



Staff Report

File #: 21-405
Version: 1

Date: 9/27/2021
Item #: 2.a.

TO: Mayor and City Council

THROUGH:

FROM: Steve Powers, City Manager

SUBJECT:

Results of the 2021 Community Satisfaction Survey.

Ward(s): All Wards

Councilor(s): All Councilors

Neighborhood(s): All Neighborhoods

Result Area(s): All Result Areas

SUMMARY:

As an input to the City Council's annual Policy Agenda, the City conducted a statistically valid sampling of Salem residents on their satisfaction with City services. The 2021 Community Satisfaction Survey, conducted by DHM Research, is one of several data sources that will be considered at the City Council's November Work Session as the Council begins to consider priorities for the 2022 City Council Policy Agenda.

ISSUE:

Results of the 2021 Community Satisfaction Survey.

RECOMMENDATION:

Information only.

FACTS AND FINDINGS:

The 2021 Community Satisfaction Survey, conducted by DHM Research and attached (Attachment 1), is one of several data sources that will be considered at the City Council's November 16, 2021 Work Session as the Council begins to consider priorities for the 2022 City Council Policy Agenda. This statistically valid poll was conducted from August 12 to August 16, 2021. The survey was

administered in both Spanish and English, and captured responses from 400 residents via phone-both cell and land lines, with an option to do the survey on-line. The purpose of the survey was to assess residents' satisfaction with City services, to gauge emergency preparedness following the 2019 launch of a preparedness campaign, and weigh opinions of fairness within the City of Salem.

BACKGROUND:

In December 2016 and again in November 2020, community satisfaction survey results were used to help develop initial priorities for the City of Salem's Strategic Plan. Survey results serve as a baseline measurement for resident perceptions on how the City is performing. To track changes in opinion, the 2021 survey benchmarked several questions from the 2020, 2019, 2018, 2017, and 2016 surveys.

Courtney Knox Busch
Strategic Initiatives Manager

Attachments:

1. City of Salem 2021 Community Satisfaction Survey - September 2021.