

# Rapid City Report Card

Ask the citizens of Rapid City how they feel the city is doing in providing public services



**It started as part of  
the discussion of Vision 2020**

# 2020 Strategic Plan

“A Clear Vision for Rapid City’s Future”

## **Two Questions:**

How do you envision Rapid City looking in the year 2020?

What would you like Rapid City to be in the year 2020?

# 2020 Strategic Plan

## “A Clear Vision for Rapid City’s Future”

Goal #1 -- By 2020 Rapid City will be recognized as a leader in attracting, expanding and retaining diverse businesses that offer higher skilled and higher total compensation employment opportunities. This will be evidenced by growth that exceeds national economic standards.

Goal #2 -- By 2020 Rapid City will develop and implement a beautification program beginning with the appearances of its entrances and expanding to the overall community that embodies a consistent theme that is welcoming, aesthetically pleasing and pedestrian friendly.

# 2020 Strategic Plan

## “A Clear Vision for Rapid City’s Future”

Goal #3 -- By 2020 Rapid City will be nationally recognized by industry trade measures; as a premier regional hub for healthcare, education, entertainment, tourism, retirement, business, technology, agriculture and transportation.

Goal #4 -- By 2020 Rapid City will develop an interconnected parks, arts and recreation system that provides diverse opportunities for enjoyment that adds to our family friendly quality of life.

Goal #5 -- By 2020 Rapid City will have in place an accessible, affordable, convenient and safe transportation system that addresses community needs.

# 2020 Strategic Plan

“A Clear Vision for Rapid City’s Future”

## **The next step?**

## **Establish the baseline.**

# Rapid City Report Card

What about establishing a baseline for city services?

**How?**

**The National Citizen Survey**

# Rapid City Report Card

The National Citizen Survey

40 states

350 communities

Allows Rapid City to measure  
itself against other  
communities nationwide

# What is The National Citizen Survey?

- Cost effective system for conducting comprehensive surveys of local residents
- Customizable survey with core questions important to our community
- Benchmarking tool that allows comparison among communities



# What is The National Citizen Survey?

- Customized questionnaire with community logo
- Scientific selection of 1,200 residents
- Random selection of households
- Easy response (self addressed postage-paid)

# What is The National Citizen Survey?

## **Why by Mail?**

- Response rates are better than phone response rates
- Residents are not bothered by phone calls
- More residents are included at a lower cost
- The margin of error is about +/-5% for the 400 returns expected

# Rapid City Report Card

***When performance is measured, performance improves. When performance is measured and reported back, the rate of improvement accelerates.”***

*Thomas S. Monson*