



## Staff Report

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**TO:** Mayor and City Council

**FROM:** Steve Powers, City Manager

**SUBJECT:**

2017 Residential Satisfaction Survey

Ward(s): All Wards

Councilor(s): All Councilors

Neighborhood(s): All Neighborhoods

**ISSUE:**

Results of the 2017 Residential Satisfaction Survey.

**RECOMMENDATION:**

Information only.

**SUMMARY AND BACKGROUND:**

As an input to the strategic planning process, the City conducted a statistically valid sampling of Salem residents.

**FACTS AND FINDINGS:**

The December 2017 Resident Satisfaction Survey, conducted by DHM and attached (Attachment 1), is one of several data sources that will be considered at the City Council's January 16, 2018 Work Session. This statistically valid poll was conducted from December 7 to December 13 and again on December 19, 2017. The survey was administered in both Spanish and English, and captured responses from 457 residents via phone-both cell and land lines. The purpose of the survey was to assess residents' satisfaction with City services and their values related to development.

The December 2016 survey results were used to help develop initial priorities for the Strategic Plan and serve as a baseline measurement for resident perceptions on how the City is performing. To track changes in opinion, the 2017 survey benchmarked several questions from the 2016 survey and previous surveys.

Courtney Knox Busch  
Strategic Initiatives Manager

**Attachments:**

1. City of Salem Community Priorities, DHM Research - December 2017