

**NEWS
RELEASE**

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CITY OF PADUCAH, KY



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

Survey Recipients Encouraged to Complete Citizen Survey

PADUCAH – The initial mailing of the citizen survey to the 1200 randomly selected households in Paducah began yesterday with surveys expected to be in mailboxes by this weekend or early next week. Last week, the households received a pre-notification postcard letting them know that they would be receiving a survey soon.

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. The data will assist in decision-making and serve as a management tool to improve performance.

Once a household receives the survey, the adult in the household who most recently had a birthday is asked to complete it. Public Information Officer Pam Spencer says, “This is an unbiased way of selecting a person within each household. We want the results to be representative of the community as a whole.”

A second mailing of the survey instrument will go out March 7. The cover letter attached with that mailing asks those who have not completed the survey to please do so and those who have already returned it to refrain from completing another survey.

The multiple-choice survey will take approximately 15 minutes to complete. The survey is a standardized survey tool used by hundreds of cities which will allow Paducah to compare itself with communities across the nation. Individual answers are anonymous. The compiled statistical survey results will be shared with the public in the spring.

The International City/County Management Association (ICMA) and the National Research Center, Inc. (NRC) developed the survey.

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

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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