



City of Murphy
206 N. Murphy Rd.
Murphy, TX 75094
(972) 468- 4000
www.murphytx.org

News Release

FOR IMMEDIATE RELEASE

Media Contact: Celso Martinez 972-623-8836

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City officials engage survey to measure resident view

MURPHY (September 18, 2015) Crystalizing their commitment to servant leadership, Murphy's City Council and administration are about to embark on a trek to uncover how residents feel about the services provided, and how they might improve, says City Manager James Fisher.

"We have been talking about a community survey for some time," he said. "We talk about being servant leaders in a very honest and sincere way, and this community survey will tell us where our residents stand on whether or not we're living up to that."

Starting next week, some 600 to 700 households will receive an email invitation to participate in the City's community survey. A target list of email address was culled from files in Customer Service, although any resident may take the survey by logging on to www.murphytx.org and engaging the MindMixer program. Responses will be limited to one per email address, and two email addresses per household.

"The survey will cover the waterfront, because we're interested in virtually every aspect of City services," said Fisher. "Every department will be included, but not every resident may have had interaction with every department, so we ask that people talk about their direct interaction with City staff and services."

In addition to departmental questions, the survey will also delve into quality of life questions, questions regarding new or different city services desired, and either existing or preferred facilities.

While most questions in the survey can be answered with a multiple choice or yes or no answer, some questions will allow for deeper essay-type responses. "We will look at each response, and most especially from those residents who take the time to include some detail or further expansion in their answer," he said. "These will be very illuminating for us."

Council agreed on Decision Analyst, a prominent, experienced company in market research, to conduct the survey after interviewing several bidders. The City then worked diligently with the company to develop a concise yet comprehensive survey.

While there is no set deadline for the survey's completion, City staffers encourage residents to complete it as expeditiously as possible in order to provide Council the information in a timely manner. "We know we will get some high quality responses with extremely valuable information. So, the sooner we get these back, the sooner we can brief Council and the sooner we can implement any recommendations that arise from it," said Fisher.

Questions or concerns with the survey can be directed to Tina Stelnicki, Community Development Coordinator at 972-468-4118 or tstelnicki@murphytx.org.

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ABOUT MURPHY -- Murphy is a fast-growing community located in Collin County. The population is approximately 18,020, generally characterized as highly educated with a median household income above the state average. With more than 70 percent of the land developed, the community is dominated by single-family residences. City planners strive to preserve a country feel while exhibiting an aggressive economic development stance. The centrally-located municipal complex includes four buildings that house Fire, Police, City Administration and Public Works. Money Magazine has dubbed Murphy as the 27th Best Place to Live in America for small cities, and D Magazine placed Murphy as the fifth best suburb in the 2014 list, where it has consistently ranked in the top 10.