



## Legislation Text

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**File #:** 21-0208, **Version:** 1

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### Summary

To: Town Commission  
From: Cathy DeKarz, Management Analyst  
Date: 7/20/2021

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#### **Subject:**

Discussion of Award for ADM21-1

#### **Summary:**

The Town of Belleair received three responsive bids for ADM21-1: Request for Proposals (RFP) for a Citizen Satisfaction Survey in June of 2021. To assess these bids, a cross-sectional scoring committee reviewed all three applications and interviewed the applicants in July of 2021. After these interviews and a scoring meeting, staff is recommending ETC Institute to oversee the creation, distribution, and analysis of our Citizen Satisfaction Survey.

**Previous Commission Action:** The desire for a town-wide Citizen Satisfaction Survey was expressed as a part of Belleair's Strategic Plan.

**Background/Problem Discussion:** The following description was taken from the scope section of the RFP for ADM21-1:

"It is vital that this Citizen Satisfaction Survey is a thoughtful and comprehensive tool that reaches all of our demographics, facilitates honest, transparent, and benchmark-able feedback, and is useful in helping our team better understand, plan for, and account for Belleair's future.

#### **Objectives of the Citizen Satisfaction Survey**

At a minimum, the completed Citizen Satisfaction Survey shall:

- Be designed using input from the Town elected officials and staff
- Be designed to guide goals, objectives, and action items in the Town's Strategic Plan
- Provide the Town with strategic direction by using community feedback to:
  - Identify citizen satisfaction levels for Town departments, functional areas, programs, services, and events
  - Provide specific feedback and recommendations for improving satisfaction in various departments and functional units

#### **Deliverables of the Citizen Satisfaction Survey**

Key steps and deliverables required to create, analyze, and communicate the results of the Citizen Satisfaction Survey should include but are not limited to:

- Work alongside elected officials and staff to design benchmark-able questions that meet the needs of each department and function, and that align with Strategic Plan objectives
- Consider including National Community Survey questions in the survey that can be benchmarked to national results
- Include an appropriate mix of demographic questions in the survey
- Distribute the survey through an identified number of channels
- Ensure at least one format of survey delivery is accessible to WCAG 2.1 AA ADA compliance standards
- Collect survey responses from as many citizens and community members as possible
- Analyze responses using simple aggregations
- Use statistical methods to correlate responses with one another and draw deep and meaningful conclusions from the data
- Draft a report of findings to be reviewed and edited alongside Town staff that includes:
  - Survey methodologies, margin of error data, survey results, survey highlights, and key findings
  - Summary information on key findings and challenges for the community
  - Statistical analysis findings and data visualizations that communicate findings in creative and insightful ways
  - Sentiment analysis of any open-ended responses
- Complete a final report of findings and present it to the Town of Belleair Commission at a public meeting
- Provide the final report of findings to staff in a WCAG 2.1 AA ADA compliant format or reimburse the Town of Belleair for ADA remediation of the final document
- Provide all raw data and documents to the Town of Belleair following completion of work

To accomplish these objectives, the Town shall rely on the consultant to gather data and insights from stakeholders through means that may include paper, phone, and/or online surveys, focus groups, group facilitations, and/or other means, as deemed appropriate. An estimation of this plan shall be included in the various attachments for this RFP.”

#### **Expenditure Challenges** N/A

**Financial Implications:** ETC Institute has proposed a base contract price of \$12,925.00 for the Citizen Satisfaction Survey with the option to add additional services:

- On-site presentation: \$2,500.00
- Webinar presentation: \$500.00
- Focus groups: Ranging from \$13,575.00 to \$27,525.00

**Recommendation:** Staff recommends selecting ETC Institute to complete Belleair’s Citizen Satisfaction Survey with additional services limited to: [insert Commission’s discretion].

**Proposed Motion** I move to select ETC Institute to complete Belleair’s Citizen Satisfaction Survey with additional services limited to: [insert Commission’s discretion].