

## City Council – Action Request Form

**Date:** October 11, 2021

---

**To:** Mayor, Mayor Pro Tempore, and Members of the City Council

---

**From:** Ben Rowe, Assistant City Manager  
Scott Tesh, Budget and Performance Management Director

**Council Action Requested:**

Resolution Awarding Contract for Resident Satisfaction Survey Development

**Strategic Focus Area:** Service Excellence  
**Strategic Objective:** Ensure Service Delivery Efficiency and Effectiveness  
**Strategic Plan Action Item:** No  
**Key Work Item:** No



**Summary of Information:**

The City of Winston-Salem desires to seek proposals from qualified organizations to develop a resident satisfaction survey for the purpose of ensuring customer expectations are being met, provide insight for the department to stay relevant and better understand customer needs and wants, and identifying sources of satisfaction and dissatisfaction.

City/County Purchasing issued a Request for Proposals (RFP) to provide resident satisfaction survey development with proposals received on August 31, 2021 from the following firms: ETC Institute, Inc. located in Lane Olathe, KS, and Research Analysis Group, LLC, located in Atlanta, GA.

Terms of the bid document specified detailed evaluation criteria of business location, M/WBE commitment, cost effectiveness/price value, relevant qualifications and experience and methodology and approach. An evaluation panel of staff members from Utilities, Office of Performance and Accountability, and the Office of Business Advancement and Inclusion reviewed the proposals received. See Exhibit B for the detailed scores.

**Committee Action:**

<b>Committee</b>	Finance 10/11/21	<b>Action</b>	Approval
<b>For</b>	Unanimous	<b>Against</b>	
<b>Remarks:</b>			

Based upon the evaluation panel's assessment, it is recommended that a contract for resident satisfaction survey development per the prices offered in the RFP be awarded to ETC Institute, Inc., in the initial contract amount of \$39,625. Terms of the RFP reserve the right for the Commission to extend this service contract for as many as two additional 12-month periods with an annual increase of 2% each year, if both parties agree and funds are made available for that purpose, for a potential total estimated contract value of \$121,268.35.

M/WBE comment: Notifications were sent to all local M/WBE and area HUB businesses on a weekly basis. The bid opportunity was advertised on the City and State of NC Purchasing websites. See Exhibit A for a complete list of businesses notified of this bid and the workforce demographics of the recommended vendor.