



City of West Allis

Legislation Text

File #: R-2019-0518, **Version:** 1

Resolution approving the content and authorizing the implementation and execution of the 2019 comprehensive Citizen Survey.

WHEREAS, the 2017-2021 City of West Allis Strategic Plan Goal Number Three, Citizen Engagement, Strategic Action 3-7 states, "Query and track citizens' opinions and experiences regarding city services through Citizen Satisfaction Surveys;"

WHEREAS, the last citizen survey was executed in 2015 as part of pre-planning for the creation of the 2017-2021 Strategic Plan;

WHEREAS, metrics gained from citizen surveys support Core Value "Continuous Improvement" by providing measurable data to establish "goal oriented customer-focused results;"

WHEREAS, the 2019 Citizen Survey was created over a period of several months using best-practice benchmarking from comparable municipalities to ensure a fair and unbiased survey tool;

WHEREAS, the survey tool was reviewed by City department/division heads;

WHEREAS, the survey will be mailed to all businesses and residences which currently receive the City's print newsletter, totaling over 30,000 addresses; and will be made available online;

WHEREAS, the survey will be available to the public beginning August 13 and will close September 20, with a final summary available by the end of October, 2019;

NOW, THEREFORE, BE IT RESOLVED by the Mayor and Common Council of the City of West Allis that the City of West Allis approves the content and the implementation and execution of a citizen survey by the City Administrator and Communications Department this year.