



Request for City Council Committee Action from the Department of Communications

Date: April 14, 2008

To: Council Member Paul Ostrow, Chair, Ways and Means Committee
Ways and Means/Budget Committee

Subject: Contract Authorization for 2008 Resident Survey

Recommendation: That the City Council authorize the Communications Department to negotiate and enter into a contract with National Research Center, Inc. to design and conduct a 2008 Resident Survey for Minneapolis.

Previous Directives:

Prepared by: Elizabeth Haugen, Communications Specialist, 673-2009

Approved by: Sara Dietrich, Communications Director _____

Steven Bosacker, City Coordinator _____

Presenter in Committee: Elizabeth Haugen

Financial Impact

The contract with a vendor will be for approximately \$65,000. Dollars have been appropriated by the City Council to conduct this resident survey, and will be managed within Communications Department 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

Housing, Health and Safety

ONE MINNEAPOLIS

Equal Access, Equal Opportunity, Equal Input

LIFELONG LEARNING SECOND TO NONE

Schools, Libraries and Innovation

CONNECTED COMMUNITIES

Great Spaces & Places, Thriving Neighborhoods

ENRICHED ENVIRONMENT
Greenspace, Arts, Sustainability

A PREMIER DESTINATION
Visitors, Investment and Vitality

As adopted by the City Council and mayor, July 2006

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 will be conducted May 2008.

The 2008 Minneapolis Resident Survey will build off the surveys conducted in 2001, 2003 and 2005 to measure resident opinions, perceptions, expectations and priorities. 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, 2008 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 inform department 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
- 5) Determine how residents currently access and prefer to access City information

Information on the 2001, 2003 and 2005 surveys can be found on the City Web site at: 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 three proposals in response to our RFP. While staff spoke with several women/minority-owned firms and encouraged them to submit proposals, none felt it was their firm's capabilities matched our project and none submitted proposals. A staff evaluation committee with representatives from Communications, Coordinators Office and Finance (including the manager of the 2005 resident survey) reviewed the proposals. After asking clarifying questions of several 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; it has conducted more customer satisfaction surveys for local governments than any other firm in the U.S. NRC conducted the City of Minneapolis 2005 resident survey successfully.