

## Meeting Agendas/Info

CITY COUNCIL COMMUNICATION:	ITEM _____
<b>01-187</b>	<b>OFFICE OF THE CITY MANAGER CITY OF DES MOINES, IOWA</b>
<b>AGENDA:</b>	<b>SYNOPSIS -</b>
APRIL 16, 2001	Approval of professional services contract for development and implementation of a citizen satisfaction survey.
<b>SUBJECT:</b>	<b>FISCAL IMPACT -</b>
PROFESSIONAL SERVICES CONTRACT FOR DEVELOPMENT AND IMPLEMENTATION OF A CITIZEN SATISFACTION SURVEY	Up to \$30,000-\$13,365 for professional services and up to \$16,635 for associated costs (postage, return postage, response forms, envelopes, etc.).  <b>RECOMMENDATION -</b>  <b>Approval.</b>
<b>TYPE:</b>	<b>BACKGROUND -</b>
<b><u>RESOLUTION</u></b> ORDINANCE RECEIVE/FILE	There are four facets to the City's Performance Measurement and Benchmarking program (PM & B). These facets include the City's enrollment in the International City/County Management Association's (ICMA) Center for Performance Measurement, departmental performance measures in the Operating Budget document, a citizen survey, and Citizen Initiated Performance Assessment (CIPA).
<b>SUBMITTED BY:</b>	
ERIC A. ANDERSON CITY MANAGER	This contract with Iowa State University (ISU) to develop a citizen satisfaction survey based on the Strategic Plan will enable us to accomplish one of the four goals of the PM & B program.  A citizen survey can be a powerful external indicator of the success of our efforts to improve the City's service delivery systems. Having the survey reflect the priorities of the Strategic Plan will produce valid questions, and credible results, which can be understood within the established priorities of our residents and Council.

**HIGHLIGHTS:**

- ISU plans to survey approximately 6,000 Des Moines residents (approximately 10 percent of the households in Des Moines).
  - We will require the assistance of Des Moines Water Works to mail the surveys as accurately as possible, using their customer database.
  - An aggressive timetable has been established to mail the surveys in May with a final report delivered by August 15th.
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