
GGAF AGENDA ITEM COVER SHEET

SUBJECT

Consideration and possible action to recommend selection of National Service Research (NSR) for \$19,500 to conduct the 2010 City of Georgetown Quality of Life Survey.

ITEM SUMMARY

In October 2009, an RFP process to conduct the City's fifth biannual survey was undertaken. This RFP, which was reviewed by the General Government and Finance Subcommittee (GGAF) at their September 28, 2009 meeting, was sent to over 30 firms and 6 proposals were received. A selection committee, consisting of Kimberly Garrett, Parks and Recreation Director, Keith Hutchinson, PIO, Micki Rundell, CFO and Mr. Don Anderson, a citizen from District 3 reviewed and scored the proposals. The committee is recommending the selection of National Service Research (NSR) from Fort Worth to conduct this year's survey.

NSR has conducted numerous surveys throughout Texas and is considered to be highly qualified to undertake this assignment. References were checked and verified. All cities contacted, including the City of Richardson and Farmers Branch, were more than pleased with NSR. In addition, NSR will be able to meet the requirements set forth in the RFP which include the ability to continue the trend analysis and comparison to the City's previous surveys and the time lines for inclusion in the 2010/11 budget process.

The 2010 survey will consist of approximately 50 to 60 questions and require about 15 minutes to complete. NSR will conduct both a telephone and on-line survey; provide analysis, reports and presentation to City Council. The survey will provide a 95% confidence level within a margin of error +/- 5%, which is similar in scope to previous surveys. NSR staff will meet with City staff and others to create the survey instrument. The survey will also be reviewed by GGAF and City Council prior to being undertaken. The survey will be conducted in January and presented to the Council in March 2009.

SPECIAL CONSIDERATION

The previous 4 surveys were conducted by Ampersand Agency from Austin. Ampersand did not bid on this year's survey. The survey has been a useful tool in providing feedback to the City Council on community needs and issues, as well as, a gage for determining future projects. The results from this survey will continue to provide feedback, as well as, benchmarks for on-going programs and services.

FINANCIAL IMPACT

Total cost for this survey will be \$19,500. The 2009/10 budget included \$23,000 in the Finance Administration Special Services account. The cost of the 2008 survey conducted by Ampersand was \$20,000.

ATTACHMENTS

Contract with NSR
Combined scoring sheet from selection committee
Survey response from NSR

Submitted By:

_____ Micki Rundell, Chief Financial Officer