



**Council
Communication**
Office of the City Manager

Date

April 10, 2006

Agenda Item No. 46

Roll Call No. ~~06-~~

Communication No. 06-181

Submitted by: Richard A. Clark, City Manager

AGENDA HEADING:

Approving Professional Services Contract with ETC Institute, (Elaine Tatham, President, Olathe, KS) for development and implementation of the 2006 Citizen Satisfaction Survey.

SYNOPSIS:

This action approves a professional services contract for the development and implementation of the *DirectionFinder*© citizen satisfaction survey with ETC Institute (Elaine Tatham, President, 725 W Frontier Circle, Olathe, KS) 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 members by the end of the month.

FISCAL IMPACT:

Amount: \$10,500

Funding Source: Funding is available in the Fiscal Year 2005-06 Operating Budget, City Wide Training and Benchmarking Fund, SP720 HRS980100, page 349.

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 would be guaranteed results from 400 completed surveys, similar to the survey conducted in 2004. In 2005 the City Council authorized a professional services agreement with ETC in the amount of \$29,850 for a 1200-sample size survey. The 2005 survey also included the following additional services: 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. These three additional services will not be included with the proposed 2006 survey, but staff anticipates purchasing them again in 2007.

As in the past, staff suggests that ETC Institute present the results of the survey to City Council during a workshop, tentatively scheduled for June 21, 2006.

PREVIOUS COUNCIL ACTION(S):

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 a 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.

Date: April 16, 2001

Roll Call Number: 01-1149

Action: Memorandum of Understanding with Iowa State University-Research Institute for Studies in Education, for development and implementation of a Citizen Satisfaction Survey. (Council Communication No. 01-187). Moved by Vlassis to adopt. Motion Carried 6-1. Absent: Daniels.

BOARD/COMMISSION ACTION(S): NONE

Date:

Roll Call Number:

Action:

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 on June 21, 2006 (tentative).