City of Saginaw
Citywide Customer Satisfaction Survey 2022

Timeline

Date	Action Item
October 1	Fiscal Year Begins
Week of October 3rd	- Survey is checked for any spelling errors and formatting issues - All Residential and Multi-Family addresses are Mail Merged into the document and each gets a unique survey code. - Purchase of the survey software - Set up an account with United States Postal Service (USPS)
Week of October 10th	- Survey is Sent to the printers after week long checks were conducted. - Online survey is completed - Marketing for survey is created in English and Spanish - Reach out to Farmers Market Coordinator to have a booth at the November Market Days.
Week of October 17	- Receive survey back from the printers and get them prepared for shipping/mailing by USPS. -
Week of October 24	- Mail out surveys and open up online survey. - Start marketing survey on city website, social media, and other mediums - Check Mail to see if any surveys have returned and record their responses electronically.
Week of October 31/November 1	- Continue Marketing efforts to have people complete the survey - Go to Senior Center to inform residents about the survey - Check Mail to see if any surveys have returned and record their responses electronically.
Week of Nov. 7	- City Staff attends Farmers market to promote survey to residents - Check Mail to see if any surveys have returned and record their responses electronically.
Week of Nov. 14	- Continue Marketing efforts to have people complete the survey - Check Mail to see if any surveys have returned and record their responses electronically.
Week of Nov. 21	- Continue Marketing efforts to have people complete the survey - Check Mail to see if any surveys have returned and record their responses electronically.
Week of Nov. 28	- November 30th at 11:59:59PM survey closes. - Beginning of data analysis and report creation - Check Mail to see if any surveys have returned and record their responses electronically.
Week of Dec. 5	- Continuing with data analysis and report building - Check Mail to see if any surveys have returned and record their responses electronically.
Week of Dec. 12	- Report and presentation is completed to present to council at the next meeting.
Week of Dec. 19	- Present findings to City Council during the December 20th City Council meeting

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Budgeted Cost Breakdown

Item	Cost
Survey Software	$1,500
USPS Mailing (send)	$2,000
USPS Mailing (Return)	$4,500
Survey Printing	$4,000
Budgeted Total	**$12,000**