

NEW INITIATIVES (WHITE PAPER) FY2018

CONDUCT A YEARLY SURVEY TO OBTAIN RESIDENT FEEDBACK

April 18, 2018

PROPOSED BY: MAYOR MANNY CID

1. Strategic Structure

Strategic Priority (5) - Achieve Better Communication, Transparency and Public Participation on all Issues

Goal (5.3) - Increase Public Participation

New Initiative (5.3.3) - Conduct a yearly survey to obtain resident feedback

2. Legality

There are no legal restrictions, however, under Chapter 119 of the Florida Statute all municipal records are open for personal inspection and copying by any person. All records shall be stored and kept for the purposes of public records.

3. Funding Source & Cost Estimates

There are several options to obtaining resident feedback. Non-scientific surveys and/or polls provided through either Survey Monkey or Social Media outlets provide real-time results at no cost. Telephone or Robo-Call Surveys range from \$5,000 to \$10,000; Mail-in Surveys range from \$2,500 to \$5,000; Randomly selected, statistically valid survey cost about \$25,000.

4. Responsible Organizational Units / Resource Requirements

Community Engagement & Outreach Department.

5. High-Level Timeline/Schedule

Annual survey to be issued during the 2Q-FY, survey tabulated and available to administration and legislative board during the 3Q-FY. Survey results may provide insight for budgeting purposes 4Q-FY.

6. Performance Tracking Measures Toward Achieving the Associated Goal

Town-wide surveys can be designed to provide the administration and the legislative board with reliable feedback from a resident perspective. These surveys provide descriptive information that goes beyond that of performance measures as reported on the Quarterly Performance Reports; any complete measure of success would have to include input from the members of the community. By repeating survey questions annually, we can track performance over time.

7. Identify Synergies to other Goals or Strategies

Replicating the survey on a periodic basis will provide administration and legislative board with regular and reliable information from the residents. The data gathered shall support the push to achieving the goal of mission statement adopted for the 2015 Strategic Action Plan: We want Miami Lakes to be the model of a friendly, open, innovative, effective, and efficient government for its residents and businesses.

8. Feasible Alternative Strategies Addressing at a Minimum, Funding and Timeline, and may Provide Other Benefits of the Alternatives

Leveraging partnerships with community organizations that perform surveys and population studies for key populations for data-sharing and data-mining.

