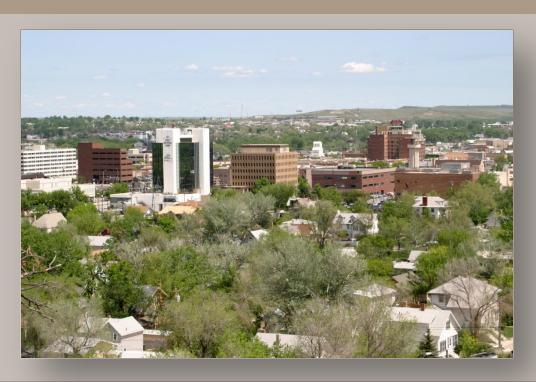
Ask the citizens of Rapid City how they feel the city is doing in providing public services



# 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 <u>develop and implement a beautification program beginning with the appearances of its entrances and expanding to the overall community</u> 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 <u>nationally</u> 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 <u>develop an</u> <u>interconnected parks</u>, <u>arts and recreation system</u> 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 <u>accessible</u>, <u>affordable</u>, <u>convenient and safe</u> <u>transportation system</u> that addresses community needs.

## 2020 Strategic Plan "A Clear Vision for Rapid City's Future"

The next step?

Establish the baseline.

What about establishing a baseline for city services?

How?

The National Citizen Survey

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

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

Thomas S. Monson