

City of Copperas Cove Information Item

July 17, 2012

Strategic Management Plan Update for the Planning Issue: Get the City Message Out, Strategic Initiative: “Conduct Citizen and Employee Surveys Every Two Years”

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SUBJECT: City of Copperas Cove Strategic Management Plan Update for the Planning Issue: Get the City Message Out, Strategic Initiative: “Conduct Citizen and Employee Surveys Every Two Years”.

1. PROJECT DESCRIPTION

2012 Strategic Management Plan update for the Planning Issue: “Get the City Message Out”, Strategic Initiative: “Conduct Citizen and Employee Surveys Every Two Years”.

2. FINDINGS/CURRENT ACTIVITY

As part of the City's Strategic Management planning, the City contracted with Central Texas Research Institute on April 10, 2007 to complete a Community Satisfaction Survey. The results of the survey were presented and discussed with the governing body in December 2007. On April 19, 2010, during a City Council/Staff Workshop, the Council directed staff to proceed with a follow up community survey and include an employee survey, thus in August 2010, the employee survey was conducted and in late 2010/early 2011 calendar years, the community/citizen survey was completed by Cobalt Community Research.

The results of the employee survey were discussed with the City Manager and Division Heads/Department Heads of the City in the Fall of 2010 and the results of the employee survey and community/citizen survey were reviewed with the governing body on March 14, 2011.

The Council indicated the surveys should be conducted bi-annually going forward. Therefore, funding to conduct an employee survey was included in the FY 2012 Adopted Budget and is expected to be completed in the Fall 2012. The community survey will be included in the FY 2013 Proposed Budget and is expected to be completed in January 2013.

3. FINANCIAL IMPACT

Staff requested proposals from four vendors to conduct the employee and community surveys; The National Business Research Institute, Governing Dynamics, Cobalt Community Research, and the Bluebonnet Research Institute. Total project quotes ranged from \$7,000 to \$20,585.

4. FUTURE ACTIVITY

Following the analysis of the submitted proposals, City staff will move forward with hiring Cobalt Community Research to conduct both the employee and community/citizen survey. Cobalt also conducted both surveys in 2010/11. The City received positive citizen feedback regarding the surveys from Cobalt. In addition, the City was satisfied with the quality of the survey instrument, deployment, implementation, and methodologies used. The reporting and feedback features were excellent. The amount of data the City received and analysis provided to the City Manager, department heads, and governing body exceeded City expectations.