

**To the Mayor and Members of the City Council****October 22, 2019**

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SUBJECT: 2019 COMMUNITY SURVEY

The purpose of this informal report is to provide a brief overview and timeline for the upcoming 2019 Community Survey.

Background: The City of Fort Worth has conducted a community survey on a periodic basis in order to assess satisfaction with the quality of city services. Following best practices, the survey is conducted every two years. The last survey was conducted in 2017.

The City is partnering with ETC Institute to administer the survey. They have conducted previous surveys for the city and can provide historical information from the City of Fort Worth as well as comparative data from other cities across the state and nation. The questions are a combination of previous survey questions and current topics.

Methodology: A six-page survey will be mailed to a random sample of 8,000 households in the City of Fort Worth. People will be able to complete the survey by mail or online. The sample will be designed to ensure the completion of at least 1,600 surveys. Of these, at least 150 surveys will be completed in each of the City's eight council districts. The remaining 400 surveys will be used to oversample certain areas of the City to ensure that enough respondents are obtained from key corridors and other geographic areas. The overall results for the City will have a precision of at least $\pm 2.5\%$ at the 95% level of confidence. Approximately ten days after the surveys are mailed, residents who received the survey will be contacted by e-mail and/or phone. Those who have indicated that they have not completed the survey will have the option of completing it online or by phone. Interviews will be conducted in English and Spanish. ETC Institute will monitor the distribution of the sample to ensure that the sample reasonably reflects the demographic composition of the City with regard to age, geographic dispersion, gender, ethnicity and other factors.

The final report will include:

- A summary of the methodology for administering the survey and major findings
- Charts showing the overall results for most questions in the survey
- Benchmarking data that shows how the results for Fort Worth compare to other cities
- Importance-satisfaction analysis
- GIS maps that show the results of selected questions as maps of the City
- Tables that show the results for each question on the survey
- A copy of the survey instrument

Timeline: The surveys will be sent to residents in late October. The final report will be presented to staff and City Council in January. This will allow us to use information obtained through the survey while preparing our budgets for 2021.

The survey instrument is attached. If you have any questions, please contact Lynda Johnson, Director Performance & Budget, at 817.392.6222.

David Cooke
City Manager