



Agenda Action Form Overview

The Board is requested to receive the presentation on 2017 resident survey data and ask any questions they wish.

Background/Justification

For the third consecutive year, Durham County has partnered with the City of Durham to conduct a resident survey. The survey, which was conducted in late Fall 2016, presents information about service quality and resident prioritization of services. This data, including trends from the past two years, will be used to help Durham County make service improvements in the spirit of the County's continuous improvement model, Managing for Results. The survey also enables Durham County to compare itself to other, similar-sized communities across America.

Policy Impact

Elected officials receive input on what their unit of government should do or not do from many different individuals, organizations, and sources. It can be difficult to differentiate between the signal and the noise, and statistically valid survey data can be an important tool in that kind of environment. In that the survey should give Commissioners a better sense of what community members, broadly speaking, think and feel about issues of broad, community interest should have beneficial policy impacts.

Procurement Background

The County opted to contract with ETC Institute because the City of Durham was already contracting with them for their resident survey and because the additional cost of adding a certain number of Durham residents in the unincorporated area was far less than it would have cost the County to hire a separate vendor to survey a statistically valid sample of residents both inside and outside the City limits. Staff believe the County is getting a very good deal for the survey data we receive.

Fiscal Impact

The cost for this survey data has been flat for the past three years.

Recommendation

Staff's recommendation is that the Board receive this data and that the Board work together with staff to make the most and best use of this information in our work in Durham.