

**NEWS
RELEASE**

February 18, 2013
CITY OF PADUCAH, KY



Contact: Pam Spencer
Public Information Officer
Phone: 270-444-8669
Fax: 270-443-5058

Pre-Notification Postcards To Be Distributed This Week for Citizen Survey

PADUCAH – “The first and last measure of good government is citizen satisfaction.” That sentence is a key statement regarding the National Citizen Survey. The City of Paducah has contracted to utilize the National Citizen Survey to gather feedback from citizens about city services, civic participation, public trust, and various community topics with the survey to be mailed later this month. The International City/County Management Association (ICMA) and the National Research Center, Inc. (NRC) developed the survey.

City Manager Jeff Pederson says, “The survey data will help elected officials and directors prioritize services and guide future decision-making reflective of the desires of the community. The results also will serve as a management tool to improve operational level systems and performance.” Pederson adds, “By using a standardized survey tool, the entire process can be conducted effectively within tight financial constraints.”

In December, the City of Paducah contracted with the NRC to utilize the National Citizen Survey. Over the past few weeks, the NRC and the City of Paducah worked to finalize the survey instrument, and the NRC compiled the sampling list of 1200 randomly selected Paducah households. This week, the selected households will receive a pre-notification postcard letting them know a survey will be mailed a few days later.

The multiple-choice survey asks questions including how often do you visit the city’s website, how safe do you feel in your neighborhood, and how often do you recycle. Plus, there will be questions asking citizens to rate various city services. Individual answers are anonymous, but the compiled statistical survey results will be shared with the public in the spring.

Public Information Officer Pam Spencer says, “I encourage each household that receives the survey to take 15 minutes to complete it. The results will provide City leaders a wealth of benchmarking data that allows Paducah to be compared with communities across the nation.”

For more information about the citizen survey including the survey methodology and a short video, please visit www.paducahky.gov.

###



City of Paducah • P.O. Box 2267 • Paducah, Kentucky 42002
270/444-8669 • Desk 270/443-5058 • Fax
Website: <http://www.paducahky.gov> Email: pspencer@paducahky.gov
www.awardwinningpaducah.com