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## CITY OF NORFOLK CITIZEN SURVEY NOW OPEN TO ALL RESIDENTS

The City of Norfolk has partnered with National Research Center, Inc. to conduct the National Citizen Survey (NCS™). The NCS™ is designed to provide a baseline of how the City of Norfolk is serving residents, to better gauge perceptions of the City, and to make comparisons with peer local government agencies.

On April 24, a random and scientific sample of 1,600 households received invitations to take the survey by mail. Starting today, May 22, an opt-in version of the City of Norfolk Citizen Survey will be available online, allowing all citizens the opportunity to voice their opinions.

Residents who received one of the original mail surveys are encouraged to complete those instead of taking the opt-in survey. Residents who have not yet participated are invited to take the survey online at <http://bit.ly/2018norfolksurvey>. The results from this online opt-in survey will be weighted and analyzed separately from the random and scientific sample.

The deadline to participate in either the random sample survey or online opt-in survey is Tuesday, June 5, 2018.

**About The National Citizen Survey™ (The NCS™):** The NCS was among the first scientific surveys developed to gather resident opinion on a range of community issues, and has been used in more than 350 jurisdictions across 46 states. The NCS is a cost-effective survey of resident opinion and an important benchmarking tool that allows for comparison among communities. Communities using The NCS have reported that the tool improved service delivery, strengthened communications with community stakeholders and helped leaders identify clear priorities for use in strategic planning and budget setting. The NCS is the only citizen survey endorsed by the International City/County Management Association and the National League of Cities.

**About National Research Center, Inc. (NRC):** NRC ([www.n-r-c.com](http://www.n-r-c.com)) is a leader in the field of public sector research and evaluation, with clients from across the country and around the globe. The firm is comprised of a skilled team of social scientists who support cities, counties, foundations and nonprofit organizations in using research to help communities thrive. NRC pioneered the development of The National Citizen Survey™ and continues to offer a suite of products designed to enhance the public voice and aid local decision-making.