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**\*FOR IMMEDIATE RELEASE\***

**September 14, 2022**

**Subject: Grand Traverse County prepares for the annual National Community Survey**

Grand Traverse County Administration is pleased to announce they are conducting a comprehensive quality of life survey this month. The survey will be available online for randomly selected residents that received the survey by mail and on October 4, all residents will be able to complete the survey by visiting [www.gtcousinmi.gov](http://www.gtcousinmi.gov). The survey will also be shared on Grand Traverse County's Facebook page. The opportunity to participate in the survey closes after October 18<sup>th</sup>.

"We're very excited to be conducting this survey," says County Administrator Nate Alger "This survey will help Grand Traverse County staff and the Board of Commissioners identify priorities for the community and improve the quality of life in Grand Traverse County."

For the past few weeks, Deputy County Administrator, Chris Forsyth has been working with an independent consultant, Polco to develop the survey. The instrument, known as The National Community Survey™, allows the County to compare results and benchmark residents' opinions against other communities across the country. The survey will include questions about the quality of life, important characteristics of the community, services provided by Grand Traverse County, and priorities for the future. The survey will be available online in English and Spanish.

Grand Traverse County participated in the National Community Survey in 2020 and received high marks in safety, and quality of life while receiving lower marks in affordable housing and availability of community health services. Due to this, specific custom questions regarding mental health and substance abuse treatments were included in the current 2022 survey. Grand Traverse County hopes to see improvements in these areas.

Grand Traverse County's Administrator Nate Alger hopes all residents will participate in this survey saying, "Grand Traverse County is a great community, and the results will help to create a better County. I encourage everyone living in Grand Traverse County to take the survey and help us chart our community's future."

Residents with questions about the survey may contact the Administration Office by phone at 231-922-4780, by email at [admin@gtcountymi.gov](mailto:admin@gtcountymi.gov), or by visiting [www.gtcousinmi.gov](http://www.gtcousinmi.gov).

**About The National Community Survey™ (The NCS™):** The NCS was among the first scientific surveys developed to gather resident opinions 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 resident survey endorsed by the International City/County Management Association and the National League of Cities.

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