



Council
Communication
Office of the City Manager

Date April 23, 2007

Agenda Item No. 35
Roll Call No. 07-
Communication No. 07-214
Submitted by: Richard A. Clark, City Manager

AGENDA HEADING:

Approving Professional Services Contract with ETC Institute, (Elaine Tatham, President, 725 W. Frontier Circle, Olathe, KS) for development and implementation of the 2007 Resident Satisfaction Survey, not to exceed \$21,105.

SYNOPSIS:

This action approves a professional services contract for the development and implementation of the *DirectionFinder*® resident satisfaction survey with ETC Institute and authorizes the City Manager to sign the agreement. The survey instrument will be developed jointly by staff and ETC Institute. A copy of the draft survey will be made available for review by City Council before it is distributed to residents.

FISCAL IMPACT:

Amount: Not to exceed \$21,105

Funding Source: FY 2006-07 Operating Budget, City Wide Training and Benchmarking Fund, SP720 HRS980100, page 309.

ADDITIONAL INFORMATION:

If this action is approved, ETC Institute will again administer its *DirectionFinder* survey via mail and phone to a random sample of Des Moines residents. The City first began using the services of ETC Institute in 2004. ETC was selected for two principal reasons: first, the results from ETC can be benchmarked against results from communities across the nation. Second, the City experienced significant savings by utilizing the basic ETC *DirectionFinder* survey as opposed to its previous vendors. Specifically, in 2001 the City Council approved a contract with Iowa State University for a survey conducted in 2002. The Iowa State survey cost the City approximately \$30,000.

Under this contract, Des Moines will be guaranteed results from 800 completed surveys. In 2004 and 2006, the City Council authorized professional services agreements with ETC for 400-sample size surveys that included the basic services of tabular data, benchmarking information, and importance-satisfaction (I-S) analysis. The 2007 survey will include these services as well as cross tabulation of survey results so that the information from each question can be examined by up to four subgroups, such as age, ethnicity, gender, or income level.

In 2005, ETC guaranteed 1,200 completed surveys, and staff initially anticipated recommending that same sample size for this year. However, the City can save nearly \$9,000 by instead choosing a sample size of 800. Overall results for this survey will be statistically significant with a precision of at least

+/- 3.5% at the 95% level of confidence. Furthermore, with a sample size of 800, results can be sub-grouped and analyzed by city ward with a precision of at least +/- 6.5% at the 95% level of confidence.

In 2005, the City also purchased an option for geocoding so that survey results could be identified by geographic area, including each ward. ETC provided 15 maps to illustrate survey findings. This year ETC will verify addresses and provide tabular data to the city, but geocoding will be performed in house by the Information Technology Department's Geographic Information System (GIS) Division. Maps will be prepared on a question-by-question basis if the survey responses indicate that geographical analysis would be informative. The City will save \$1,225 by geocoding the survey results in-house instead of using ETC.

As in the past, ETC Institute will formally present the results of the survey to the City Council during a workshop, tentatively planned for the last week in June 2007.

PREVIOUS COUNCIL ACTION(S):

Date: April 10, 2006

Roll Call Number: 06-665

Action: Professional Services Contract with ETC Institute, (Olathe, KS), for development and implementation of the 2006 Citizen Satisfaction Survey, not to exceed \$10,500. (Council Communication No. 06-181) Moved by Hensley to adopt. Motion Carried 6-1.

Date: April 11, 2005

Roll Call Number: 05-875

Action: Professional Services Contract with ETC Institute, (Elaine Tatham, President, Olathe, KS) for development and implementation of Citizen Satisfaction Survey. (Council Communication No. 05-208) Moved by Hensley to approve. Motion Carried 6-1.

Date: August 23, 2004

Roll Call Number: 04-1796

Action: Professional Services Contract with ETC Institute (Olathe, KS) for the development and implementation of a citizen satisfaction survey, \$9,600. (Council Communication No. 04-407) Moved by Brooks to approve. Motion Carried 6-1. Absent: Hensley.

BOARD/COMMISSION ACTION(S): NONE

ANTICIPATED ACTIONS AND FUTURE COMMITMENTS:

City Council members will be asked to review the survey instrument when it is finalized later this month. The survey will be conducted throughout the month of May and early June, and the findings will be reported to Council during the last week of June (tentative).