

City of Minneapolis
Request for Committee Action

To: Ways & Means
Date: 10/5/2015
From: Neighborhood & Community Relations
Prepared by: Howard Blin, Community Engagement Manager
Presented by: David Rubedor, Director NCR
File type: Action
Subcategory: Contracts & Agreements

Subject:

Contract with Wilder Foundation to conduct the 2016 and 2018 Residents Survey

Description:

Authorize a contract with Wilder Foundation in the amount of \$190,000 to conduct the Residents Survey in 2016 and 2018

Previous Actions:

None.

Ward/Neighborhood/Address:

Not Applicable

Background/Analysis:

The City conducts a survey of residents approximately every two years to measure opinions and expectations of City goals and services. A request for proposals was issued for the survey in late 2014 with four proposals submitted. A team consisting of representatives from the Public Works, Fire, HR, Coordinators Office, Civil Rights, IT and Neighborhood and Community Relations Departments reviewed the proposals and selected the Wilder Research division of the Wilder Foundation as the most responsive proposer on the project. The contract will cover surveys to be conducted in early 2016 and again in early 2018.

The survey will use a sample of 1,100 residents which will be geographically and demographically representative of the Minneapolis population. Special emphasis will be placed on reaching the underrepresented communities, including the African American, American Indian, Latino, East African, Southeast Asian, residents with disabilities, LGBTQA adults and youth ages 18-25.

Previous surveys were conducted by telephone. With the decrease in households with land lines, it became increasingly difficult to gather a representative sample. The sample of residents participating in the upcoming surveys will be contacted by mail and asked to complete an on-line survey questionnaire. Those not responding to the first request will receive a home visit by Wilder who will provide assistance in completing the survey. Wilder will provide multi-lingual surveyors to support greater inclusion.

A team of representatives from City departments will work through the end of the year to develop the survey instrument. In order to track trends in resident opinions, many of the questions will remain the same from previous surveys. There will also be the opportunity to ask new questions which address issues currently before the City. The draft survey instrument will be reviewed by the City Council prior to the start of survey work in early 2016.

Financial Review:

Select financial statement.

Future budget impact anticipated.

Funding for the first year of the survey is included in the 2015 NCR budget. Funding for the second phase of the survey will need to be included in the 2018 budget.