

The first and last measure of good government is citizen satisfaction.

- What are your citizens' priorities for spending?
- Are your services to citizens producing results?
- How do citizens feel about new initiatives?
- What service areas are priorities for improvement?

The National Citizen Survey™

The Results Are In

Local governments in 30 states have used The National Citizen Survey™ over the past five years to gather information on citizen satisfaction with services. With the ability to compare their local results to norms based on the results of more than 400 surveys administered throughout the country, NCS participants have a priceless tool for effective management. When financial resources are thin, it's a smart investment to spend a few thousand dollars to make sure your priorities match your residents' expectations and help staff improve its performance.

A Service of ICMA and National Research Center, Inc.

The National Citizen Survey™ is a turnkey service provided by ICMA, the premier local government leadership and management organization, and National Research Center, Inc., an independent professional survey firm that "wrote the book" on citizen surveys.

When you sign up for The National Citizen Survey™ you get

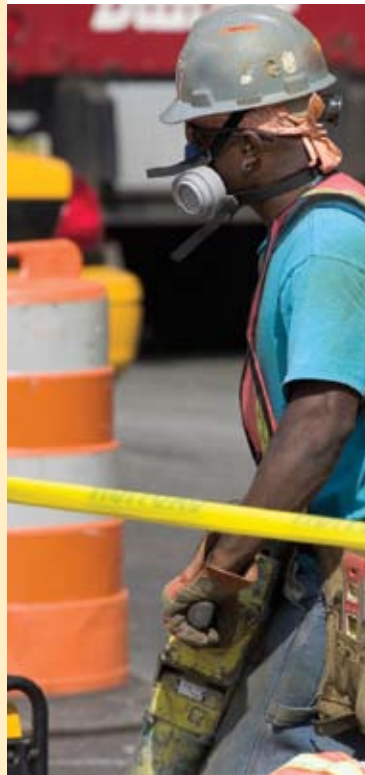
- The satisfaction of personal service
- The efficiency of a standardized process
- The benefit of comparability with other jurisdictions.

The National Citizen Survey™ has been designed to complement the work of ICMA's Center for Performance Measurement: your National Citizen Survey™ results serve as an important measure of your jurisdiction's performance.

Find out today how we can help you!

E-mail ncs@icma.org

Web icma.org/ncs



Good Government Listens.



Get Data
From Residents
That You Can Act On

ICMA Leaders at the Core of Better Communities

Get the Facts

Do you know how your citizens feel about the pace of growth in your community? Do they feel relatively safe? What's their perception of the overall quality of life in your city? How does the satisfaction level of your citizens compare with that in other communities across the nation?

With The National Citizen Survey™, you'll be able to answer these and dozens of other questions with the confidence that comes with statistically proven, validated data.

These are data you can rely on to support you with

- Program planning
- Budgeting
- Goal setting
- Priority setting
- Service improvement
- Communications.

Everyone Wins

Local government staff can use the results to improve service delivery.

Elected officials can use the survey results to set spending priorities.

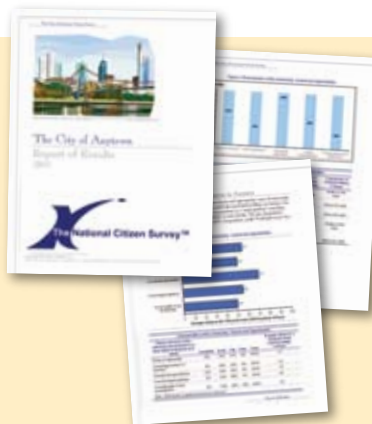
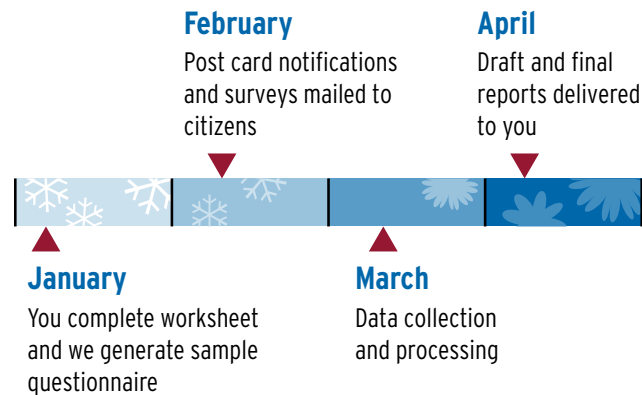
Chief administrative officers and city, county, and town managers can use The NCS™ year after year to measure progress toward better performance.

Residents will know you are listening.

Here's How The National Citizen Survey™ Works

The National Citizen Survey™ is a turnkey service at a fraction of the cost of most consultant surveys. Plus, by aggregating results from many local surveys into one database, The National Citizen Survey™ provides you with norms against which to compare your own results.

These norms are derived from an integration of results from over 450 citizen surveys administered to over 300,000 Americans in more than 45 states. Your individual results are never shared with other governments without your permission, but aggregated results create a powerful tool for assessing your services. Here's a sample timeline.



Local governments in 30 states have used The National Citizen Survey™.

E-mail ncs@icma.org for a list of participants and contact information.

The NCS™ Basic Service:

- Customized survey form plus up to three optional questions
- *Citizen Surveys: How to Do Them, How to Use Them, What They Mean*, an ICMA Press bestseller written by Dr. Tom Miller and Michelle Miller Kobayashi
- Customized cover letter
- Three mailings to 1,200 randomly selected households: pre-survey postcard and two mailings of the survey instrument
- A margin of error (95 percent confidence interval) of no more than +/- 5 percentage points around any percent
- Data input and cleaning
- Data weighted to reflect population norms
- Three reports: executive summary, statistical analysis of survey results, optional comparison with national norms, all in electronic format
- Certificate of participation
- Technical assistance by phone and e-mail
- Entry into the annual Voice of the People awards

Options:

- Larger mailings
- Customized norms by region, population, or other factors
- Spanish-language version of survey
- Addition of open-ended question
- Comparisons with results from surveys you've conducted in the past
- Demographic and geographic cross-tabulation
- Phone survey
- Presentation of results to elected officials
- Web survey

