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4 **A RESOLUTION**

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6 Requesting an audit of how Milwaukee County offices and departments have engaged
7 public or employee opinion for the enhancement of program and service delivery and
8 efficiency, whether engagement has produced representative, statistically significant
9 results, and whether it may be beneficial to consolidate County engagement efforts

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12 WHEREAS, Milwaukee County departments from time to time may seek out
13 public and/or personnel opinion prior to making decisions relating to the delivery or
14 adjustment of County services, including but not limited to surveying employees for
15 workplace improvement and racial equity (File No. 20-654), bus route changes in MCTS
16 Next (File No. 19-241), the creation or extension of bicycle and pedestrian trails, long-
17 term parks planning (File No. 17-232), or how County assets are utilized; and

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19 WHEREAS, a method of determining public opinion often includes polling which
20 may or may not employ statistical methods which ensure statistical significance for a
21 scientifically representative analysis of public opinion; and

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23 WHEREAS, it may be difficult to reach different stakeholders, including persons
24 of color, those who may not speak English, who may lack internet access, or may have
25 a disability, hindering a response according to traditional surveying methods; and

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27 WHEREAS, delivery of the County services residents expect and deserve may
28 benefit from cross-departmental collaboration and furthermore may enhance service
29 delivery and efficiency; and

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31 WHEREAS, in the future the County may benefit from conducting an overarching
32 survey to determine the needs and desires of residents; and

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34 WHEREAS, the Committee on Audit, at its meeting of June 16, 2021,
35 recommended adoption of File No. 21-532 (vote 4-0); now, therefore,

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37 BE IT RESOLVED, Milwaukee County hereby requests the Office of the
38 Comptroller, Audit Services Division, perform an audit on which County offices and
39 departments have utilized polling while attempting to ascertain public or employee
40 opinion and:

- 42 • Ascertain which departments and offices have conducted polling, the purpose
43 thereof, the methods, costs, response rates, and the demographics of
44 respondents
- 45 • Determine whether or not efforts were made to make polling scientific in order to
46 produce statistically significant results, including garnering the sentiment of
47 disadvantaged groups
- 48 • Advise County offices and departments on how they can design approaches for
49 ascertaining opinion in a representative way to the public benefit via
50 enhancement of service delivery and efficiency

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54 BE IT FURTHER RESOLVED, Milwaukee County requests the Office of the
55 Comptroller, Audit Services Division, provide its analysis and recommendations with the
56 possible goal of helping the County determine if one comprehensive annual or biennial
57 community survey would result in a more equitable and racially equitable assessment of
58 community feelings toward County programs and services.

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