
DEPARTMENT MEMO

DEPARTMENT: Customer Service

FROM: Jesse Elizondo, Director of Customer Service

MEETING: April 18, 2022

SUBJECT:

Receive a report, hold a discussion, and provide staff direction regarding results from the 2022 citywide citizen satisfaction survey. *(Staff Presenter: Jesse Elizondo, Director of Customer Service)*

SUMMARY:

Beginning November 2021, the Customer Service Department has worked with ETC Institute to develop, promote, administer, analyze, and report on the City of Burleson 2022 citywide citizen satisfaction survey.

On January 18, 2022, a final draft of the survey was presented to mayor and council for discussion and recommendations. Since that meeting, ETC Institute (in collaboration with the city's customer service and community services departments) has distributed more than 2,500 surveys via mail, as well as 450 surveys completed via online, in person, mobile or phone; allowing ETC to reach all benchmarks needed to establish a statistically significant sample size. This has enabled them to properly analyze the survey results while ensuring an accurate representation of the Burleson community as a whole.

ETC Institute representatives will present the final report to city council, providing a thorough analysis of all data as well as an overview and summary of the results. The full report including an executive summary, charts, graphs, ratings, mapping, benchmarking, and data tables is attached for more detailed analysis.

RECOMMENDATION:

To present the 2022 citywide citizen satisfaction survey results to mayor and council, providing a thorough analysis of all data, a summary of the results, and inviting discussion and feedback.

FISCAL IMPACT:

(\$22,000) - ETC Institute cost to help develop, promote, administer, analyze and report on citizen satisfaction survey.

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