



FOR IMMEDIATE RELEASE
City of Duluth Communications Office

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SUBJECT: City of Duluth asks residents to participate in National Citizen Survey

BY: Pakou Ly, Public Information Coordinator

City of Duluth asks residents to participate in

The National Citizen Survey

[Duluth, MN] - The City of Duluth wants to hear from residents. Within the next couple of weeks, *The National Citizen Survey* questionnaires will be sent to a random sample of 1,200 Duluth citizens, asking for feedback on city services, quality of life issues, and how well the city communicates with the public. The results will be included in a final report to be issued later this fall. Citizen responses have been instrumental in planning and developing policy, performance measures, communication methods, and budget decisions for the city's future.

"Citizen perspective is our most important performance measurement and serves as a critical feedback loop as we revisit departmental business plans on an annual basis. The annual Citizen Survey demonstrates our commitment to quality service and an ongoing focus on improvement," said Mayor Don Ness.

Duluth led the way as the first city in Minnesota to use the survey. This is the third consecutive survey of Duluth residents. The previous year's report is available on the City of Duluth website, http://www.duluthmn.gov/surveys/national_citizen_survey/

The National Citizen Survey is sponsored by the International City/County Management Association in cooperation with National Research Center, Inc. The questionnaire and survey procedure were designed based on the experience of hundreds of local governments of all sizes, from small to large.

Scientific sampling and weighting of the responses in each city ensure accurate and reliable results. Because each city's survey is developed using a standard template, and many cities can be surveyed at one time, *The National Citizen Survey* is a very efficient way to measure citizen opinion.

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