

Date April 23, 2007

APPROVING PROFESSIONAL SERVICES CONTRACT WITH ETC INSTITUTE, (ELAINE TATHAM, PRESIDENT, OLATHE, KS) FOR THE DEVELOPMENT AND IMPLEMENTATION OF THE 2007 RESIDENT SATISFACTION SURVEY

WHEREAS, satisfaction surveys are an important source of citywide resident input regarding city services and quality of life in Des Moines; and

WHEREAS, the City Council previously authorized three successful resident satisfaction surveys with ETC Institute in 2004, 2005 and 2006; and

WHEREAS, the City Council expressed interest in continuing the administration of the ETC Institute *DirectionFinder* survey on an annual basis; and

WHEREAS, funds are available in the City Wide Training and Benchmarking Fund, SP720 HRS980100; and.

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Des Moines, Iowa, that the attached professional services contract for the development and implementation of a resident satisfaction survey with ETC Institute, Elaine Tatham, President, 725 W Frontier Circle, Olathe, KS, is hereby approved, and the City Manager is authorized to sign the agreement and to carry out its terms and conditions.

(Council Communication No. 07-214)

Moved by _____ to adopt.

APPROVED AS TO FORM:

Bruce Bergman, City Attorney

| COUNCIL ACTION | YEAS | NAYS | PASS | ABSENT |
|----------------|------|------|------|--------|
| COWNIE | | | | |
| COLEMAN | | | | |
| HENSLEY | | | | |
| KIERNAN | | | | |
| MAHAFFEY | | | | |
| MEYER | | | | |
| VLASSIS | | | | |
| TOTAL | | | | |

MOTION CARRIED

APPROVED

Mayor

CERTIFICATE

I, DIANE RAUH, City Clerk of said City hereby certify that at a meeting of the City Council of said City of Des Moines, held on the above date, among other proceedings the above was adopted.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my seal the day and year first above written.

City Clerk

Contract for Services and Scope of Work
2007 *DirectionFinder*® Survey
Between ETC Institute and the City of Des Moines, Iowa

ARTICLE I: SCOPE OF SERVICES

1. **Overview of Services to Be Performed:** ETC Institute will design and administer a resident survey for the City of Des Moines, Iowa. The survey will be administered during the spring of 2007. The final report will be completed by June 25, 2007.
2. **Maximum fixed fee.** The total fee to conduct the survey (Tasks 1-3 in the Scope of Work, Appendix A) is \$17,830 plus optional services as shown in the Cost Worksheet, Appendix B. The total fee for this contract is not to exceed \$21,105.
3. **ETC Institute's responsibilities** are described in detail in the Scope of Work, Appendix A. The major tasks that will be performed include the following:
 - a) Finalizing the methodology for administering the survey based on input from the city.
 - b) Designing a survey instrument that is similar in length and content to the 2006 city survey that was administered by ETC Institute.
 - c) Selecting a random sample of households to be surveyed.
 - d) Setting up the database.
 - e) Conducting a pretest of the survey instrument.
 - f) Completing 800 surveys by a combination of mail and phone.
 - g) Conducting data entry and quality control review for all completed surveys.
 - h) Providing complete printouts of the data.
 - i) Providing complete electronic copies of the tabular data.
 - j) Completing and providing 30 summary reports including executive summary, description of the methodology, charts, and tables
 - k) Making an on-site presentation of the survey results to the city.

4. Responsibilities for the City of Des Moines will include the following:

- a) Approving the survey instrument.
- b) Providing a cover letter for the mail version of the survey.
- c) Identifying requests for subanalysis of the data as appropriate.
- d) Providing GIS boundaries for city wards.

ARTICLE II: PAYMENT FOR SERVICES

- 1. A single invoice will be submitted upon completion of tasks described in the Scope of Work, Appendix A for the amounts specified in the Cost Worksheet, Appendix B.

ARTICLE III: MISCELLANEOUS PROVISIONS

- 1. Change in Scope. The Scope of Services, Appendix A, for this contract shall be subject to modification or supplement upon the written agreement of the contracting parties. Any such modification in the Scope of Services shall be incorporated in this agreement by supplemental agreement executed by the parties.
- 2. Termination of Contract. This agreement may be terminated by either party upon 14 days written notice in the event of substantial failure by the other party to perform in accordance with the terms hereof through no fault of the terminating party.
- 3. Rights to Use the Data. ETC Institute has the right to use the data as a component of ETC Institute's *DirectionFinder*® benchmarks, but ETC Institute will not release specific results for the City of Des Moines without written approval from the city.

IN WITNESS WHEREOF, the parties hereto have caused this agreement to be signed by their duly authorized officers.

Richard A. Clark, City of Des Moines, City Manager

Date _____

Christopher Tatham, ETC Institute, Vice President



Date 4-13-07

Scope of Services

Task 1 Design the Survey Instrument and Sampling Plan. ETC Institute will conduct phone conference meetings as needed with members of the steering committee, city council, department heads and others as appropriate to identify the key issues that should be addressed in the survey.

The city will provide ETC with a first draft of the survey instrument. ETC will be responsible for reviewing the draft and reporting to the city suggested changes for its improvement. It is anticipated that 2-3 drafts of the survey will be prepared before the survey is approved by the city.

ETC Institute will develop a sampling plan for **800 completed surveys (similar in length to the 2006 survey, which was about 15-20 minutes in length or 7 pages).** The overall results for the city will have a precision of at least $\pm 3.5\%$ at the 95% level of confidence. The results for four subareas that correspond geographically with the city's four council ward boundaries will be statistically significant with a precision of at least $\pm 6.5\%$ at the 95% level of confidence.

Deliverable Task 1: A copy of the survey instrument.

Task 2 Administer the Survey. ETC Institute will administer the survey to a sample of at least 800 households in the City of Des Moines. The survey will be administered using a dual-channel survey administration methodology, consisting of a combination of mail and phone to a randomly selected sample of households in the city. The dual-channel methodology significantly increases the overall rate of response, which improves the quality of the data collected. Even if people do not respond by mail, people who receive the mailed version of the survey are significantly more likely to respond to the survey by phone because they know the survey is legitimate.

Specifically, ETC Institute will do the following:

- Phone interviewers working in ETC Institute's call center will rehearse the phone version of the survey. All interviewers will review the protocol for the administration of the survey with a supervisor; special attention will be paid to the treatment of non-English speaking respondents.
- A toll-free phone number to assist respondents with the survey will be operational three days before the surveys are mailed.
- ETC Institute will test the survey with at least 20 residents before the survey is administered. Any problems or issues that are identified will be reported to the city and corrective action will be recommended and taken as appropriate.

- Surveys will be mailed to each of the residents in the sample frame. Only one survey per household will be sent. Postage-paid envelopes will be provided to each respondent.
- Five days after the surveys are mailed, ETC Institute's phone interviewers will begin making follow-up phone calls to each of the persons in the sample frame. Phone follow-ups will significantly increase the response rate. This will **greatly reduce the probability that the results are affected by non-response bias**. Non-response bias can be a major drawback to surveys that are administered by mail or phone alone. Persons who indicate they have already returned the survey will be thanked. Persons who have not completed the survey will be given the opportunity to complete the survey by phone.
- Phone follow-ups will be concentrated in districts where the response to the mail survey is low to ensure the survey is representative of the entire City.
- Data entry fields will be limited to specific ranges to minimize the probability of error. The statistical processing system used by ETC alerts data entry personnel with an audible alarm if entries do not conform to these specifications. In addition, ETC will routinely select at least 10% of the records at random for verification. A supervisor will match records in the data bases against the corresponding survey to ensure that the data entry is accurate and complete.

Deliverable Task 2: ETC Institute will provide a tabular printout that shows the overall results to each question on the survey. ETC will also provide an electronic transmission of the overall tabular results that can be used by the city for additional analysis.

Task 3: Final Report and Presentation. ETC Institute will submit a final report to the city. This report will include but not be limited to the following items:

- An executive summary of the methodology for administering the survey.
- Charts depicting the overall results of the survey along with comparisons to the results from previous surveys.
- Analysis and recommendations based on the results of the survey.
- Tabular data that shows the overall results for each question on the survey along with the results for City Council ward and other demographic variables as appropriate.
- A copy of the survey instrument.

As part of the final report, ETC Institute will make a one-day on-site visit to present the results to the city. ETC Institute will provide the city with a copy of an electronic presentation highlighting the results.

Deliverable Task 3: Upon acceptance of the report, ETC Institute will prepare and submit 30 copies of the final report. ETC Institute will also make a formal presentation to the City Council.

OPTIONAL SERVICES

Option A: Conduct Benchmarking Data Analysis

ETC Institute will analyze the results from Des Moines with results from surveys completed by ETC Institute in more than 100 other communities. The results are used to develop comparative benchmarks which allow the City to better interpret the significance of survey results.

Deliverable Task 4: ETC Institute will prepare a benchmarking report that shows how the City of Des Moines' quality of service delivery compares to other cities for up to 50 types of city services.

Option B: Conduct Crosstabulations

ETC Institute will provide the City with crosstabulations of the data for up to four demographic variables (age, income, ethnicity, years of residency, etc.).

Deliverable Task 5: ETC Institute will prepare tables that show the results of the survey by four demographic variables.

Option C: Geocoding and GIS Mapping

ETC Institute will not geocode the home address of each survey respondent to X, Y coordinates (latitude and longitude coordinates). However, ETC Institute will verify the home addresses of survey respondents to ensure that geocoding and GIS mapping can be performed internally by city staff. ETC will provide the complete tabular data for each survey questions according to the verified home addresses. ETC will provide this service for 30 percent of the cost estimated for the complete geocoding and GIS mapping option (or \$525).

Project Schedule for the Citizen Survey

April 23, 2007

- City Council consideration of the Contract for Services.

April 24 – May 8, 2007

- City staff prepares and reviews the content of the draft survey.
- ETC Institute helps staff revise the survey through phone conference meetings.

May 9, 2007

- City transmits the final survey instrument to ETC Institute.

May 11, 2007

- City issues press release.

May 14 – June 1, 2007

- Survey is administered.

June 4 – June 14, 2007

- ETC Institute compiles survey results.
- ETC Institute submits draft report to the city (June 14).

Week of June 25, 2007

- Final report is prepared and submitted
- Results presented to the City Council (date and time to be mutually agreed upon).

City of Des Moines 2007 Community Survey Cost Estimate from ETC Institute

Questions: Call Chris Tatham at 913-829-1215

| | # of Completed Surveys | | | | |
|---|------------------------|-----------------|-----------------|-----------------|----------|
| | 400 | 600 | 800 | 1200 | 1200 |
| Fees include 1 on-site presentation of the results | up to 2 | 3 | 4 | 6+ | |
| Survey Design | \$1,000 | \$1,000 | \$1,000 | \$1,000 | \$1,000 |
| Sample Selection | \$750 | \$950 | \$1,150 | \$1,450 | |
| Administer Survey | | | | | |
| 10-minute survey (about 4 pages in length) | \$5,920 | \$8,880 | \$11,840 | \$17,760 | |
| 15-minute survey (about 5-8 pages in length) | \$8,880 | \$10,320 | \$13,760 | \$20,840 | |
| 20-minute survey (about 7-8 pages in length) | \$7,840 | \$11,760 | \$15,680 | \$23,520 | |
| Tabular Data and Benchmarking Information | included | included | included | included | included |
| I-S Analysis | included | included | included | included | included |
| Crosstabulations for key demographic variables | NA | \$750 | \$1,000 | \$1,500 | |
| Formal Report with summary and charts (includes 1 on-site presentation) | \$1,250 | \$1,500 | \$1,750 | \$2,000 | |
| TOTAL FOR 20-MINUTE SURVEY (BEFORE OPTIONS) | \$10,840 | \$15,960 | \$20,580 | \$29,470 | |
| OPTIONS | | | | | |
| Geocoding and GIS Mapping (includes up to 20 maps) | \$1,250 | \$1,500 | \$1,750 | \$2,000 | |
| Internet Survey | \$2,750 | \$2,750 | \$2,750 | \$2,750 | |