

**CITY OF MIAMI BEACH
COMMISSION ITEM SUMMARY**



Condensed Title:

Request for Approval to Issue a Request for Proposals (RFP) for Citizen / Public Opinion Survey Services.

Issue:

Shall the City Commission Approve the Issuance of an RFP for Citizen / Public Opinion Survey Services?

Item Summary/Recommendation:

In the City of Miami Beach's (City) ongoing efforts to solicit feedback from the public in order to gauge and measure the success of the delivery of City services, the City seeks to contract for a professional survey(s) to be conducted with members of the Miami Beach community, including, but not limited to residents, members of the business community, and members of civic organizations.

The City requires consultant services to conduct surveys and a variety of survey-related work that may include:

- (1) Carrying out public surveys (by phone, mail, etc.) of customer satisfaction, opinion, attitude, behavior, and knowledge;
- (2) Conducting focus groups; and
- (3) Providing miscellaneous survey-related consulting support in measuring customer satisfaction and opinion, designing miscellaneous customer research instruments and providing technique validation and pertinent training. All surveys and any accompanying information need to be produced in both English and Spanish languages.

APPROVE THE ISSUANCE OF AN RFP.

Advisory Board Recommendation:

N/A.

Financial Information: N/A

Source of Funds:	Amount	Account	Approved
<input type="checkbox"/> Finance Dept.	1		
	2		
	3		
	4		
	Total		

City Clerk's Office Legislative Tracking:

Ramiro Inguanzo

Sign-Offs:

Department Director	Assistant City Manager	City Manager
GL	RI	JMG

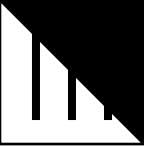
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AGENDA ITEM C2A

DATE 7-7-04

CITY OF MIAMI BEACH

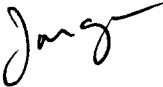
CITY HALL 1700 CONVENTION CENTER DRIVE MIAMI BEACH, FLORIDA 33139
www.miamibeachfl.gov



COMMISSION MEMORANDUM

To: Mayor David Dermer and
Members of the City Commission

Date: July 7, 2004

From: Jorge M. Gonzalez
City Manager 

Subject: **REQUEST FOR APPROVAL TO ISSUE A REQUEST FOR PROPOSALS (RFP) FOR CITIZEN / PUBLIC OPINION SURVEY SERVICES.**

ADMINISTRATION RECOMMENDATION

Approve the issuance of an RFP.

ANALYSIS

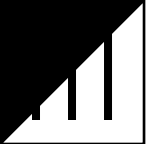
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Specifically, the consultant will be responsible for the following, each of which will be subject to the review and approval by the City Manager or his designee:

- (1) Survey Design;
- (2) Conduct focus groups to identify issues;
- (3) Design and review survey format, instrument and questions and revise as needed to insure questions will generate unbiased responses;
- (4) Pretest survey instrument and revise as needed;



- (5) Design format for an executive summary and/or detailed written report that will be used to present the survey findings.

- (6) Survey Administration: Administer the survey to insure a ninety-five (95) percent confidence rating in the survey findings with a five point plus or minus variance, taking into consideration the following factors:
 - (i) Sample size, including sub-samples for demographic sub-groups and geographic regions;
 - (ii) Random selection of respondents to the survey;
 - (iii) Non-respondents not affecting survey results; and
 - (iv) Survey implementation, including select interviewers as appropriate.

- (7) Presentation of Survey Results:
 - (i) Code the completed survey and computerize the data;
 - (ii) Develop cross tabulations as required;
 - (iii) Compare results to other municipalities and jurisdictions;
 - (iv) Prepare an executive written summary summarizing key survey findings and detailed written report of the responses to survey questions, including actionable recommendations for customer service improvements;
 - (v) Make verbal presentation to the City Commission and/or City staff as required; and
 - (vi) Determine that changes in survey results or trends identified by different surveys are statistically valid.

An evaluation committee appointed by the City Manager will recommend the most qualified professional firm to provide citizen survey services based on the following criteria:

1. Experience and qualifications of the firm – 15 points.
2. Experience and qualifications of the individual(s) assigned to provide all survey-related work – 30 points.
3. Methodology and Approach – 15 points.
4. Cost/Fees – 20 points.
5. Successful Past Performance in Providing Similar Services – 20 points.

CONCLUSION

The Administration recommends that the City Commission approve the issuance of an RFP for citizen survey services.

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