



Agenda Item:

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## COUNCIL COMMUNICATION City Manager's Office

### GENERAL INFORMATION

Agenda Date: 04/11/05  
208

Communication No.: 05-

Agenda No.:	Item	Type:	Resolution	Roll	Call
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Submitted by: Eric Anderson, 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 the Direction Finder 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 is on file with the City Clerk's Office.

### FISCAL IMPACT—

\$29,850

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

### RECOMMENDATION—

Approval

### BACKGROUND—

If this action is approved, ETC Institute would administer its Direction Finder Survey via mail and phone to a random sample of Des Moines residents. Under this contract, Des Moines would be guaranteed results from 1,200 completed surveys rather than the 400-survey sample used in 2004. ETC would also provide additional services requested by the City Council after the completion of the 2004 Citizen Satisfaction Survey including: cross tabulation of survey results

so that the information from each question could be examined by subgroups; geocoding so that survey results could be identified by geographic area including ward; and 15 maps that illustrate survey findings.

The City Council last approved a contract with ETC Institute for administration of its Direction Finder Survey on August 23, 2004 by roll call 04-1797. At that time, the City chose to pursue a basic survey package offered by ETC Institute. For \$9,600, the ETC Institute provided the City with basic analysis of 400 completed random surveys. The City selected ETC for two principal motivations: first, the results from ETC can be benchmarked against results from communities across the nation. Second, the City saw significant savings by utilizing the basic ETC Direction Finder Survey as opposed to its previous vendors. For example, on April 16, 2001, by roll call 01-1149, the City Council had approved a contract with Iowa State University for survey service used in 2002. The Iowa State Survey cost the City approximately \$30,000.