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DATE: March 16, 2010
TO: Mayor and City Council
FROM: City Manager
SUBJECT: Approval of a Contract to Conduct a Community Satisfaction Survey

RECOMMENDATION

That Council approves the attached resolution approving a contract with Godbe Research for a Community Satisfaction Survey.

BACKGROUND

In October 2007, staff issued a Request for Proposals for a Community Needs Survey and Communication Strategy. The RFP was sent to twenty-five possible firms. Nine responses were received and four finalists were interviewed in December by a team composed of the three members of the Council Budget and Finance Committee, the City Manager, Assistant City Manager, and the Director of Finance. Based on this process, the Team of Godbe Research Inc and Tramutola LLC Consultant Team was selected and approved by Council to conduct a community satisfaction survey to assist in developing up-coming budget and service priorities. Godbe Research, the survey arm of the contracted team, completed the Community Satisfaction and Priorities survey in the spring of 2008.

DISCUSSION

Godbe Research Inc., a California Department of Transportation-certified Woman Business Enterprise, was founded in January 1990 with offices in Half Moon Bay and Newport Beach. They are a recognized leader in full-service public opinion research and offer a full range of opinion research approaches and tools. Godbe has many examples of successful community surveys completed in Alameda County and in jurisdictions similar in size, scope, and diversity to Hayward Since 1990. They are capable of utilizing bilingual research instruments and have committed to so doing in this contract.

It was reported by staff at that time that the 2007-2008 survey was a continuing step in a longer process. The City needs to understand community demands for service and service priorities, and to continually adjust resource allocation and organizational priorities to respond to those demand. This approach is consistent with the long-range financial planning concepts utilized

throughout City operations and in Council's bi-annual budget deliberations. While prudent at all times, this is particularly important in today's devastated economy and environment of restricted revenue.

This effort will be the second in a continuing series of community satisfaction surveys, which will evaluate progress made since the last survey in January 2008; and will help determine if there are any significant changes in community priorities and demands/expectations for service. Godbe Research is being utilized again to maintain consistent survey techniques, instruments, and data analysis. The survey will continue to utilize a version of the original survey instrument for consistency, with a sample size of n=600, and a random sample of respondents. The next community satisfaction survey planned at this time will be in early 2012, as we continue the two-year survey and community assessment cycle.

FISCAL IMPACT

The proposed survey is projected at a cost not to exceed \$35,000, for an 18-minute phone survey with n=600, randomly selected respondents. This also includes Spanish-language translation and interviewing; and, the proposed price includes a presentation of the results to Mayor and Council when the survey analysis is complete, probably in July or August 2010.

Prepared by: Fran David, Assistant City Manager

Approved By:



Gregory T. Jones
City Manager

Attachment: Resolution Approving a Contract with Godbe Research for a Community Satisfaction Survey

HAYWARD CITY COUNCIL

RESOLUTION NO. _____

Introduced by Council Member _____

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF
HAYWARD APPROVING A CONTRACT WITH GODBE
RESEARCH FOR A COMMUNITY SATISFACTION SURVEY

WHEREAS, in October 2007, the staff issued a Request for Proposals related to a Community Needs Survey; and

WHEREAS, Godbe Research was selected in that process as the research entity for the City of Hayward's Community Satisfaction Survey; and

WHEREAS, the City of Hayward is committed to long-term planning; and

WHEREAS, feedback from the community is a critical piece of information needed for both long-term planning and to assist Mayor and Council in establishing bi-annual budget service priorities and resource allocations; and

WHEREAS, maintaining consistency in data-gathering, analysis, and interpretation is critical to receiving quality information for critical financial planning in these devastating economic times.

NOW THEREFORE BE IT RESOLVED by the City Council of the City of Hayward that the Council does hereby approve a contract with Godbe Research for a community satisfaction survey in the amount not to exceed \$35,000.

IN COUNCIL, HAYWARD, CALIFORNIA, March 16, 2010

ADOPTED BY THE FOLLOWING VOTE:

AYES: COUNCIL MEMBERS:

NOES: COUNCIL MEMBERS:

ABSTAIN: COUNCIL MEMBERS:

ABSENT: COUNCIL MEMBERS:

ATTEST:
City Clerk of the City of Hayward

APPROVED AS TO FORM:

City Attorney for the City of Hayward