



## AGENDA STAFF REPORT

**MEETING DATE:** 5/7/2024

**AGENDA SECTION:** STUDY SESSION

**SUBJECT:**

Presentation to City Council on the results of the National Community Survey

**RECOMMENDATION:**

Recommendation: Staff recommends that City Council receive a presentation on the results of the National Community Survey

**BACKGROUND:**

In an effort to better understand the community's opinions and priorities related to Hanford's quality of life and local government services, the City contracted with Polco, a government technology firm that specializes in community engagement, survey research, data collection, analysis, reporting, and performance management. Polco describes their National Community Survey as a "comprehensive survey that allows municipalities and counties to assess resident opinion about their community and local government," and has been used by more than 500 communities in 46 states. The City chose to utilize the NCS "Ready-to-Go" survey, which has an open participation methodology and can only be completed online.

From mid-March to mid-April, approximately 600 people took the 29-question NCS survey. Links to the survey were provided on the City's social media platforms, the City's website and in a utility bill insert for City utility customers. The utility bill insert proved very effective — hundreds of people used that specific link to take the survey.

On April 10, the Revenue Measure Committee (RMC) was provided with some preliminary results from the survey, and those results were taken into consideration as the committee finalized their prioritization of various City needs and their ultimate approval of a draft expenditure plan should a revenue measure be placed on the November 2024 ballot.

While there were nearly 30 questions in the survey, the NCS focuses on ten (10) main facets of community livability:

- Economy
- Mobility
- Community Design
- Utilities
- Safety

- Natural Environment
- Parks and Recreation
- Health and Wellness
- Education, Arts, and Culture
- Inclusivity and Engagement

Staff will review how survey respondents rated these facets in terms of quality and importance, and will also reveal the survey's interactive dashboard, which displays results for individual questions related to those facets. The dashboard also compares Hanford results to other communities who asked a similar question in their survey (national benchmark), and provides demographic breakdowns of Hanford's results.

**FISCAL IMPACT:**

Not applicable

**ATTACHMENTS:**

1. Polco NCS Summary Results (PDF)