

 <p style="text-align: center;"><b>Council Communication</b> Office of the City Manager</p>	<b>Date:</b>	September 26, 2016
	<b>Agenda Item No.</b>	<b>39</b>
	<b>Roll Call No.</b>	<b><u>16-1623</u></b>
	<b>Communication No.</b>	<b><u>16-532</u></b>
	<b>Submitted by:</b>	<b>Scott E. Sanders, City Manager</b>

**AGENDA HEADING:**

Approving Professional Service Contract with ETC Institute (ETC), Christopher Tatham, Vice President, 725 W. Frontier Circle, Olathe, KS, for development and implementation of the 2016 Resident Satisfaction Survey and the 2016 Survey of Businesses, not to exceed \$34,250.

**SYNOPSIS:**

Recommend approval of a professional services contract for the development and implementation of the DirectorFinder© resident satisfaction survey with 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 \$34,250 (\$22,130 for the DirectionFinder© residential survey and \$12,120 for the business survey.

Funding Source: Fiscal Year (FY) 2016-2017 Operating Budget, Citywide Training and Benchmarking Fund, ND409732, page 123.

**ADDITIONAL INFORMATION:**

- ETC will again administer its DirectionFinder survey via mail, phone, and online to a random sample of Des Moines residents.
  - 800 Resident and 400 business surveys will be completed.
  - Sample size will allow data to be sub-grouped and analyzed by City ward.
- The City first began using the services of ETC in 2004. ETC was selected for two (2) 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.
- ETC includes the basic services of tabular data, benchmarking information, and importance-satisfaction (I-S) analysis in the resident surveys.
- ETC will provide a cross tabulation of survey results so that the information from each question can be examined by up to four (4) subgroups such as: age, ethnicity, gender, or income level.

- Historically, the survey asked Des Moines residents to share their degree of satisfaction with major City services related to the City's 12 goal statements.
  - This year, the survey will incorporate new language tied to the City Council's Guide DSM Strategic Plan goals.
  - The balance of the questions relevant to City services will remain similar to prior years.

**PREVIOUS COUNCIL ACTION(S):**

Date: September 9, 2013

Roll Call Number: [13-1405](#)

Action: [Exception](#) to the procurement ordinance competitive bidding requirements for good cause and Professional Services Contract with ETC Institute for the development and implementation of the 2013 Resident and Business Satisfaction Surveys, \$33,250. ([Council Communication No. 13-463](#)) Moved by Hensley to adopt. Motion Carried 7-0.

**BOARD/COMMISSION ACTION(S): NONE**

**ANTICIPATED ACTIONS AND FUTURE COMMITMENTS:**

Presentation of Citizen Satisfaction Survey findings at a future Council Workshop.

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