

**AGENDA REQUEST
BUSINESS OF THE CITY COUNCIL
CITY OF PEARLAND, TEXAS**

AGENDA OF:	July 27, 2015	ITEM NO.:	New Business No. 1
DATE SUBMITTED:	July 16, 2015	DEPT. OF ORIGIN:	Communications
PREPARED BY:	Sparkle Anderson	PRESENTOR:	Citizen Survey Task Force
REVIEWED BY:	Jon R. Branson	REVIEW DATE:	July 16, 2015
SUBJECT: Citizen Survey Task Force Presentation			
EXHIBITS: 1. Presentation			
FUNDING:			
<input type="checkbox"/> Bonds To Be Sold	<input type="checkbox"/> Grant	<input type="checkbox"/> Developer/Other	Cash
<input type="checkbox"/> Bonds- Sold	<input type="checkbox"/> L/P – Sold	<input type="checkbox"/> L/P – To Be Sold	
EXPENDITURE REQUIRED: N/A		AMOUNT BUDGETED:	
AMOUNT AVAILABLE:		PROJECT NO.: N/A	
ACCOUNT NO.:			
ADDITIONAL APPROPRIATION REQUIRED: N/A			
ACCOUNT NO.:			
PROJECT NO.:			
To be completed by Department:			
Finance	Legal	Ordinance	Resolution

EXECUTIVE SUMMARY

Citizen perception surveys are a valuable tool in gauging general citizen outlook on community and City quality of life, services, and needs. Survey results, equivalent to market research as a tried and true business practice, provide ‘eyes and ears’ towards our diverse contacts, especially with views that are widely held, but not necessarily expressed in our traditional channels at public meetings and such. The City of Pearland entered into an agreement with National Research Center, Inc. (NRC), a leading research and evaluation firm focusing on the information requirements of the public sector and local governments, to administer the City of Pearland biennial Citizen Survey. NRC staff began the survey process in late December and completed conducting the scientific survey in early February. The results were presented to the City Council in March.

In an effort to leverage the results, and gain valuable insight into how City staff can improve services provided to the community, a Citizen Survey Task Force was formed. By bringing in a diverse group of employees to analyze the survey results, the City can then leverage that expertise to analyze results and innovate new and creative approaches to build on our

strengths and address our weaknesses. The Task Force served as a way to empower employees to take ownership of Survey results and chart a path toward continuous improvement.

Not only does the City benefit from the insights of participating employees but the employees themselves were afforded a unique and valuable opportunity by gaining inter-departmental experience and exposure to Administration and Senior Staff.

The mission of the group was to analyze the results of and guide the use of the Biennial Citizen Survey.

Objectives

1. Review the survey results.

- a. What do they mean for staff?
- b. What are the areas that we want to improve upon?
- c. What do we want to learn from this survey?

2. Determine next steps

- a. What can we do with the data?
- b. What are tangible actions we can take to improve results?

3. Be advocates on behalf of the Survey

- a. How can we raise awareness?
- b. What can Work Group members do to spread the word?

4. Analyze/present the results

- a. What are the results telling us?
- b. What can we do to move the needle?
- c. What initiatives should be undertaken to address concerns or leverage strengths?
- d. How can the organization change to better meet the needs of citizens?

RECOMMENDED ACTION

City Council to hear recommendations from the Citizen Survey Task Force.



RESPONSIVE | RESULTS-ORIENTED | TRUST-BUILDERS | ACCOUNTABLE

**City of Pearland
Citizen Survey Task
Force Recommendations
Presentation
July 27, 2015**

Background



- National Research Center, Inc. biennial Citizen Survey conducted Dec. 2014 through Feb. 2015
- City Council was presented the results in March 2015



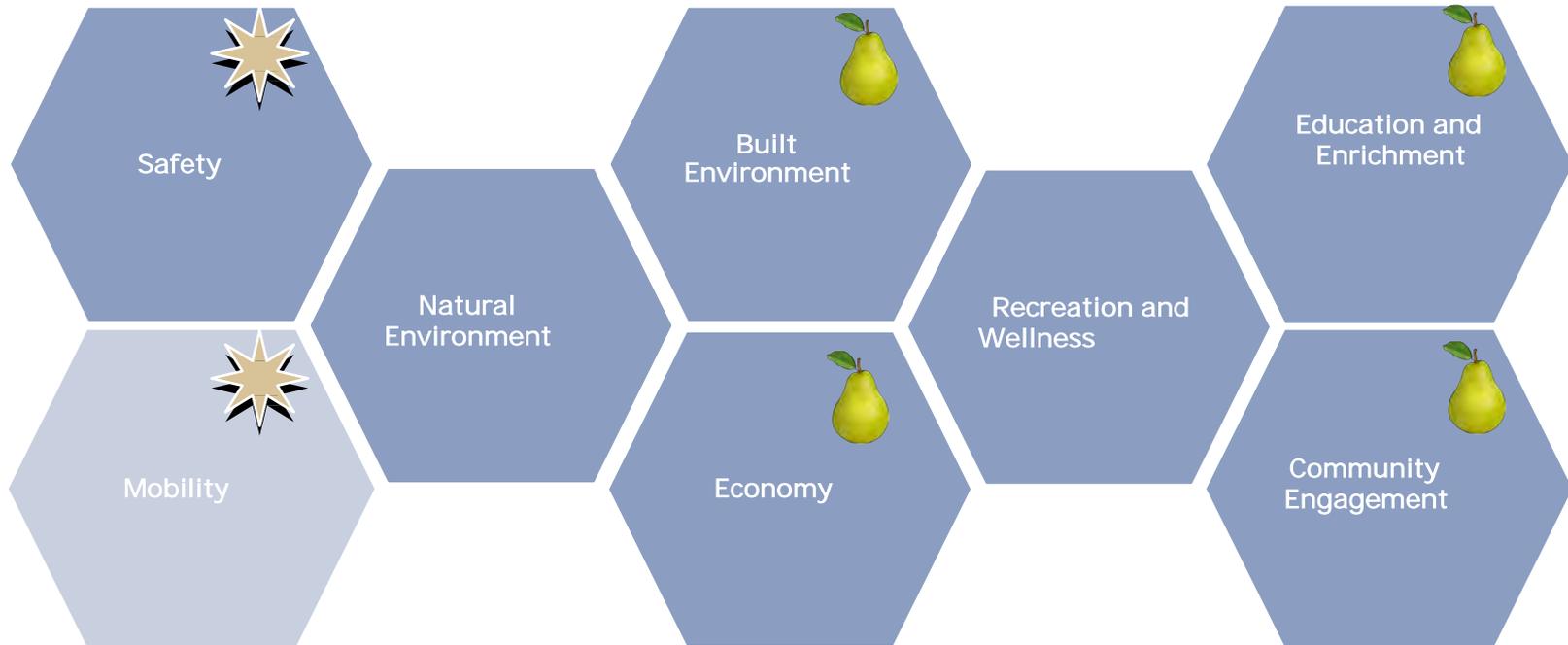
Key Focus Areas



Legend

- Higher than national benchmark
- Similar to national benchmark
- Lower than national benchmark

★ Most important



Who is the Task Force?



- Survey Task Force is a diverse group of employees from different departments throughout the City.

Andrew Jasso

Belinda Cowan

Zenaida Davis-Wood

Jennifer Lee

Lata Krishnarao

Tyler Froberg

Tracy Rohrbacher

Andrea Brinkley

Arnae Fulton-Draughon

Bo Hahn

Michael Leech

Lindsey Taylor

Sparkle Anderson

- Staff members reviewed the results entirely, including the various demographic and geographic break-outs.

Task Force Mission



- To analyze the Biennial Citizen Survey Results and provide recommendations to increase the percentage results of respondents rating aspects as excellent or at least good on the next survey in 2017
- Emphasis was placed on “moving the needle” on survey results below the national benchmark

Task Force Timeline



- March 30 – Task Force recruitment began and mission/objectives created.
- 5 meetings from April 23 to June 1.



Briefing/discussion with NRC to better understand the survey and learn action ideas.



In-depth analysis of results, including demographic and geographic break-outs.

Recommendation #1



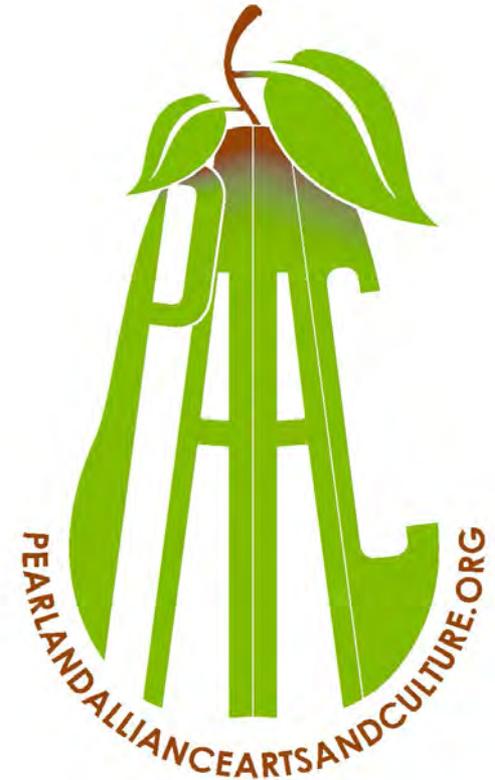
- Bring additional attraction-based businesses and entertainment to Pearland
 - Key Focus Area: ECONOMY
 - Place to visit (47%)
 - Public spaces (56%)
 - Cultural/arts/music (28%)



Strategy



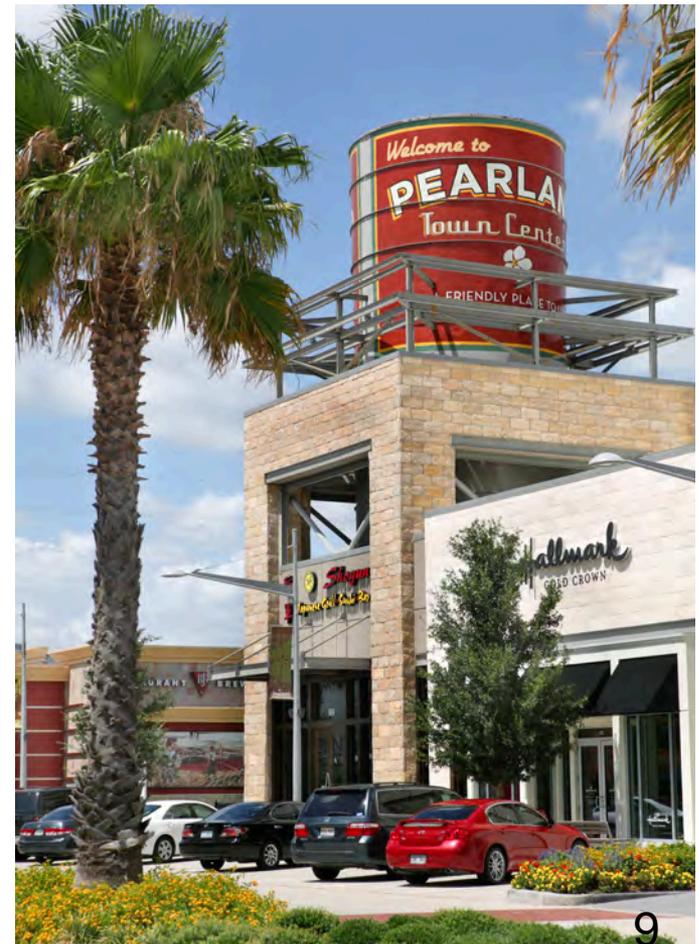
1. Cultural Plan: support PAA&C develop a blueprint to assess needs and prioritize



Strategy



2. Research successful attraction-based businesses that are unique to Pearland
3. Recruit new attraction-based businesses using strategy two



Strategy



4. Pursue alcohol ordinance policy change to add entertainment options and increase sales tax revenue
5. Continuance of the Pear Art Sculpture Project



Recommendation #2



- Improve traffic flow and other mobility issues

- Key Focus Area: MOBILITY

- Travel by car (43%)
- Traffic flow (24%)
- Overall ease of travel (56%)
- Traffic signal timing (39%)



Strategy



1. Establish/partner with local agency on city-initiated, city-wide ride sharing system
2. Increase visits to City's Web site, pearlandtx.gov, containing marketing efforts regarding ongoing future mobility initiatives for better public awareness and appreciation



Strategy



3. Meet mobility-related completion milestones in Capital Improvement Program
4. Improve corridor mobility in high-use intersections



Recommendation #3



- Increase participation at libraries and other City-sponsored events
 - Key Focus Area: EDUCATION & ENRICHMENT
 - Attended a City-sponsored event (39%)
 - Special Events (55%)



Strategy



1. Contact Brazoria County Library Director to create a marketing partnership to promote existing library programs
2. Create a participation analysis plan to determine demographic representation at public-library and at City-sponsored events



Strategy



3. Increase attendance at city-sponsored events using more specific, targeted strategies identified after participation analysis has concluded
4. Develop literacy mentoring partnership



Recommendation #4



- Increase citizen engagement and volunteerism in Pearland
 - Key Focus Area: COMMUNITY ENGAGEMENT
 - Volunteered (33%)



Strategy



1. Analysis of current volunteer opportunities (look at need for City-wide coordinator, recruitment, and retention methods)
2. Collaborate with a community partner and/or create a Citizens University/Pearland 101



Q & A