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**City of Duluth Communications Office**

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**DATE: 01/03/2011**

**SUBJECT: City seeks resident input in effort to improve services and performance issues**

**BY: Pakou Ly, Public Information Coordinator**

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## **City seeks resident input in effort to improve services and performance issues**

[Duluth, MN] - In a continuing effort to improve city services, resident focus groups will be asked to voice their opinions about city priorities, the quality of services to residents, and performance standards to measure success. The effort will be paid for by a grant from The National Center for Civic Innovation.

The focus groups are the next phase of the City of Duluth's emphasis on performance management and are a follow up to the National Citizen Survey. In the past two years, the City has implemented several important reforms including departmental business plans, customer service training, systematic employee reviews, and citizen perception surveys. Citizen input helps the city continue its efforts to work towards additional improvements.

The city is working with Zenith Research Group of Duluth to conduct three focus group sessions in the upcoming months. The three 90-minute long focus group sessions will allow participants to more thoroughly discuss a variety of city services including public safety, housing, education, parks, libraries, sustainability and neighborhood vitality. Duluth residents who are interested in participating in the focus group research will be asked to complete a short online application survey.

The application is available until **January 7, 2011** on the City of Duluth website [www.duluthmn.gov](http://www.duluthmn.gov) or the Zenith Research Group website [www.zenithgroup.com](http://www.zenithgroup.com)

Anyone with questions can contact Duke Skorich, President of Zenith Research at (218) 728-6525, or by email at [dukes@zenithgroup.com](mailto:dukes@zenithgroup.com)