



Takoma Park City Council Meeting – April 11, 2018 Agenda Item 2

Voting Item

Single Reading Ordinance Authorizing Award of Contract for a Survey of City Residents

Recommended Council Action

Adopt Ordinance

Context with Key Issues

The City periodically conducts surveys of residents in order to gather feedback regarding their perspectives on the quality of life in the City, the community's amenities, service delivery and satisfaction with local government, among other things. The surveys provide residents with an opportunity to let us know what is working well, what is not, and to communicate their priorities for community planning and future resource allocation.

The last resident surveys were conducted in 2014, 2009, and 2007. The Fiscal Year 2018 budget includes \$50,000 for the next iteration.

A Request for Proposals for conducting the next resident survey was posted January 22, 2018 with a February 23, 2018 deadline for submission of proposals. The scope of services in the RFP included:

- Working with the City to develop and finalize survey instrument (based in part on previous surveys)
- Developing an electronic version of the survey for recipients who prefer to complete the survey online (mailers will need to include an identifying code or the like for the purposes of third-party tracking)
- Translating the survey instrument and other survey materials into Spanish
- Translating the survey cover letter and/or other explanatory text into other languages as necessary
- Selecting a random sample of 3,000 households to receive the survey
 - Sending each selected household up to four mailings, as necessary:
 1. Postcard with link to survey (and personalized code for third-party tracking)
 2. "First wave" survey packet with cover letter and survey in both English and Spanish to those who do not complete the survey online
 3. "Second wave" survey packet with cover letter reminding recipients to complete the survey
 4. Final reminder postcard
- Entering data from surveys into electronic dataset for analysis
- Possibly coordinating and conducting focus groups
- Analyzing survey results, preparing draft report of results that includes comparison to previous survey results and other benchmarks as appropriate
- After review of the draft report by the City of Takoma Park, revising and finalizing it to meet the City's approval
- Preparing presentation materials for the City and make presentation to Council

We received three proposals from three firms: the National Research Center (NRC), Issues and Answers, and Nexus Analytics. Based on an evaluation of each of the firm's experience, responsiveness to the RFP, qualifications of assign personnel, listed references, and cost for services, the committee reviewing the proposals unanimously determined that the National Research Center was best suited to meet the City's needs. In addition to conducting the City's last resident survey, they have completed over 1,000 surveys in local governments across the country. This speaks to their vast experience and would readily allow for comparisons between the City and other local governments in various areas. Per their proposal:

Because NRC innovated a method for quantitatively integrating the results of surveys that we have conducted and those that others have conducted, we can create comparisons for more services, more jurisdictions and with less sampling error than anyone. NRC has normative comparison for 260 services that include police services, fire and EMS, garbage collection and recycling, utilities and utilities billing, library services, street maintenance and repair, water quality, code enforcement, senior services, public transportation, city employee ratings, job opportunities, public safety, historic preservation, economic development, public trust and many others.

The committee recommends awarding and executing a contract with NRC for a total price of \$57,000, delineated as follows:

Task	Cost
Instrument development, selecting households, printing and preparing mailings, data collection management, analysis and reporting	\$43,450
Focus groups (two focus groups including travel)*	\$9,100
In-person presentation of results (including travel)	\$4,450
Grand Total	\$57,000

**The cost for facilitation, transcription, analysis and reporting for each additional focus group (after the first two) is \$2,200. The cost for additional overnight travel (assuming 2-3 focus groups can be held on a single day) is \$500 per day.*

If the Council determines it would like to add focus groups during the survey process, we would need to allocate additional funds, both for NRC's services as well as for in-person translation services.

Council Priority

Engaged, Responsive & Service-oriented Government

Environmental Impact of Action

While we hope most residents complete the survey online, we expect there will be some negative environmental impacts associated with the printing and mail delivery of the survey notifications and materials. However, feedback gathered through the survey regarding sustainability efforts and perspectives on projects and service delivery will help inform Council's future decision-making regarding environmental initiatives and considerations.

Fiscal Impact of Action

The scope of work included in NRC's proposal will cost \$57,000.

Racial Equity Impact of Action

We hope to ascertain information and data through the survey that can be used to better determine impacts of future decisions on racial equity. Use of a mailed survey ensures contact with all households.

Attachments and Links

- Ordinance Authorizing Award of Contract for Conducting a Resident Survey

Introduced by:

Single Reading Ordinance

CITY OF TAKOMA PARK, MARYLAND

ORDINANCE NO. 2018-

**AUTHORIZING AWARD OF CONTRACT FOR
CONDUCTING A RESIDENT SURVEY**

WHEREAS, the City of Takoma Park periodically conducts surveys of the City's residents in order to gather feedback regarding their perspectives on the quality of life in the City, the community's amenities, service delivery and satisfaction with local government, among other things; and

WHEREAS, the last resident surveys were conducted in 2007, 2009, and 2014; and

WHEREAS, periodic surveys provide residents with an opportunity to let City officials know what is working well, what is not, and to communicate their priorities for community planning and future resource allocation; and

WHEREAS, a Request for Proposals (RFP) from firms experienced in conducting resident surveys was issued on January 22, 2018 with February 23, 2018 deadline; and

WHEREAS, we received proposals from three firms; and

WHEREAS, a committee evaluated the proposals received based on each of the firm's experience, responsiveness to the RFP, qualifications of assign personnel, listed references, and cost for services; and

WHEREAS, the committee recommended that a contract be awarded to National Research Center, Inc.; and

WHEREAS, the total cost for the scope of work outlined in the RFP is \$57,000.

NOW THEREFORE BE IT ORDAINED BY THE COUNCIL OF THE CITY OF TAKOMA PARK, MARYLAND THAT:

SECTION 1. The City Manager or her designee is authorized to enter into a contract with National Research Center, Inc. to conduct the 2018 resident survey as outlined in the firm's proposal for a cost of \$57,000.

SECTION 2. This Ordinance shall become effective immediately.

Adopted this ____ day of _____, 2018 by roll-call vote as follows:

AYE:

NAY:

ABSTAIN:

ABSENT: