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Survey says: ---

East Haven, CT October 7, 2008---- This past summer, all tax bills mailed from the Town of East Haven also included a questionnaire/survey for taxpayers to fill out and return (as well as being available on the Town of East Haven website). In keeping her campaign promise to use her business background to run a more efficient government, new Mayor April Capone Almon wanted to give the taxpayers an opportunity to evaluate the performance of her Administration and provide them the opportunity to let her know what Town issues concern them most. The survey utilized a derivative of a corporate business technique/initiative called Net Promoter Score (NPS). Companies such as GE, American Express, Apple, Costco, and Dell utilize NPS to monitor the pulse of their customers to better understand how their company is performing. "It is with great pleasure that I release the results of our survey. While most surveys typically yield a 1-2% response rate, our survey generated a response rate of 6.5% of the registered voters in East Haven!"

On a scale of 1-10, with 10 being the highest score, concerning the question "How willing would residents be to recommend East Haven to someone as a desirable place to live?", 76% gave a score of 7 or better. As to the question "What kind of job do you feel the Mayor and her Team are doing?", 81 % turned in a score of 7 and above. The last question, "Do you feel that the Mayor and her Team are managing East Haven in the best interests of the citizens as their #1 priority?", 83% provided a score of 7 or more.

"My Team and I are extremely proud of earning over an 80% approval rating. We have all been working very hard since we took office in November and it is satisfying to see our efforts are producing positive feedback. I know there is still so much work to do and I look forward to tackling the projects ahead of us." It was noted a conservative approach was taken in analyzing the data, whereby any score less than 7 was interpreted as either a neutral or negative data point.

Also included in the survey was a section for taxpayers to identify their #1 concern as a resident of East Haven. 65% sited Taxes the #1 concern. Roads (30%) and Education (27%) were #2 and #3 respectively. Police/Fire (18%), Beach (9%) and "Other" (16%) were the other choices. It was noted for clarification purposes that the cumulative percentages for this part of the survey totaled over 100% as a result of most residents choosing more than 1 concern (1,612 responses were tallied from the 971 respondents who participated).

"Our next step will be to take what we have learned from the survey and formulate a comprehensive Town wide plan weaving the direct input of our residents into the fabric of our strategy." Mayor Capone Almon also noted she will share that plan with her citizens in the near future. "It is our intent to solicit feedback regularly to ensure we are meeting the needs of our customers --- the taxpayers of East Haven".