

 <p style="text-align: center;">Council Communication Office of the City Manager</p>	Date:	October 24, 2011
	Agenda Item No.	44
	Roll Call No.	<u>11-1809</u>
	Communication No.	<u>11-654</u>
	Submitted by:	Richard A. Clark, City Manager

AGENDA HEADING:

Approving Professional Service Contract with ETC Institute, Christopher Tatham, Vice President, 725 W. Frontier Circle, Olathe, KS, for development and implementation of the 2011 Resident Satisfaction Survey and the 2011 Survey of Businesses, not to exceed \$33,250.

SYNOPSIS:

Recommend approval of a professional services contract for the development and implementation of the DirectionFinder© resident satisfaction survey with ETC Institute (ETC) and to authorize the City Manager to sign the agreement. The survey instrument will be developed jointly by staff and ETC. A copy of the draft surveys are available for review at the City Clerk’s Office.

FISCAL IMPACT:

Amount: Not to exceed \$33,250 (\$21,630 for the DirectionFinder© residential survey and \$11,260 for the business survey).

Funding Source: Fiscal Year 11-12 Operating Budget, City Wide Training and Benchmarking Fund, SP720, HRS980100, page 151.

ADDITIONAL INFORMATION:

If this action is approved, ETC will again administer its DirectionFinder survey via mail and phone to a random sample of Des Moines residents. As they did in 2008, ETC will administer both a resident and business survey. The City will be guaranteed results from 800 completed resident surveys and 400 completed business surveys.

The City first began using the services of ETC in 2004. ETC was selected for two principal reasons: first, the results from the 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.

Under prior contracts, ETC included the basic services of tabular data, benchmarking information, and importance-satisfaction (I-S) analysis in the resident surveys. ETC will include these services in the 2011 resident survey as well. Furthermore, as with prior surveys, ETC will provide a cross tabulation of survey results so that the information from each question can be examined by up to four subgroups, such as age, ethnicity, gender, or income level.

Like the 2009 survey, the 2011 resident survey will use a sample size of 800 residents. This sample size will allow data to be sub-grouped and analyzed by city ward. The results at the ward-level will be statistically significant with a precision of at least +/- 6.5% at the 95% confidence level. Overall, the survey results will be statistically significant with a precision of at least +/- 3.5% at the 95% level of confidence.

The 2009 resident survey asked Des Moines residents to share their degree of satisfaction with major city services related to the City's twelve goal statements. Of the categories, residents were most satisfied with the overall quality of City libraries (91%), the quality of fire protection (90%), the quality of the Des Moines International Airport (82%), and the quality of police protection services (80%). These survey results were useful in that they guided staff as they developed implementation strategies for programs that would address these goals. The 2011 resident survey will offer the same questions regarding major City services related to the City's goal statements, and thus, staff will have time-series data on resident satisfaction with progress toward the goal statements. The data can be used in the annual performance report as well as in the more general reporting of City performance.

In 2008, ETC Institute administered a business survey for the City of Des Moines to determine how well the city is meeting the needs of businesses in the area. Of the categories, businesses were most satisfied with the overall quality of emergency medical services (92%), fire services (90%), police services (80%), water and sewer services (78%), parks and recreation services (78%). The 2011 business survey will offer the same questions regarding major City services.

As in the past, ETC Institute will formally present the results of the survey to the City Council during a future workshop.

PREVIOUS COUNCIL ACTION(S):

Date: May 19, 2008

Roll Call Number: [08-889](#)

Action: Professional Services Contract with ETC Institute for the development and implementation of the 2008 Resident Satisfaction Survey and the Survey of Businesses, not to exceed \$33,250. ([Council Communication No. 08-282](#)) **Moved by Vlassis to adopt. Motion Carried 7-0.**

Date: April 23, 2007

Roll Call Number: [07-760](#)

Action: Professional Services Contract with ETC Institute for the development and implementation of the 2007 Resident Satisfaction Survey, \$21,105. ([Council Communication No. 07-214](#)) Moved by Hensley to adopt. Motion Carried 7-0.

Date: April 10, 2006

Roll Call Number: [06-665](#)

Action: Professional Services Contract with ETC Institute, (Olathe, KS), for development and implementation of the 2006 Citizen Satisfaction Survey, not to exceed \$10,500. ([Council Communication No. 06-181](#)) Moved by Hensley to adopt. Motion Carried 6-1.

BOARD/COMMISSION ACTION(S): NONE

ANTICIPATED ACTIONS AND FUTURE COMMITMENTS:

The survey will be conducted throughout the months of November and December, and the findings will be reported to Council

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