

Mayor and City Council Agenda Item Request

Meeting Date: 2/8/2016

Type: Work Session Discussion

Call to Podium:

Britta Monaco

Agenda Item Title:

2015 Citizen Survey Results

Responsible Staff and Department:

Britta Monaco, Director, Department of Community & Public Relations

Desired Outcome from Council:

Hear presentation, provide guidance.

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Supporting Background Information:

In the fall of 2015 the City of Gaithersburg conducted a biennial Citizen Survey. 2,200 residents were randomly mailed the questionnaire. 438 responded, providing feedback about Gaithersburg as a whole and the City's services, programs and policies.

An electronic, non-scientific version of the survey was posted on the City's website between November 7 and December 7, 2015. 284 people completed it.

The Citizen Survey is organized into three "Pillars of the Community," which are comprised of Community Characteristics, Governance and Participation. Within each pillar, eight facets of the community are measured: Safety, Mobility, Natural Environment, Built Environment, Economy, Recreation & Wellness, Education & Enrichment, and Community Engagement.

Staff will present the findings of the survey, review high and low marks, look at how Gaithersburg compares against national benchmarks, and review variances between the mail-in and online versions.