



# COUNTY OF NEVADA COUNTY EXECUTIVE OFFICE

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## NEVADA COUNTY BOARD OF SUPERVISORS Board Agenda Memo

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**MEETING DATE:** 1/23/18  
**TO:** Board of Supervisors  
**FROM:** Alison Lehman, Assistant County Executive Officer  
**SUBJECT:** Presentation on the results of Nevada County's National Citizen Survey

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**RECOMMENDATION:** No action required. Informational item on the results of Nevada County's National Citizen Survey conducted by National Research Center.

**FUNDING:** N/A

**BACKGROUND:**

The National Citizen Survey (NCS) is a government tailored survey created by National Research Center, Inc. (NRC) to capture resident opinions and give government leaders the tools to use data driven decision making. NCS community surveys include benchmark comparisons to over five hundred similar communities and allows additional custom questions to tailor questions to its specific communities. The survey covers three areas of community livability within Nevada County (Community Characteristics, Governance, and Participation) and also included custom questions developed with input by various County departments, staff, and National Research Center consultants.

The six-page survey was mailed to 1,800 Nevada County residents in the summer of 2017, and received a 32% response rate with 545 surveys completed and returned. The 32% response rate is higher than average compared to the response rate of similar communities. The results are statistically sound and a representative sample of Nevada County residents with a 4% margin of error. Responses were weighted and compared to those found in the 2010 Census and American Community Survey estimates for adults in Nevada County. More information about survey methods are available in the Technical Appendices document of the NCS.

On September 5, 2017, NRC presented the survey results specific to cannabis. This presentation will provide a summary of the entire report. The final report includes the Community Livability Report, Dashboard Summary of Findings, and Technical Appendices.

**Initiated and Approved by:** Alison Lehman, Assistant County Executive Officer

Submittal Date: January 17, 2018