



Memorandum

TO: HONORABLE MAYOR
AND CITY COUNCIL

FROM: Tom Manheim

SUBJECT: CONTRACT APPROVAL FOR
CONSULTANT SURVEY SERVICES

DATE: May 13, 2008

Approved

Date

5-13-08

COUNCIL DISTRICT: City-Wide

RECOMMENDATION

Approve contract for consultant survey services with Fairbank, Maslin, Maullin & Associates, for a three-year term from time of execution in an amount not-to-exceed \$296,000.

OUTCOME

Approval of this contract will allow the continuation of three City surveys: 1) the Budget Prioritization Survey, conducted citywide annually; 2) the Community Survey, conducted citywide biennially; and, 3) the Employee Survey, conducted organization wide, biennially.

BACKGROUND

Starting in 2000, the City initiated a series of Community and Employee surveys. To date, the City has conducted a *Community Survey* in 2000, 2001, 2003, 2005, and 2007. These surveys are used by Council Appointees, City Departments, and City Service Areas to evaluate effectiveness in a number of areas. These performance measures are used both to report on effectiveness in CSA business plans which are included in the Operating Budget, as well as within departments and appointee offices to evaluate effectiveness in delivering services to the community. Employee surveys have been conducted, in 2001, 2002, 2004, and 2006. The *Employee Survey*, which assesses employee attitudes and knowledge regarding their work and the City organization, is used by Council Appointees and the City Administration to identify organizational issues and to assess the effectiveness of managers and supervisors in their work.

Starting in 2007, a third survey instrument was added. The *Budget Prioritization Survey*, conducted annually in January, gathers information from residents to assist the Mayor, City Council, and City Administration understand the community's concerns and priorities in making budget decisions.

5/13/08

Subject: FMMA Contract

Page 2 of 4

ANALYSIS

The contract to conduct regular Community and Employee surveys for the City was initiated with Fairbank, Maslin, Maullin & Associates (FMMA) in 2000. Between 2000 and 2006, FMMA conducted either a Community Satisfaction Survey or Employee Satisfaction Survey in alternating years. In 2006, the City issued a new RFQ for two additional years of survey services. While the RFQ was posted on the City's Bidline and notice was distributed to 17 vendors, only FMMA responded with a proposal and a new two year contract was created. The new contract was amended twice, in December 2006 to add the Mayor's Budget Prioritization Survey that was conducted in January 2007, and again in late 2007 to accommodate the 2008 Budget Prioritization survey.

In October, 2007, the City issued a new RFP for consulting survey services to cover a three year period with an option to extend. The RFP cited three specific surveys: 1) the Budget Prioritization Survey to be conducted annually; 2) the Employee Satisfaction Survey to be conducted in 2008 and 2010; and, 3) the Community Satisfaction Survey – to be conducted 2009. In addition, the RFP noted that it could be used to generate multiple contracts for similar work. Prior to reviewing the proposals, PRNS identified two additional survey needs – telephone surveys as part of community needs assessments for the Green Print and the Community Sports Fields Study.

Six firms requested copies of the RFP and two firms– BW Research Partnership and Fairbanks, Maslin, Maullin & Associates – responded with proposals. Proposals for both firms were evaluated, and it was determined that both firms were qualified to conduct surveys on behalf of the City. BW Research was selected to perform the Green Print and Community Sports Fields Study, and FMMA was selected to continue performing the Budget Prioritization, Employee Satisfaction, and Community Satisfaction surveys. Fairbanks, Maslin, Maullin & Associates was selected based on the survey methodology proposed for the Employees Satisfaction Survey, as well as their ongoing experience providing the Employee and Community Satisfaction survey services. The proposed costs for the surveys are:

Survey	Count	Cost per survey	Total Cost
Budget Prioritization Survey (January 2009, 2010 & 2011)	3	\$52,500	\$157,500
Employee Satisfaction Survey (November 2008 & 2010)	2	\$43,000	\$86,000
Community Satisfaction Survey (November 2009)	1	\$52,500	\$52,500
Total	6		\$296,000

The Budget Prioritization and Community Satisfaction surveys would be telephone surveys, seeking responses from 1,000 residents. Based on past surveys, the presumed length for each of these surveys is 25 minutes, and the not-to-exceed cost is based on this assumption. Should a shorter survey be developed, lower costs are built into the contract (\$46,500 for a 20 minute survey and \$40,500 for a 15 minute survey). The data is gathered for the Employee Satisfaction survey through the use of a hard copy survey that is mailed to every employee. In addition, the

5/13/08

Subject: FMMA Contract

Page 3 of 4

survey can be filled out online. However, data entry is controlled to eliminate the possibility of more than one survey response from an individual.

EVALUATION AND FOLLOW-UP

The Community Satisfaction Survey provides data that the organization uses to measure its performance. Many of these measures are reported in the Operating Budget, and all are reported to the City Council upon completion. Response data from the Employee Satisfaction Survey is used both within Departments as well as by Human Resources to evaluate organizational issues and concerns, as well as the effectiveness of the City’s commitment to be an Employer of Choice. The Budget Prioritization Survey provides data regarding the community’s priorities for spending and is reported to the Neighborhood Budget Priority Session held annually in January. All survey results are reported to the City Council.

PUBLIC OUTREACH/INTEREST

These surveys are part of the City’s outreach to ensure that we are informed of community and organizational priorities and concerns.

COORDINATION

This memorandum has been coordinated with the Human Resources Department, Office of the City Clerk, and Office of the City Attorney.

BUDGET REFERENCE

Fund #	Appn #	Appn. Name	RC #	Total Appn	Amt. for Contract	Adopted Budget (Page)	Last Budget Action (Date, Ord. No.)
Total Funding Available							
001	2679	Community Report Card		\$ 55,000*	\$138,500	IX - 17	N/A
001	0220	Council General		\$ 4,244,101	\$157,500	VII-642	Ord. 28241 2/12/08
Current Year Funding Available				\$ 4,299,101			
Funding in Future Years							
001	2679	Community Report Card		\$ 110,000*		IX - 17	N/A
Total Funding for Projects				\$ 4,409,101	\$296,000		

* The contract is for three years. The ongoing appropriation is \$55,000. This is sufficient to fund future surveys, which will be conducted in each of the succeeding years of the contract. The contract specifies that if funding is not available in any given year, the contractual obligation is not binding for that year.

HONORABLE MAYOR AND CITY COUNCIL

Due Date: 6-3-08

Subject: FMMA Contract

Page 4 of 4

CEQA

Environmental status granted by the Planning, Building and Code Enforcement Department. The appropriate citation is to be noted on the memo:

CEQA: Not a project.

A handwritten signature in blue ink that reads "Tom Manheim". The signature is fluid and cursive, with a long horizontal line extending to the right.

TOM MANHEIM
Communications Director

For questions please contact Tom Manheim, Communications Director, at (408) 535-8170.