



CITY COUNCIL AGENDA ITEM

February 24, 2011

To: The Honorable Mayor and City Council Members

From: John Szerlag, City Manager
Gary Mayer, Chief of Police
Gerry Scherlinck, Police Captain
Cindy Stewart, Community Affairs Director

Subject: Recommendation for Community Survey Firm

Background

The Council Resolution from the February 21, 2011 meeting directed City Administration to provide City Council with three business or organization recommendations for conducting a statistically significant community survey.

Recommendation

Chief Mayer, Captain Scherlinck and Cindy Stewart conducted telephone interviews with five local survey research firms on February 22. It was narrowed to three firms, based on expertise, reputation, scope of work, and experience. Of the five interviewed, Mitchell Research and Communications, Inc., Epic*MRA and Target Insyght best verbalized the skills, knowledge and ability for the task. All three firms are capable of conducting a statistically significant community telephone survey.

As requested by the City Manager at the February 21, 2011 Council Meeting, Mayor Pro Tem Mary Kerwin and Councilwoman Robin Beltramini provided assistance in framing the scope of work during discussions with representatives from the above referenced firms.

Target Insyght best articulated the ability to conduct a telephone survey and provide us with a full analysis for a community report card on city services. The analysis will assist City Council and management to ascertain our citizens' acceptable level of service in each of the core services and the specific services citizens are willing or not willing to pay for.

Fund Availability

The survey will not exceed \$22,000 and funds will be available through a budget amendment.