



## Request for City Council Committee Action from the Neighborhood & Community Relations

**Date:** November 4, 2010

**To:** Council Member Robert Lilligren, Chair of Committee of the Whole

**Subject:** Contract Authorization for the Minneapolis Resident Survey for 2010 & 2012

**Recommendation:** Authorize the Neighborhood & Community Relations Department to negotiate and enter into a contract with National Research Center, Inc. to develop and conduct the 2010 and 2012 Minneapolis Resident Survey.

Prepared by: Pa Vang, Contractor with NCR Dept, 673-2919 Jennifer Lastoka, Community Engagement Manager, 673-3163 Approved by: David Rubedor, NCR Director _____ Presenters in Committee: Pa Vang & Jennifer Lastoka
---

### **Financial Impact**

The contract with the vendor to develop and conduct the 2010 and 2012 Minneapolis Resident Surveys shall not exceed a total of \$160,000; the 2010 and 2012 surveys will be managed within the Neighborhood and Community Relations budget.

### **Community Impact**

City Goals: the residents' opinions will provide feedback and insights on how well the City is performing in meeting all of the City goals.

#### **A SAFE PLACE TO CALL HOME**

*People and businesses thrive in a safe and secure city*

#### **JOBS & ECONOMIC VITALITY**

*A world-class city and 21st century economic powerhouse*

#### **LIVABLE COMMUNITIES, HEALTHY LIVES**

*Our built and natural environment adds character to our city, enhances our health and enriches our lives*

#### **MANY PEOPLE, ONE MINNEAPOLIS**

*Inclusiveness is a treasured asset; everyone's potential is tapped*

#### **ECO-FOCUSED**

*Minneapolis is an internationally recognized leader for a healthy environment and sustainable future*

#### **A CITY THAT WORKS**

*Minneapolis is a model of fiscal responsibility, technological innovation and values-based, results-driven municipal government*

As adopted by the Mayor and City Council on April 2, 2010

## **Supporting Information**

The City of Minneapolis is engaging a professional research firm to develop and conduct a random sample telephone survey of Minneapolis residents that would measure resident opinions, perceptions and expectations regarding City government services and priorities and the City's progress toward achieving our City goals. This survey is conducted on a biannual basis: to be administered in 2010 and 2012.

The 2010 Minneapolis Residents Survey will build off of the surveys conducted in 2001, 2003, 2005 and 2008 to measure resident opinions, perceptions, expectations and priorities; survey results are used in the business planning efforts of City departments. The 2012 Minneapolis Resident Survey will be similar to the 2010 survey as stated in this paragraph, but will include the 2010 survey results. Particular focus will be given to consistency in order to discern real trends in resident priorities and satisfaction with City services. In addition to analyzing changes in resident opinions from previous resident surveys, the 2010 and 2012 survey results will be compared with national norms and comparable U.S. cities.

The resident survey is intended to:

- 1) Measure satisfaction with City services and perceptions about quality of life indicators, which serve as departmental performance measures;
- 2) Gather information on residents' priorities, which informs citywide strategic planning and goal setting as well as departments' business planning efforts;
- 3) Gauge residents' need for services, their expectations regarding the level of those services, and their willingness to pay for service enhancements or to pay to maintain existing services;
- 4) Gather information about residents' knowledge of City services; and
- 5) Determine how residents currently access and prefer to access City information.

Information on the 2001, 2003, 2005 and 2008 surveys can be found on the City Web site at: [www.ci.minneapolis.mn.us/results-oriented-minneapolis/citizensurvey/index.asp](http://www.ci.minneapolis.mn.us/results-oriented-minneapolis/citizensurvey/index.asp).

### **The Survey**

As with previous resident surveys, we expect to be able to conduct a 20 minute interview with approximately 1,100 households. This level of participation will allow us to analyze data at both the citywide level (+/- 3% margin of error) and at the community level (+/- 10% margin of error).

### **The Vendor**

The City received eleven proposals in response to our RFP. A staff evaluation committee with representatives from the Communications Department, Coordinators Office and Neighborhood and Community Relations Department reviewed the proposals. After asking clarifying questions of top firms and receiving additional information, the team selected National Research Center, Inc. (NRC). The evaluation team finds the highest value to be in NRC in terms of its proven quality, understanding of the public sector and its survey, analysis and report methodology. It offers consistency and clear specifics about the process and product, and its level of comparative data is well matched to our needs.

National Research Center (NRC) has significant experience working with the public sector and has extensive experience conducting more customer satisfaction surveys for local governments. NRC conducted the City of Minneapolis 2005 and 2008 resident surveys successfully.