

**BUSINESS OF THE CITY COUNCIL
WINDSOR HEIGHTS, IOWA
AGENDA STATEMENT**

Item No. 9
For Meeting of 1/18/10

ITEM TITLE: Consideration of resolution accepting agreement with the Institute for Behavioral Research to perform services related to the annual citizen survey for a cost not to exceed \$6,045. Social and

CONTACT PERSON(S): Marketa George Oliver, City Administrator

SUMMARY EXPLANATION

The Citizen Satisfaction Survey represents the City's most in-depth and reliable attempt to measure the attitudes of its citizenry on issues related to City operations. Specifically the survey is designed to accomplish the following:

- Measure residents' overall satisfaction with the City's services.
- Identify key issues of concern for residents.
- Measure residents' perceptions of the importance and satisfaction of specific services.
- Determine the effectiveness of City communications and public information and determine which outlets most effectively serve to reach our citizens.

Approximately 350 residents who are registered to vote will be randomly selected to participate in a phone survey of our Citizen Satisfaction Survey. The phone survey will be administered in February. Telephone surveys should average around 10 minutes in length.

Iowa State University's Institute for Social and Behavioral Research (ISBR) has agreed to administer the Citizen Satisfaction Survey. The firm's fee will total from \$6,045 depending on the number of surveys administered. The ISBR has experience in administering a wide variety of surveys, including municipal satisfaction surveys. The ISBR did the City's survey in 2007.

<input checked="" type="checkbox"/> Resolution _____ Ordinance ___ Contract ___ Other (Specify) _____
Funding Source _____ General Fund _____
APPROVED FOR SUBMITTAL _____ City Administrator

STAFF RECOMMENDATION: By motion and roll call vote, approve the resolution

COUNCIL ACTION:

Resolution 10-0118/

RESOLUTION ACCEPTING AGREEMENT WITH THE INSITITUE FOR SOCIAL AND BEHAVIORAL RESEARCH TO PERFORM SERVICES RELATED TO THE period CITIZEN SURVEY IN AN AMOUNT NOT TO EXCEED \$6,045

WHEREAS, the City of Windsor Heights is committed to providing high quality services to its residents; and

WHEREAS, receiving feedback from citizens is a critical aspect of evaluating City performance; and

WHEREAS, The Citizen Satisfaction Survey is a formal feedback method that results in statistically reliable data upon which analysis can be based;

WHEREAS, a professional contract service through Iowa State University's Institute for Social and Behavioral Research has been proposed to conduct the survey; and

WHEREAS, the Institute for Social and Behavioral Research is a qualified firm capable of sampling, administering the survey, and maintaining confidentiality of respondents for an amount not exceed \$6,045

NOW THEREFORE, BE IT RESOLVED by the City Council of the City of Windsor Heights, Iowa that the City does hereby approve the proposal from the Institute for Social and Behavioral Research for conducting the annual citizen survey at an amount not to exceed \$6,045

PASSED AND PPROVED THIS 18TH DAY OF JANUARY, 2010.

David J. Sullivan, Mayor

ATTEST:

Marketa George Oliver, City Administrator

IOWA STATE UNIVERSITY

Institute for Social and Behavioral Research

2625 North Loop Drive, Suite 500
Ames, Iowa 50010-8296
515 294-4518
FAX 515 294-3613

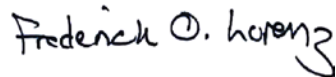
January 15, 2010

Josh Heggen
Community Services Director
City of Windsor Heights
1133 66th Street
Windsor Heights, IA 50324

The Institute for Social and Behavioral Research (ISBR) at Iowa State University is pleased to be able to provide data collection services for the city of Windsor Heights. The Data Acquisition Unit of ISBR has over 20 years of experience of interviewing residents of Iowa. We are particularly pleased to be involved once again in a satisfaction survey of the residents in your community.

ISBR will provide data collection services in the form of conducting telephone interviews with a random sample of 350 residents using the provided list of registered voters. In cases where there is more than one eligible individual in a residence, we will interview just one resident. The interviews will take approximately 15-20 minutes.

The estimated total cost for data collection is \$6,045. This estimate includes the random sampling, interviewer costs, telephone costs, and staff management. The ISU Administrative service fee of 3% is included in this total. The expenditures will be billed as actual costs to a maximum of \$6,045.



Fred Lorenz
Director
Institute for Social and Behavioral Research
Iowa State University