

Memo

DATE: September 15, 2011

TO: Steve Sugg, City Manager
City Council

FROM: Steve Buter, Management Analyst

SUBJECT: Grant Funded Performance Project & 2010 Services Report

The 2010 City Services Report, based on citizen input from the 2010 Citizen Survey and a series of 2011 focus groups, is complete. The report is available to residents on the City website under the City Manager's page.

The City received grant funding from the National Center for Civic Innovation to support our efforts to improve performance reporting, and specifically to develop a citizen based report. The City used the funding to conduct the 2010 Citizen Survey and the 2011 focus groups, which provided community satisfaction indicators and feedback on City services. The survey and focus groups provided valuable information about the communication, including format and content, that residents want to receive from the City about services.

The attached 2010 City Services Report is directly based on feedback from U.P. residents; some of the ways resident feedback was used are:

- *City Services Clarification* – service provider information clarifies what services the City provides and what services are provided by other agencies.
- *Content* – the sections and indicators reflect the more visible City services, and include topics residents expressed were important services, such as communication and parks and open space.
- *Visual* – although there was some concern about printing costs, graphs, tables, and other visual elements help illustrate indicators and make the report more visually appealing, which residents preferred to large amounts of data or text.
- *Text* – easy to understand, shorter explanations were generally preferred over detailed explanations, and contact information informs readers how to find more details.
- *Length* – the length is based on resident input that, while they appreciated the content in longer examples, the average maximum length of a report focus group participants said they would read is four pages.
- *Financial Information* – revenue and expenditure information addresses frequent resident questions about spending and some confusion about taxes, specifically how residents' property taxes are shared among taxing jurisdictions.

The 2010 City Services Report is a citizen based report communicates indicators and information that should be updatable in the future in order to continue to provide residents with the information they desire about City Services.