

RESOLUTION NO. R-20-01

A RESOLUTION AUTHORIZING THE CITY MANAGER TO ENTER INTO A CONTRACT WITH THE ETC INSTITUTE FOR THE PURPOSE OF CONDUCTING A CITIZEN SATISFACTION SURVEY IN THE AMOUNT OF \$18,500.00.

WHEREAS, the ETC Institute will work with City staff to design a survey instrument to objectively measure satisfaction with city services and to gather input about priorities for the community that can be used in conjunction with the beginning phases of the Comprehensive Plan; and

WHEREAS, the ETC Institute will design the sampling plan in a manner that ensures the completion of at least 400 surveys from a random sample of households in the City of Gladstone; and

WHEREAS, the ETC Institute will administer the survey by a combination of mail, phone, and Internet; and

WHEREAS, the ETC Institute will provide a copy of the overall results for each question on the survey; and

WHEREAS, the proposal received from the ETC Institute in the amount of \$18,500.00, which includes all options, has been determined by the City Manager to be a fair proposal.

NOW, THEREFORE BE IT RESOLVED BY THE COUNCIL OF THE CITY OF GLADSTONE, MISSOURI, AS FOLLOWS:

THAT, the City Manager of the City of Gladstone, Missouri, is hereby authorized to execute a contract with the ETC Institute, for work as outlined in the attached proposal documents for a total amount not to exceed \$18,500.00.

FURTHER THAT, funds for such purpose are authorized from the General Fund.

INTRODUCED, READ, PASSED AND ADOPTED BY THE COUNCIL OF THE CITY OF GLADSTONE, MISSOURI, THIS 13TH DAY OF JANUARY, 2020.



Mayor Carol J. Suter

ATTEST:



Ruth E. Bocchino, City Clerk



Request for Council Action

RES # R-20-01

BILL # City Clerk Only

ORD # City Clerk Only

Date: 1/7/2020

Department: Community Development

Meeting Date Requested: 1/13/2020

Public Hearing: Yes Date:

Subject: Citizen Satisfaction Survey – ETC Institute

Background:

As City Staff prepares to kick-off the Comprehensive Plan Update in 2020, we are seeking professional services from the ETC Institute to conduct a Citizen Satisfaction Survey. The ETC Institute will work with City Staff to design a survey to objectively measure satisfaction with city services and to gather input about priorities for the community that can be used in conjunction with the beginning phases of the Comprehensive Plan Update. The ETC Institute will design a sampling plan in a manner that ensures the completion of at least 400 random surveys. These surveys will be administered by mail, phone and internet. The proposal received by the ETC Institute is in the amount of \$18,500, which includes all options. Historically, we have used the ETC Institute to conduct citizen surveys.

Budget Discussion: Funds are budgeted in the amount of \$ 18,500 from the General Fund. Ongoing costs are estimated to be \$ 0 annually. Previous years' funding was \$0

Public/Staff Input/Commission:

In 2019, the Planning Commission fully endorsed a Comprehensive Plan Update and this Citizen Satisfaction Survey is a component of the project.

Provide Original Contracts, Leases, Agreements, etc. to: City Clerk and Vendor

Austin Greer, Assistant To the City Manager/Planning Administrator
PC
City Attorney

SW
City Manager



ETC INSTITUTE

MARKETING RESEARCH DEMOGRAPHY STATISTICAL APPLICATIONS

725 W. FRONTIER CIRCLE, OLATECO, KANSAS 66061
(913) 829-1215 FAX: (913) 829-1504

December 12, 2019

Mr. Austin Greer
Assistant to the City Manager/Planning Administrator
City of Gladstone
7010 N. Holmes Street
Gladstone, MO 64118
Phone: (816) 423-4102

Subject: Proposal to Conduct a Community Survey for the City of Gladstone

Dear Mr. Greer:

ETC Institute is pleased to submit a scope of work and fees to conduct a community survey for the City of Gladstone. If selected for this project, ETC Institute will provide the following services:

Task 1: Design the Survey and Prepare the Sampling Plan. Task 1 will include the following services:

- Working with City staff to develop the content of the survey. Although ETC Institute will tailor the survey to the City's needs, our firm will provide sample questions from other communities to make the development of the survey instrument as easy as possible. It is anticipated that 3-4 drafts of the survey will be prepared before the survey is approved by the City. The survey will be 6-7 pages in length.
- Participating in meetings by phone to develop the survey.
- Conducting a pilot test of the survey to ensure the questions are understood by residents. Based on the results of the pilot test, ETC Institute will recommend changes (if needed) to the survey.
- Selecting a random sample of residents to be contacted for the survey. The sample will be address-based and will include residents with traditional land-lines and those that only have cell phones.

Deliverable Task 1. ETC Institute will provide a copy of approved survey instrument.

Task 2: Administer the Survey. Task 2 will include the following services:

- ETC Institute will administer the survey by a combination of mail, Internet and phone.
- ETC Institute will mail the survey and a cover letter (on City letterhead) to a random sample of households in the City. Only one survey per household will be sent. Postage-paid envelopes will be provided by ETC Institute for each respondent. The City will provide a cover letter for the mailed survey. The cover letter will contain a link to an online version of the survey. Residents who receive the survey will have the option of returning the printed survey by mail or completing it on-line.
- Approximately 7-10 days after the surveys are mailed, ETC Institute will follow-up via e-mail and/or phone with households that received a mailed survey. ETC Institute will continue following up with households until reaching the targeted number of completed surveys. Listed below is the sampling plan for your consideration:
 - A sample of 400 completed surveys will provide results that have a margin of error of +/-5% at the 95% level of confidence at the City level.
- ETC Institute will monitor the distribution of the sample to ensure that the sample reasonably reflects the demographic composition of the City with regard to age, geographic dispersion, gender, race/ethnicity and other factors.

Deliverable Task 2. ETC Institute will provide a copy of the overall results for each question on the survey.

Task 3: Analysis and Final Report. ETC Institute will submit a final report to the City. At a minimum, this report will include the following items:

- Formal report that includes an executive summary of the survey methodology and a description of major findings.
- Charts and graphs that show the overall results of each question on the survey.
- Benchmarking analysis showing how the City compares to residents in other communities.
- Importance-Satisfaction Analysis that will identify the areas where the greatest opportunities exist to enhance overall satisfaction with City services.
- GIS maps that show geocoded survey results for selected questions on the survey
- Tabular data that shows the results for each question on the survey, including open ended questions.
- A copy of the survey instrument

Deliverable Task 3: ETC Institute will submit the draft final report in an electronic format. ETC Institute will also provide the raw data in an Excel database, or other format if requested by the City. In addition, ETC will make a presentation to City officials as may be requested by the City.

Project Schedule

Listed below is ETC Institute's typical timeline for administering a community survey. Since the surveys will be administered entirely in-house, the completion date for the project is completely within our control. If desired, we can meet a more ambitious timeline and are available to start at a date most convenient for the City.

- **Month 1**
Design survey instrument
Finalize sampling plan

- **Month 2**
Administer the survey

- **Month 3**
Draft Report Submitted for review
Prepare and Deliver the Final Report

Cost and Invoicing Schedule

The services described above will be provided to the City of Gladstone for a total cost of \$18,500. It will be invoiced at the amount of \$9,250 within 30 days of execution of this agreement, and \$9,250 upon the completion and delivery of the survey to the City.

CLOSING: We appreciate your consideration of this proposal, and look forward to your decision. If you have any questions, please do not hesitate to call me at.

Sincerely,



Robert Heacock, ETC Institute

City of Gladstone Approval:



(Authorized Signature)

\$18,500

(Total Services Cost)

1/27/2020

(Date)