



Agenda Item:

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COUNCIL COMMUNICATION City Manager's Office

GENERAL INFORMATION

Agenda Date: 08/23/04
04-407

Communication No.:

Agenda Item Type: Resolution
No.:

Roll Call

Submitted by: Richard Clark, Acting City Manager

SUBJECT—

Authorization for the City Manager to sign a professional services contract for development and implementation of a Citizen Satisfaction Survey.

SYNOPSIS—

This action approves a professional services contract for the development and implementation of a citizen satisfaction survey with ETC Institute, Elaine Tatham, President, 725 W Frontier Circle, Olathe, KS and authorizes the Assistant City Manager to sign the agreement. A copy of the draft survey was previously distributed to the City Council and is now on file with the City Clerk's Office.

FISCAL IMPACT—

\$9,600

Funding will be provided through the City Wide Training and Benchmarking Fund, SP720 HRS980100.

RECOMMENDATION—

Approval

BACKGROUND—

The City Council last approved a Citizen Satisfaction Survey in 2002 with Iowa State University by roll call 01-1149. At this time, staff is recommending that the City utilize a different vendor for this survey. Rather than utilize Iowa State University, staff is recommending that the City utilize a research firm called ETC Institute. There are two primary motivations for this change.

First, the City will see significant savings by utilizing ETC (\$9,600) rather than Iowa State University (\$30,000). Second, the results from ETC can be benchmarked against results from communities across the nation. A list of the cities that the City of Des Moines' results may be compared against will be provided at request.

While there are clear advantages to utilizing ETC, there are two principal differences between the ISU and ETC Surveys. First, the ISU survey was centered on the City of Des Moines Strategic Plan. The ETC survey has a much greater operational focus. Second, Staff is recommending a much smaller sample size through ETC (400 completed surveys) than was generated by ISU (1,200 completed surveys).

Below is the anticipated schedule related to the survey:

- Community Education about Survey August 30th -September 17th
- Survey Administration September 22nd –November 10th
- Survey Results presented at Council Workshop November 17, 2004