

**CITY OF LA VISTA**  
**MAYOR AND CITY COUNCIL REPORT**  
**JULY 2, 2018 AGENDA**

<b>Subject:</b>	<b>Type:</b>	<b>Submitted By:</b>
AUTHORIZATION — COMMUNITY INTEREST SURVEY	◆ RESOLUTION ORDINANCE RECEIVE/FILE	TOMMY PROUHET ASST. TO THE CITY ADMINISTRATOR

**SYNOPSIS**

A resolution has been prepared to authorize ETC Institute of Olathe, Kansas to administer, analyze and report results from a Community Interest and Opinion Survey in an amount not to exceed \$ \$16,520.

**FISCAL IMPACT**

The FY18 budget provides funding for this proposed purchase.

**RECOMMENDATION**

Approval.

**BACKGROUND**

In *Strategic Plan 2018-2020*, the Mayor and City Council identified the need to “support and improve the City’s unique, high-quality community events and cultural services for residents and visitors” and “improve the availability and effectiveness of recreational, athletic, educational, and park services.” In order to effectively target improvements to service quality and availability, as well as ensure the adequacy of facilities, a comprehensive analysis of citizens’ needs and preferences is warranted. As such, staff recommends the deployment of a Community Interest and Opinion Survey that will analyze the demand for services in the realm of recreation, library, and leisure activities. The resulting report will provide robust statistical analysis, allowing needs to be isolated by demographic, including age and location.

In researching planning initiatives to improve programming and facilities in these service areas, it was found that many peer communities achieved success by first gauging the community’s opinions through a formal survey. Specifically, the Community Interest and Opinion Survey, administered by ETC Institute, is widely used by cities and counties across the country. ETC has conducted community surveys in 49 states, with a specific focus on the Midwest region.

A copy of the proposed scope of services is attached for your review. The survey will conclude with an on-site presentation of findings by ETC Institute.

**RESOLUTION NO. \_\_\_\_\_**

A RESOLUTION OF THE MAYOR AND CITY COUNCIL OF THE CITY OF LA VISTA, NEBRASKA, AUTHORIZING ETC INSTITUTE, OLATHE, KANSAS TO ADMINISTER, ANALYZE AND REPORT RESULTS FROM A COMMUNITY INTEREST AND OPINION SURVEY IN AN AMOUNT NOT TO EXCEED \$16,520.

WHEREAS, the Mayor and City Council have identified the need to support and improve the City's unique, high-quality community events and cultural services for residents and visitors; and improve the availability and effectiveness of recreational, athletic, educational, and park services; and

WHEREAS, the City Council of the City of La Vista has also determined, in order to effectively target improvements to service, quality and availability, as well as ensure the adequacy of facilities, a comprehensive analysis of citizens' needs and preferences is warranted.

WHEREAS, the FY17/18 Biennial Budget provides funding for a community survey; and;

WHEREAS, Subsection (C) (9) of Section 31.23 of the La Vista Municipal Code requires that the City Administrator secure Council approval prior to authorizing any purchase over \$5,000.00.

NOW, THEREFORE, BE IT RESOLVED, that the Mayor and City Council of La Vista, Nebraska, do hereby authorize ETC Institute, Olathe, Kansas to administer, analyze and report results from a community interest and opinion survey in an amount not to exceed \$16,520.

PASSED AND APPROVED THIS 2ND DAY OF JULY, 2018.

CITY OF LA VISTA

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Douglas Kindig, Mayor

ATTEST:

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Pamela A. Buethe, CMC  
City Clerk



**ETC INSTITUTE**

MARKETING RESEARCH, DEMOGRAPHY, STATISTICAL APPLICATIONS

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June 24, 2018

Tom Prouhet  
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**Subject: Proposal to Conduct a Community Survey for the City of La Vista**

Dear Mr. Prouhet:

ETC Institute is pleased to submit a quote to conduct a community survey for the City of La Vista, Nebraska. If selected for this project, ETC Institute will provide the following services:

**Task 1: Design the Survey and Prepare the Sampling Plan.** Task 1 will include the following services:

- Working with City staff to develop the content of the survey. Although ETC Institute will tailor the survey to the City's needs, our firm will provide sample questions from other communities to make the development of the survey instrument as easy as possible. It is anticipated that 3-4 drafts of the survey will be prepared before the survey is approved by the City.
- Participating in meetings by phone to develop the survey.
- Conducting a pilot test of the survey to ensure the questions are understood by residents. Based on the results of the pilot test, ETC Institute will recommend changes (if needed) to the survey.
- Selecting a random sample of residents to be contacted for the survey. The sample will be address-based.

Deliverable Task 1. ETC Institute will provide a copy of approved survey instrument.

**Task 2: Administer the Survey.** Task 2 will include the following services:

- ETC Institute will administer the survey by a combination of mail, Internet and phone.
- ETC Institute will mail the survey and a cover letter (on City letterhead) to a random sample of households in the City. Only one survey per household will be sent. Postage-paid envelopes will be provided by ETC Institute for each respondent. The City will provide a cover letter for the mailed survey. The cover letter will contain a link to an online version of the survey. Residents who receive the survey will have the option of returning the printed survey by mail or completing it on-line.
- Approximately 7-10 days after the surveys are mailed, ETC Institute will follow-up via e-mail and/or phone with households that received a mailed survey. ETC Institute will continue following up with households until reaching a minimum of 400 completed surveys. A sample of 400 completed surveys will provide results that have a margin of error of +/-4.9% at the 95% level of confidence at the City level. The results would be statistically valid City-wide. In addition, statistically valid analysis of the data could be provided for 3-4 sub areas within the City.
- ETC Institute will monitor the distribution of the sample to ensure that the sample reasonably reflects the demographic composition of the City with regard to age, geographic dispersion, gender, race/ethnicity and other factors.

Deliverable Task 2. ETC Institute will provide a copy of the overall results for each question on the survey.

**Task 3: Analysis and Final Report.** ETC Institute will submit a final report to the City. At a minimum, this report will include the following items:

- Formal report that includes an executive summary of the survey methodology and a description of major findings.
- Charts and graphs that show the overall results of each question on the survey.
- Benchmarking analysis showing how the City compares to residents in other communities.
- Priorities-Investment Rating analysis that will identify the facilities and programs that should receive the highest priority for investment from the City.
- Cross-tabulations that show the results for different demographic groups and other variables as desired by the City
- Tabular data that shows the results for each question on the survey, including open ended questions.

- A copy of the survey instrument

**Deliverable Task 3:** ETC Institute will submit the draft final report in an electronic format and 5 hard copies of the final report. ETC Institute will also provide the geocoded raw data in an Excel database, or other format as requested by the City.

### ***Project Schedule***

Listed below is ETC Institute's typical timeline for administering a community survey. Since the surveys will be administered entirely in-house, the completion date for the project is completely within our control. If desired, we can meet a more ambitious timeline and are available to start at a date most convenient for the City.

- **Month 1**  
Design survey instrument  
Finalize sampling plan
- **Month 2**  
Administer the survey
- **Month 3**  
Draft Report Submitted for review  
Prepare and Deliver the Final Report

### ***Fee***

The table below shows a breakdown of the fees for the services described in this proposal. The total cost for a sample size of 400 surveys would be \$16,520.

Task	400 Surveys
Design Survey & Prepare Sampling Plan	\$ 3,000.00
Administration of a 15-20 minute survey	\$ 9,520.00
Formal Report with summary and charts	Included
Benchmarking Analysis	Included
Priority Investment Rating Analysis	\$ 1,500.00
Cross-Tabular Data	\$ 1,500.00
On-Site Presentation of Survey Results	\$ 1,000.00
<b>TOTAL</b>	<b>\$ 16,520.00</b>

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Greg Emas, CFO  
ETC Institute

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Date

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Brenda Gunn, City Administrator  
City of La Vista

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Date

ETC Institute takes reasonable steps to protect survey response data and personal data regarding respondents. Survey Owner has received and reviewed a current copy of the ETC Institute Privacy Policy and understands and acknowledges its terms.