



MEMORANDUM

TO: Community Relations Committee

FROM: Stephanie Calvillo
Communications and Marketing Coordinator

DATE: August 14, 2023

SUBJECT: National Citizen Survey

About the National Citizen Survey

The National Citizen Survey is a collaborative effort between the National Research Institute and Polco, aimed at collecting comprehensive feedback from citizens across the country. The survey is designed to cover a wide range of topics, including community services, public infrastructure, safety, local government performance, quality of life, and more. It employs a combination of closed-ended and open-ended questions to capture both quantitative data for statistical analysis and qualitative insights for a holistic understanding of citizen perspectives.

Surveys are completed by a representative cross-section of the population, thus ensuring neutrality on who receives the survey. The information will be collected, analyzed, and presented by National Research Center, and will allow Lombard to remain neutral.

The NCS's ability to provide benchmark data provides a significant advantage over a self-administered survey. Perhaps one of the most important features of the NCS is that collected data will be compared with communities that are similar in size and demographics to that of Lombard and will provide insight via comparison.

In 2016, the Village conducted its first National Citizen Survey with a sample size of 3,000 residents. The survey findings were instrumental in guiding the Village's strategic initiatives and measuring their success.

Cost and Additional Considerations

The implementation of the National Citizen Survey involves various components aimed at ensuring a comprehensive and effective data collection process. The cost breakdown for the survey and associated add-ons is as follows:

1. **National Citizen Survey:** This includes the primary survey administration, data collection, analysis, and report generation. The survey is designed to gather insights from citizens on a wide range of topics, offering a holistic view of community opinions and priorities. The cost for this assessment is \$22,000.00.
2. **Add On - Remote Presentation of Results:** A senior Polco staff member will make one presentation of survey results to staff, Council, Boards, or other appropriate groups. This will be conducted on Zoom or another appropriate technology (that is feasible for both

parties and suits the purpose). For this presentation, Microsoft® PowerPoint or Google Slides are used as a visual aid and a copy of the slideshow is shared with staff for internal use. The cost for this one-time remote presentation is \$3,000.00.

3. **Add On - Spanish Translation:** Polco will provide a Spanish translation of the survey and publish it online for Spanish speaking respondents. Survey invitations will provide a URL and Spanish language instructions for completing the Spanish survey online. The cost for this one-time Spanish translation is \$1,350.00.

Staff Recommendation

Village staff propose conducting a comprehensive community survey, as part of the Village of Lombard's Strategic Plan's evaluation efforts. A comprehensive community survey will help to gather public feedback, assess the level of services provided by the Village, and understand the priorities of Lombard residents. The insights gained from this survey will play a key role in shaping the Village's future direction and supporting the objectives set forth by the Board.

Next Actions

The Community Relations Committee is tasked with discussing the National Citizen Survey and providing a recommendation to the Village Board.