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Press Release

FOR IMMEDIATE RELEASE

Lafayette asks residents to participate in City survey

Lafayette, Colo May 9, 2012 – A random sampling of 1,200 Lafayette residents will receive a postcard in the mail this week informing them their household has been selected to anonymously participate in a City sponsored survey.

The survey, administered by the National Survey Center, will measure satisfaction levels with City services, community perceptions, program funding support, and quality of life opinions. The 5 page instrument will be utilized by City Council and staff to establish benchmarks, evaluate progress, set priorities, and chart future activities.

"This is the first City-wide survey we've done since 2002. We're interested in hearing how citizens think we're doing and what areas they'd like to see changes or focus," commented Lafayette Mayor Carolyn Cutler. "The data we collect with this first year's survey will not only guide policy efforts but also set benchmarks to gauge our progress over time."

The process includes a 3 part mailing; a pre-notification postcard, survey first wave, and a survey second wave. A pre-notification postcard will be mailing the week of May 7, with the actual survey landing in residents' mailboxes the week of May 14. A follow up reminder will be sent out on May 21 to give community members who haven't submitted their survey one more opportunity to submit opinions. The project will culminate in July when the National Survey Center presents results to Council.

About the NCS: The National Citizen Survey (NCS) is a standardized tool administered by the National Research Center and is endorsed by the National League of Cities and the International City/County Management Association. It has been utilized by more than 200 local governments in 40 states. Among other resident opinions, the NCS focus areas include community quality, environmental sustainability, community inclusiveness, community and design, recreation and wellness, civic engagement, public safety, and public trust. The questionnaire and survey procedure were designed based on the experience of hundreds of local governments, ranging in size from small to large. Scientific sampling and weighting of the responses in each city ensure accurate and reliable results. Because each jurisdiction's survey is developed using a standard template, and many jurisdictions can be surveyed at one time, The National Citizen Survey™ is a very efficient way to measure citizen opinion.

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