

**NEWS  
RELEASE**

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CITY OF PADUCAH, KY



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**Next Steps Workshop to Review the Citizen Survey Results**

PADUCAH – The Mayor and Commissioners along with City directors will participate in a Next Steps Workshop led by the National Research Center (NRC) on Wednesday, June 12 from 9 a.m. until 3 p.m. at City Hall. The workshop is to review and analyze the results of Paducah’s National Citizen Survey and will be led by NRC Vice President Michelle Miller Kobayashi.

According to the National Research Center, participation in the Next Steps Workshop allows community members to quickly analyze results, assess priorities, and determine next steps for action. After an introduction and overview of Paducah’s results, the workshop is divided into five activities: identification of key issues, assessment of external factors, identification of strategies for action, development of action plans, and the determination of an organizational planning model.

City Manager Jeff Pederson says, “I believe that conducting the citizen survey was the right thing to do. We need input from the citizens and should not be reliant only upon our own judgment of how well we are serving our residents and visitors. The Next Steps Workshop will help Paducah interpret the results by looking at national trends and typical responses for cities our size in our geographic location.” Pederson adds, “My goal is that at the end of the workshop we will understand our strengths and have an action plan to address the items that have opportunities for improvement.”

In February and March, the NRC mailed the National Citizen Survey to 1200 randomly selected households in Paducah. The City of Paducah had a return rate of 31% with the return of 344 surveys. In order to get an accurate return rate, the number of surveys mailed to empty apartments or vacant homes was subtracted from the initial value of 1200. The NRC expects a return rate of 25-40% for a statistically valid sample.

The City of Paducah 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. The multiple-choice survey is a standardized survey tool used by hundreds of cities. The International City/County Management Association (ICMA) and the NRC developed the survey. For more information about the citizen survey including survey methodology and the survey instrument, please visit [www.paducahky.gov](http://www.paducahky.gov).

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