

City Council – Action Request Form

Date: November 19, 2018

To: The City Manager

From: Ben Rowe, Assistant City Manager
Scott Tesh, Performance and Accountability Director

Council Action Requested:
Amendment to contract for resident survey administration to allow for up to three additional years of service by current vendor

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:

During its strategic planning process in 2017, the Mayor and City Council requested a city-wide satisfaction survey that would provide resident perceptions of City programs and services. To assist in administering the survey, the Office of Performance and Accountability submitted a request for proposals (RFP) from qualified vendors with experience in developing municipal satisfaction survey instruments and administering mail, telephone, and online-format survey options. ETC Institute was selected from the respondents based on their extensive experience with resident surveys in North Carolina, their ability to customize the survey instrument to meet City needs, their ability to meet demographic respondent criteria, and their cost per response. City staff originally intended to administer the survey every other year; however, based on conversations with management and City Council, staff recommends measuring service perceptions on a more regular basis to establish baseline trend data faster. The original contract with ETC was for one year. The attached resolution authorizes the City Manager to extend the option for three additional years. Staff would amend the current contract to ensure consistency in survey administration and results.

Committee Action:

Committee	Finance 11/19/18	Action	Approval
For	Unanimous	Against	
Remarks:			

Minority/Women Owned Business Participation

The original agreement with ETC Institute was entered into prior to the change in the City’s RFP process that provided additional preference for local and minority/woman-owned businesses (M/WBE). ETC Institute was founded as a woman-owned business (WBE) in 1982 by Dr. Elaine Stathum and remained so until her recent retirement. As ETC is no longer a WBE, the company has voluntarily agreed to subcontract at least 10% of the total cost of each year’s contract to a certified M/WBE. The contract amendment would require a minimum of 10% participation by M/WBE firms.

Cost Escalation

As the original agreement did not contain a multi-year option, ETC has agreed to terms whereby the cost of subsequent resident surveys would increase 2% per year as a general cost inflator. This percentage is in line with current consumer price indices and is reflective of the general increase in the cost of doing business nationally (2.16% increase from September 2017 to August 2018; CPI-U, U.S. City Average). The table below shows the not-to-exceed value of the contract for the original agreement (FY 2018) and three additional years.

<u>Term</u>	<u>Inflation Adjusted Cost for Survey Administration</u> (not-to-exceed)
FY 2018	\$38,500
FY 2019	\$39,270
FY 2020	\$40,055
FY 2021	\$40,857

The attached resolution authorizes the City Manager to amend the agreement for up to three additional years and includes both items mentioned above: 1) that ETC meet the 10% M/WBE participation goal and 2) that cost increases will not exceed 2% per year. City staff recommends this course of action based on the quality of work provided by ETC and the desire to ensure consistently comparable survey results for trend analytics.

Materials on the 2018 Resident Survey and prior resident surveys can be found here:

<http://www.cityofws.org/residentsurvey>

ETC’s Final Report on the 2018 Resident Survey can be found here:

<http://www.cityofws.org/Portals/0/pdf/performance-accountability/2018-resident-survey-final-report.pdf?ver=2018-05-10-173621-307>