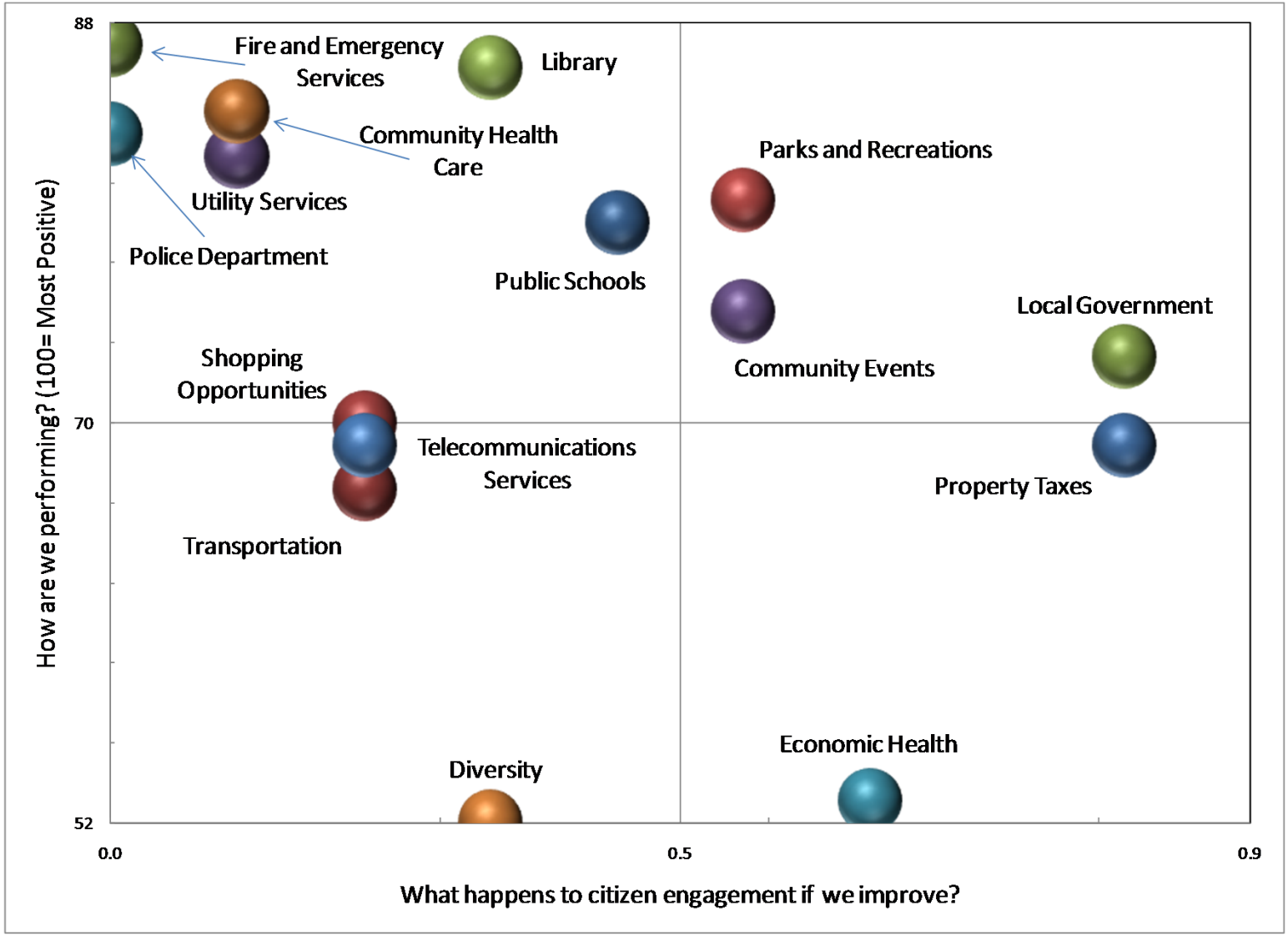
Understanding the Charts:

Community Questions – Long-term Drivers



Drivers of Satisfaction and Behavior:

Strategic Priorities



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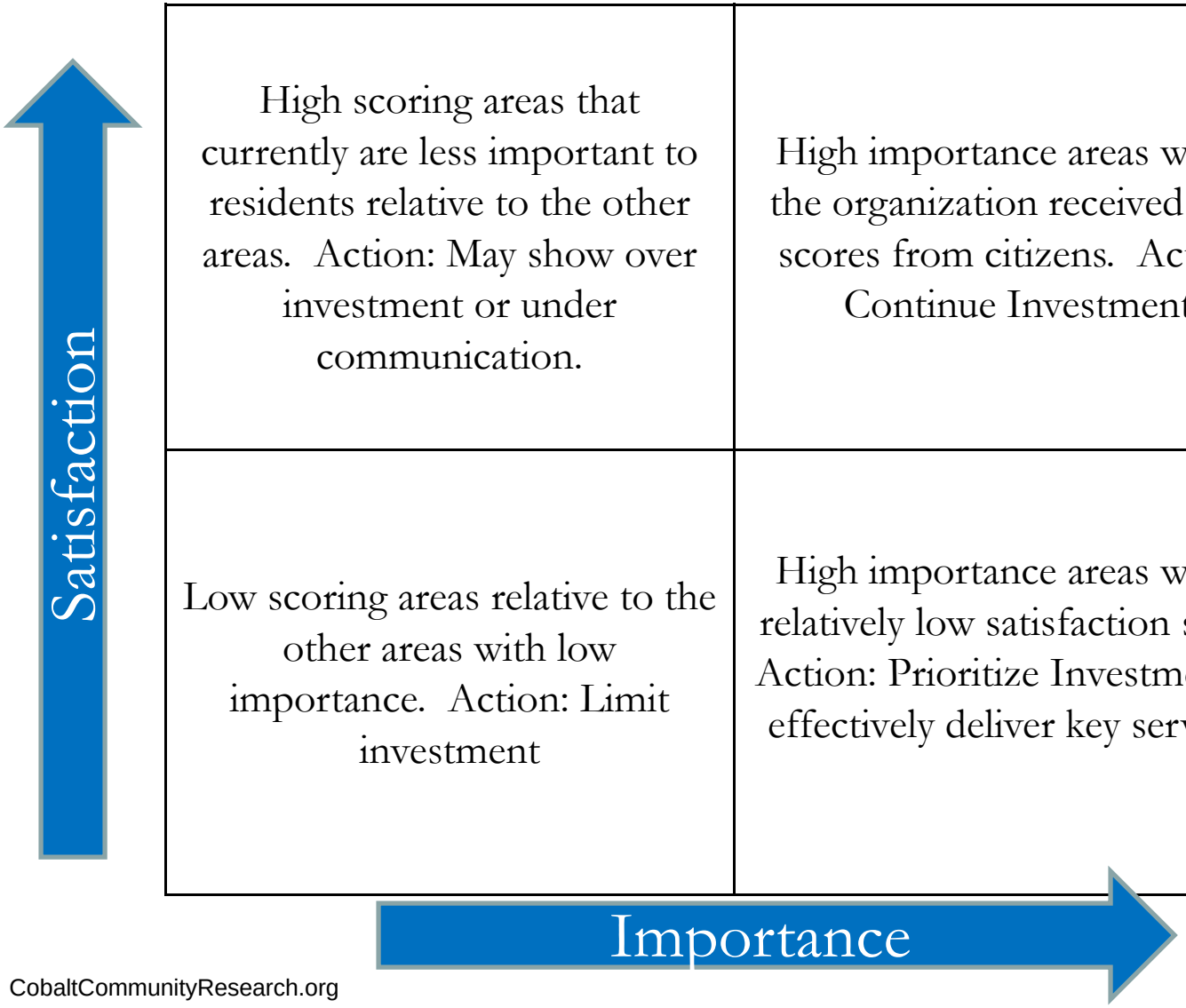
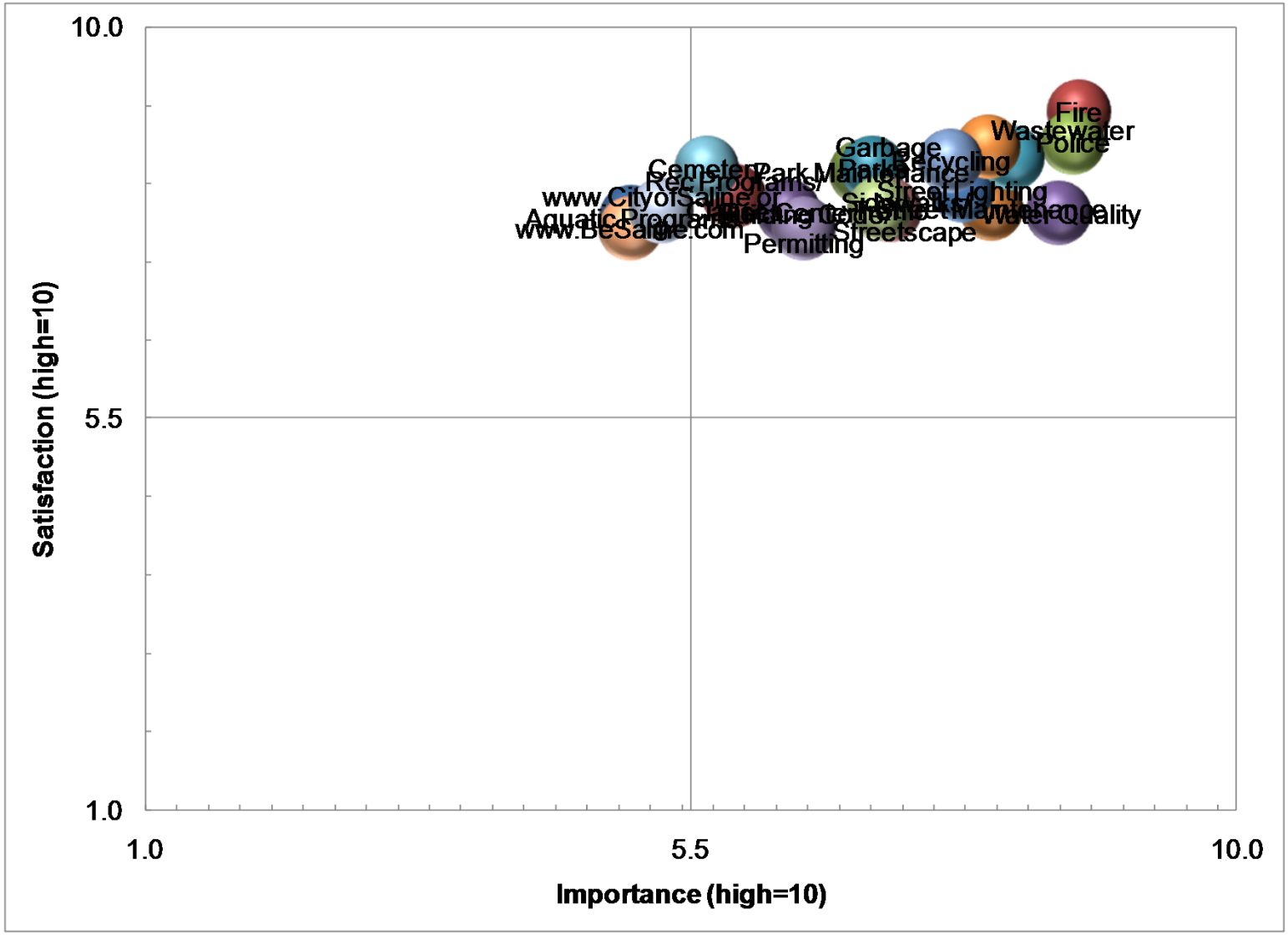
Understanding the Charts:

Community Questions – Short-term Priorities



City-Specific Services and Programs Rated by Satisfaction and Importance



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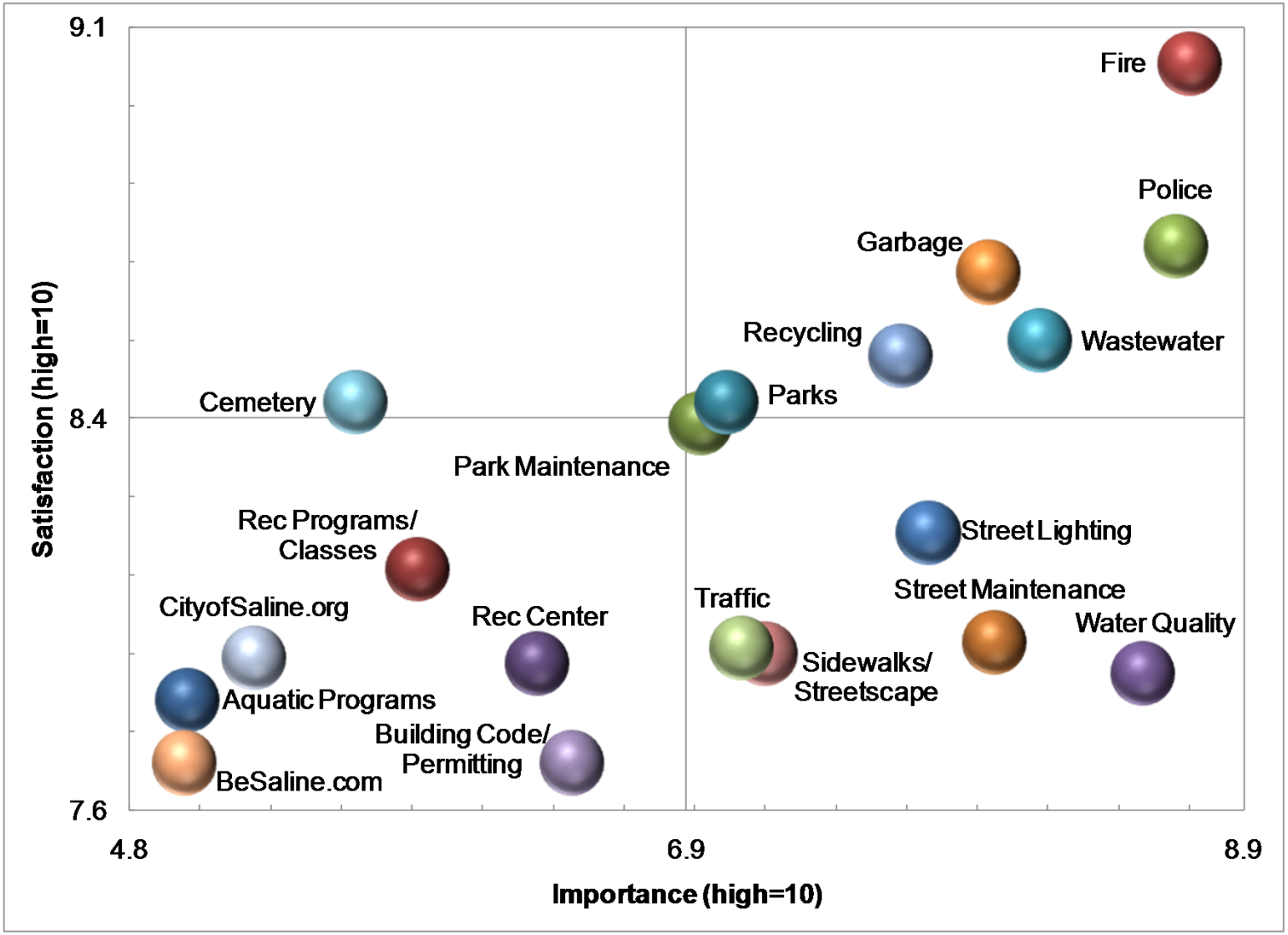
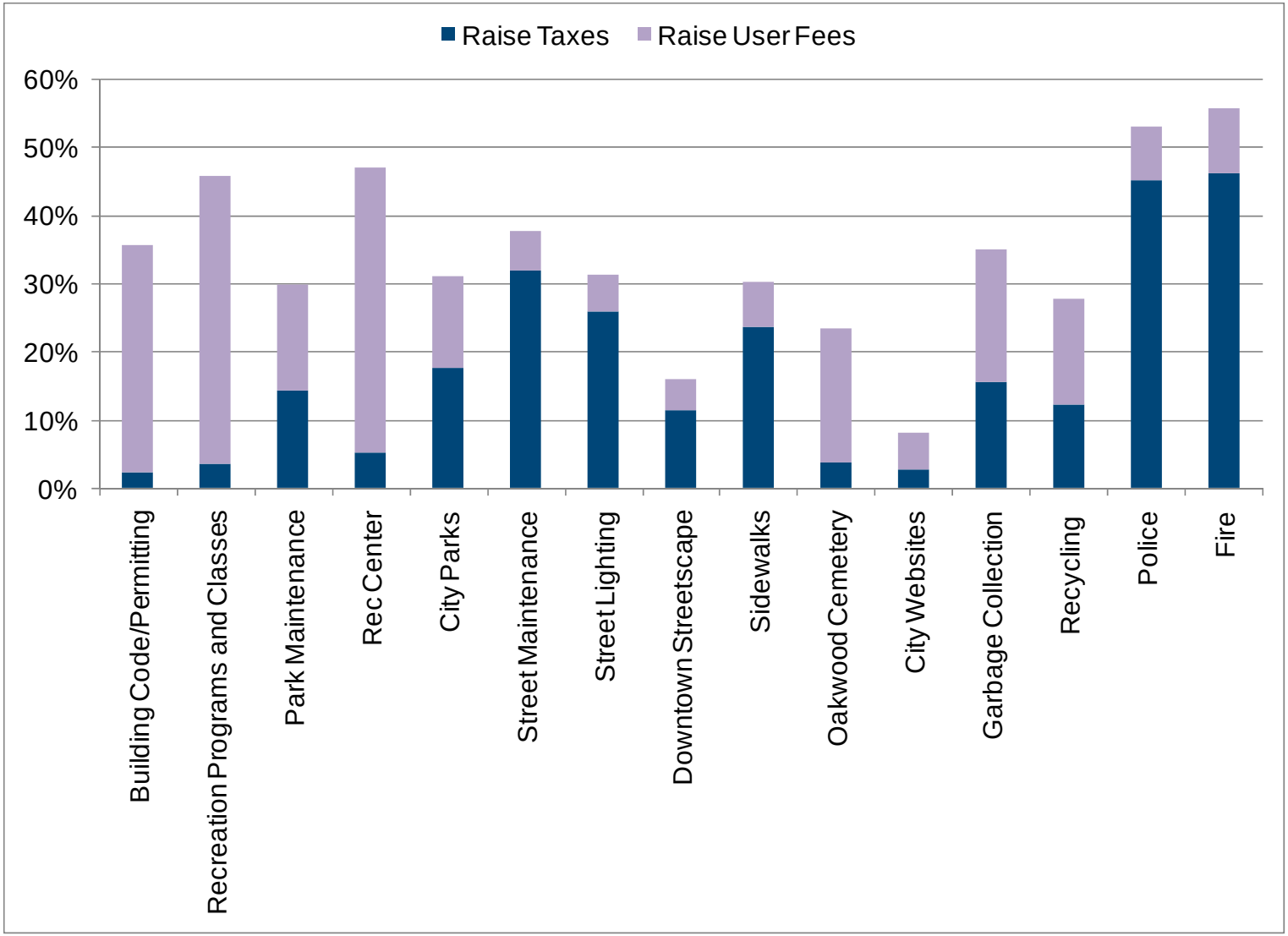


Budget Direction



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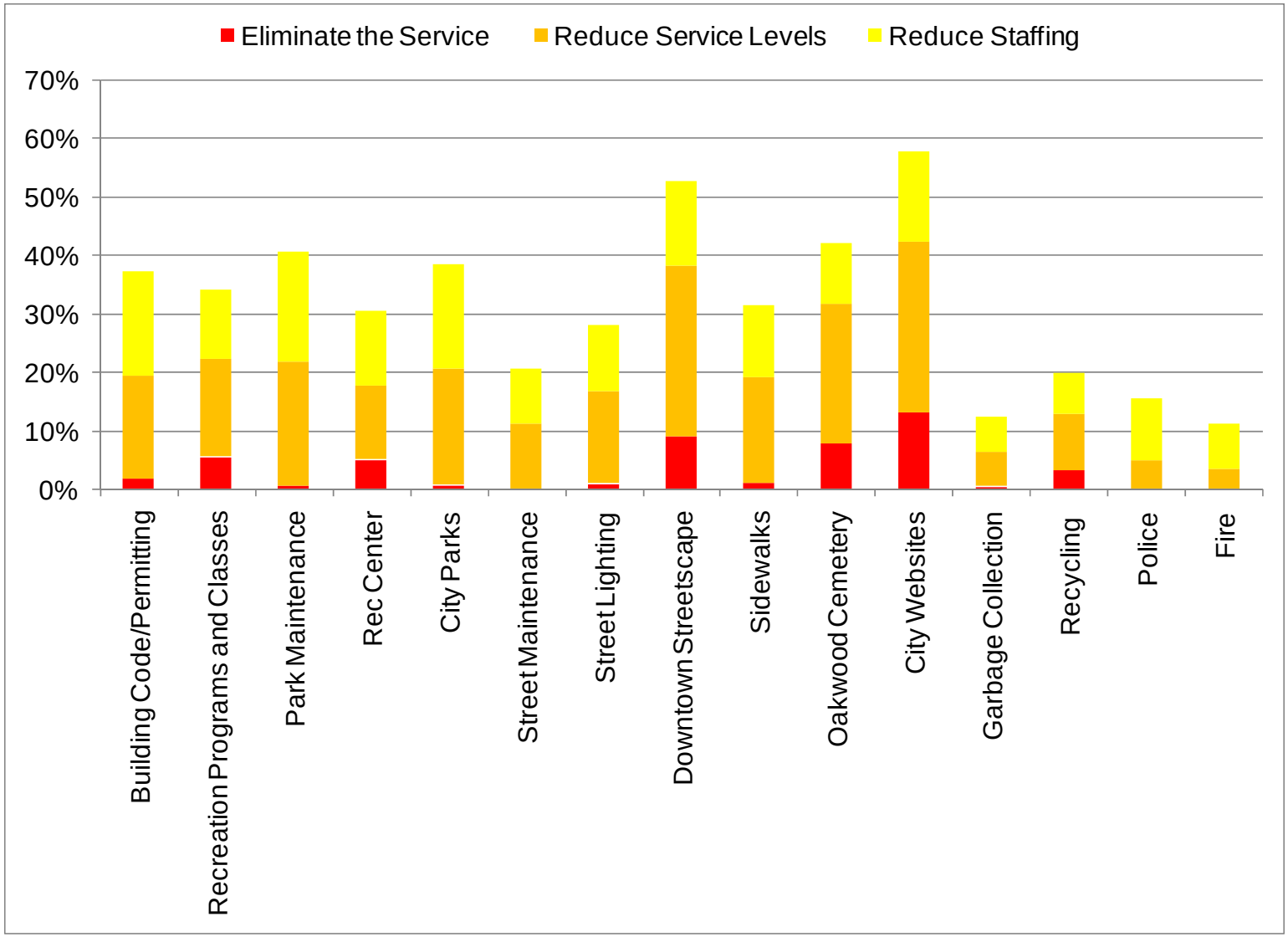

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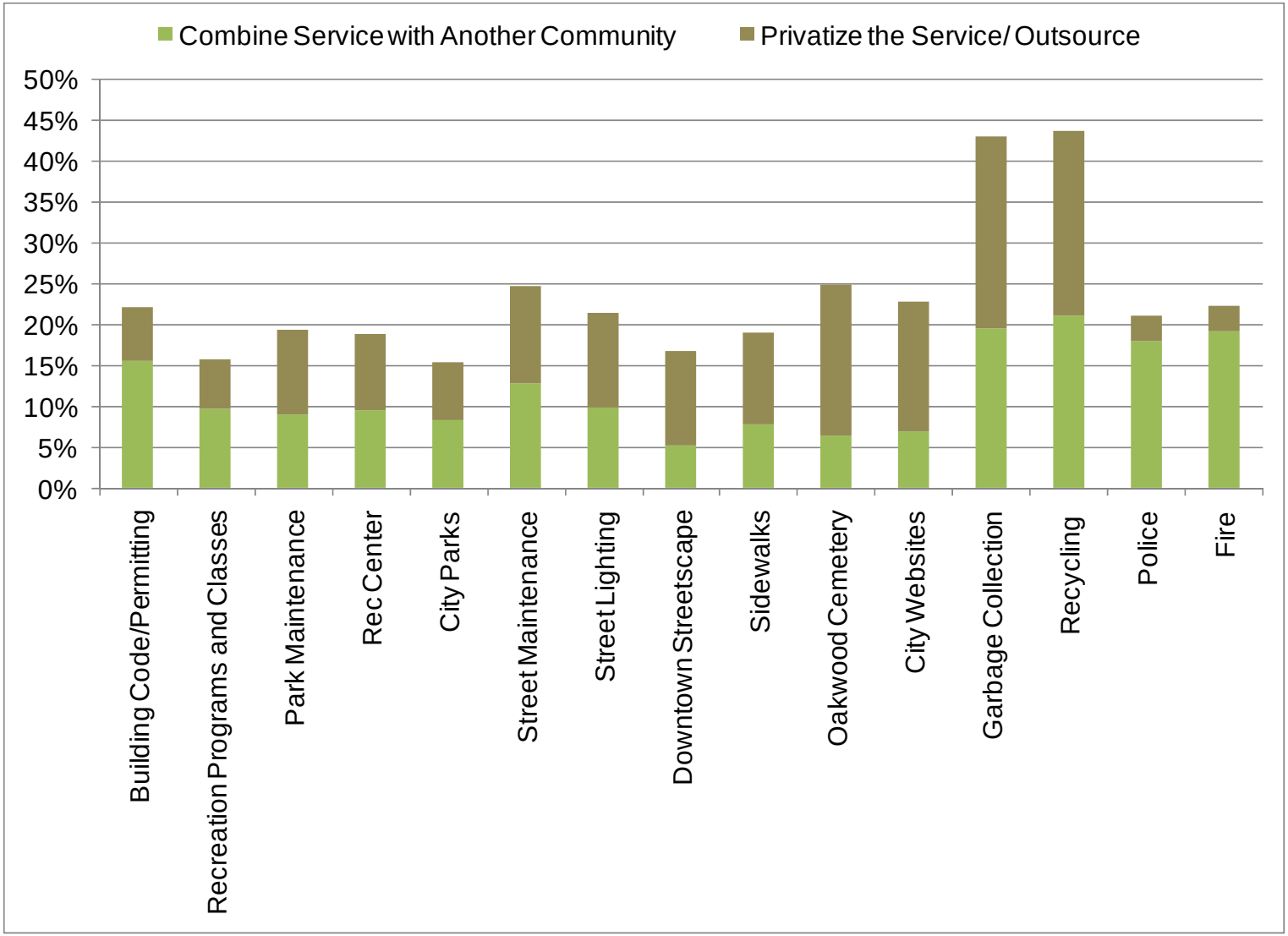

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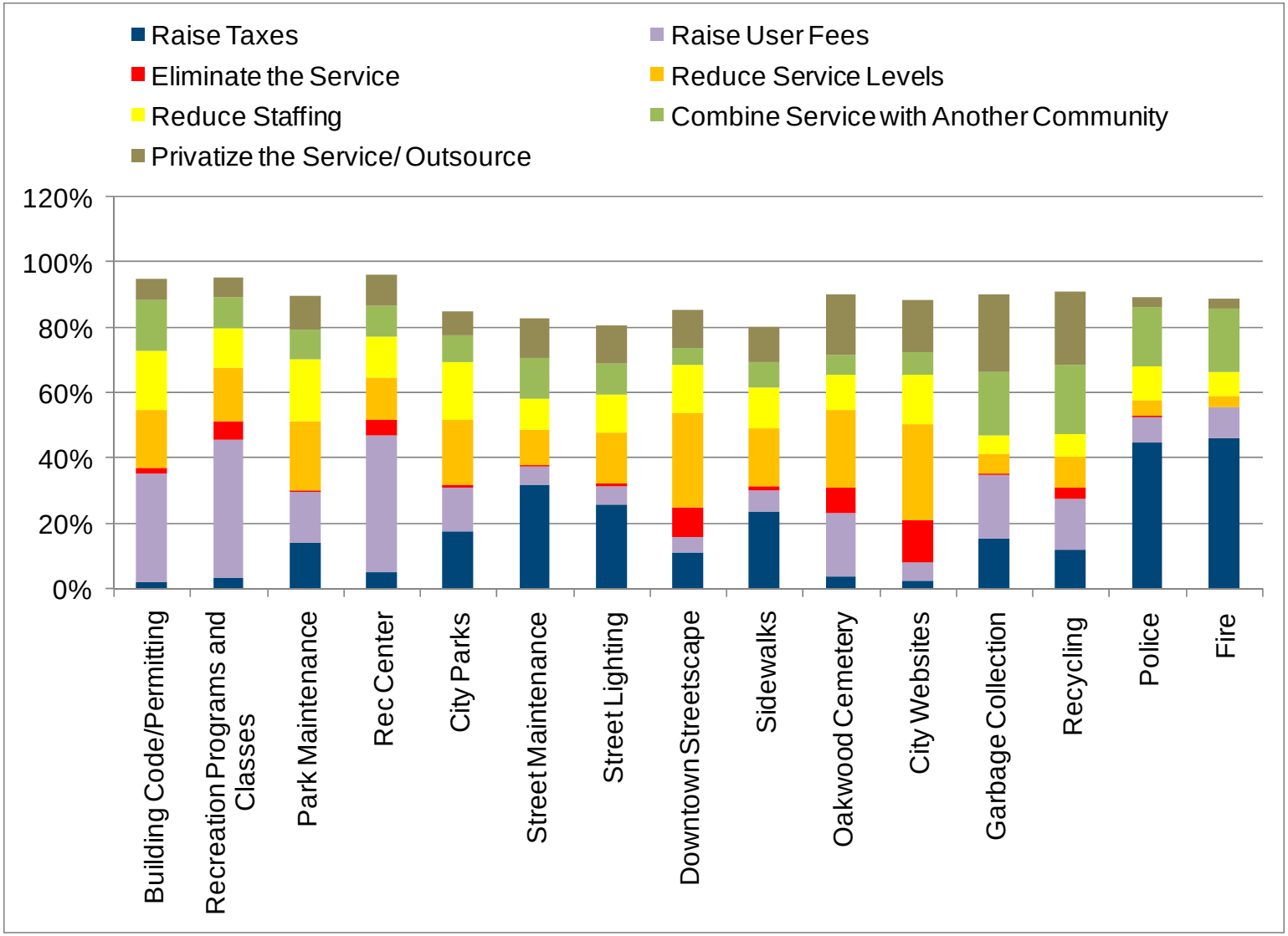

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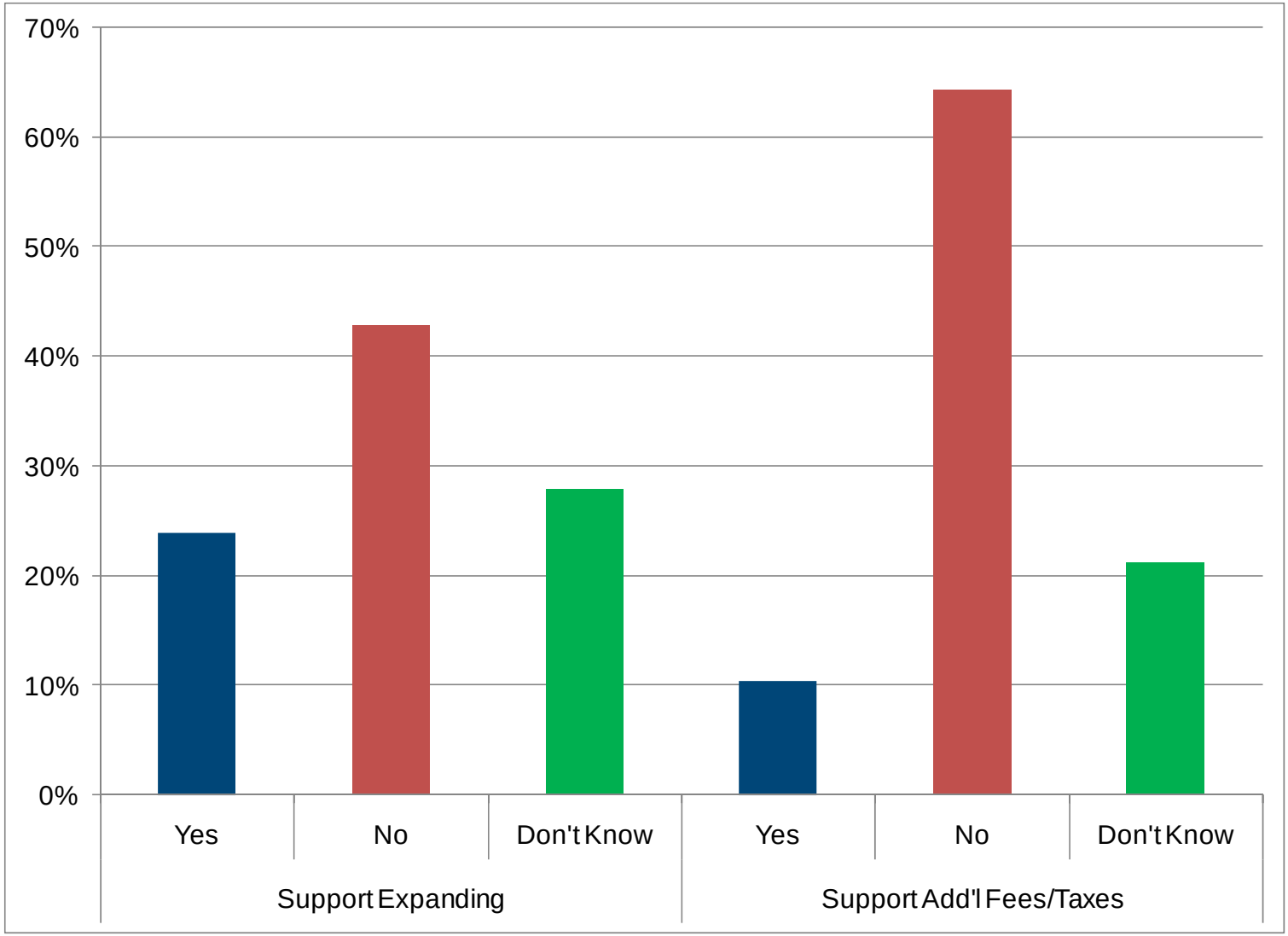
Oakwood Cemetery



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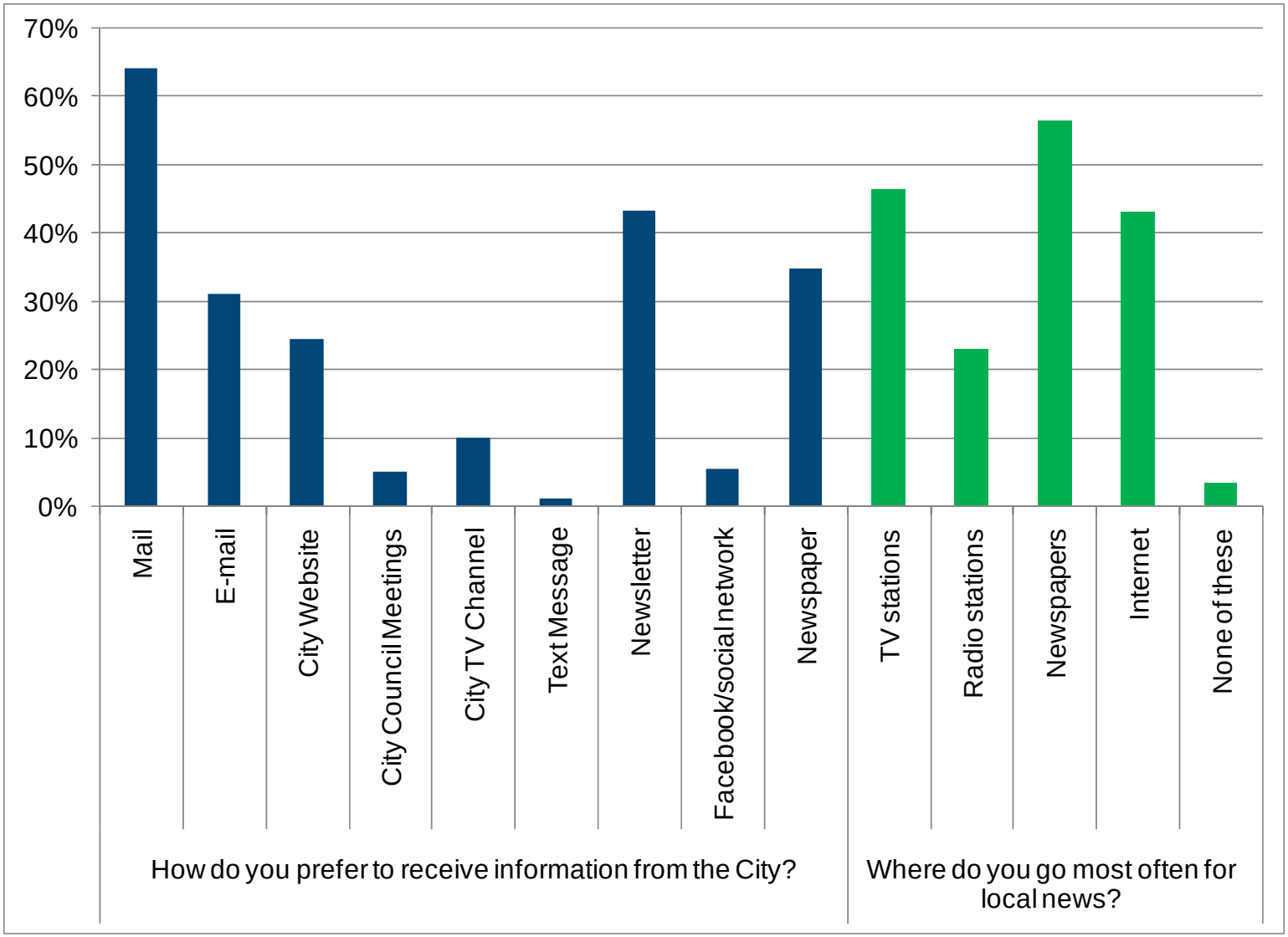
Communication Preference



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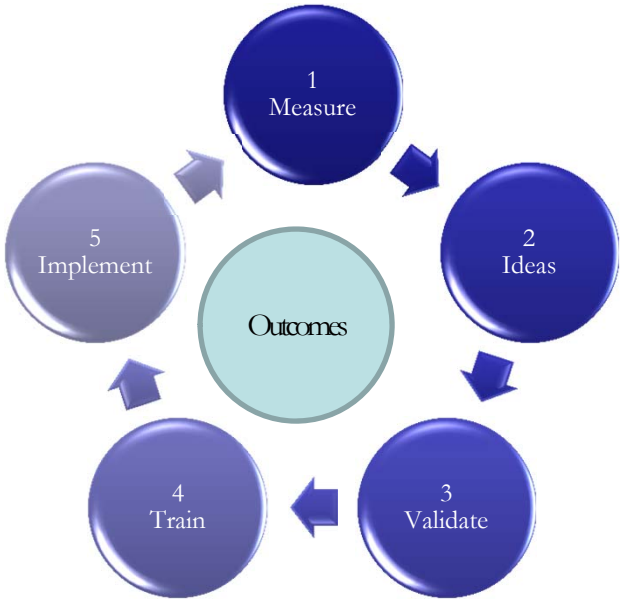
Action

Strategy is About Action:

Improve Performance to Improve Outcomes

The diagram at the right provides a framework for following up on this survey.

- The first step (measurement) is complete. This measurement helps prioritize resources and create a baseline against which progress can be measured.
- The second step is to use internal teams to further analyze the results and form ideas about why respondents answered as they did and potential actions in response.
- The third step is to validate ideas and potential actions through conversations with residents and line staff – do the ideas and actions make sense. Focus groups, short special-topic surveys and benchmarking are helpful.
- The fourth step is to provide staff with the skills and tools to effectively implement the actions.
- The fifth step is to execute the actions.
- The final step is to re-measure to ensure progress was made and track changes in resident needs.



Be Clear About Your Strategic Outcomes

What are the characteristics of an ideal community through resident's eyes?

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Your residents want you to succeed.

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