

Condensed Title:

Request For Approval To Issue A Request For Proposal (RFP) For Community Satisfaction Survey Services.

Key Intended Outcome Supported:

Increase Community Satisfaction with City Services

Supporting Data (Surveys, Environmental Scan, etc.):

In 2005, the City formalized a performance-based approach for allocating resources based on the City's Strategic Plan priorities and supporting department work plans based on the City's Excellence Model. The City's Excellence Model is a strategic measurement-based model for continuous improvement. It is driven by the City's Vision, with priorities established at the strategic level based on customer input and environmental scan information. Key Intended Outcomes (KIO's) are established as multi-year priorities, while more specific Citywide Initiatives are updated annually. Through the annual budget process, resources are allocated in support of these strategic priorities, and performance is monitor to track progress and make adjustments.

Issue:

Shall the Mayor and City Commission authorize the issuance of the RFP?

Item Summary/Recommendation:

The first sets of community surveys were conducted in 2005 and 2007. These were followed by focus groups in 2006 and 2008 to get more in-depth information on issues identified through the surveys. Overall, survey results showed the community continues to have a very favorable view of the City of Miami Beach as an 'excellent' or 'good' place to live, work, play or visit, and a large majority feel it is getting better. Some of the key drivers of resident and business perceptions of quality of life; satisfaction with the City of Miami Beach government in meeting the community's needs; and Miami Beach as a place to live or do business, include cleanliness, traffic flow, condition of infrastructure (storm drainage, condition of roads, condition of sidewalks), and capital improvement projects. Monitoring these perceptions and how they change over time is an important component of the City's strategic planning process and the allocation of resources

The City requires consultant services to conduct the next set of community satisfaction surveys in early 2009 and follow-on focus groups, if required, in 2010. The term of contract will be for two (2) years or when the scope of services are completed and accepted by the City. Additionally, at the sole option and discretion of the City, additional years surveys and/or focus groups (i.e., 2011 survey; 2012 focus group; 2013 survey; and 2014 focus group), will be negotiated and said services provided by successful proposer.

Advisory Board Recommendation:

N/A

Financial Information:

Source of Funds:	Amount	Account	Approved
1			
2			
Total			

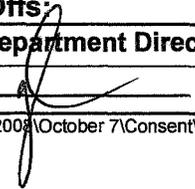
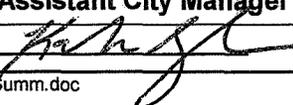
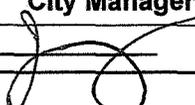
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Financial Impact Summary: N/A

City Clerk's Office Legislative Tracking:

Kathie G. Brooks extension 7010

Sign-Offs:

Department Director	Assistant City Manager	City Manager
GL 	KB 	JMG 

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MIAMI BEACH

City of Miami Beach, 1700 Convention Center Drive, Miami Beach, Florida 33139, www.miamibeachfl.gov

COMMISSION MEMORANDUM

TO: Mayor Matti Herrera Bower and Members of the City Commission

FROM: Jorge M. Gonzalez, City Manager

DATE: October 7, 2008

SUBJECT: **REQUEST FOR APPROVAL TO ISSUE A REQUEST FOR PROPOSALS (RFP) FOR COMMUNITY SATISFACTION SURVEY SERVICES.**

ADMINISTRATION RECOMMENDATION

Approve issuance of the RFP.

ANALYSIS

In 2005, the City formalized a performance-based approach for allocating resources based on the City's Strategic Plan priorities and supporting department work plans based on the City's Excellence Model. The City's Excellence Model is a strategic measurement-based model for continuous improvement. It is driven by the City's Vision, with priorities established at the strategic level based on customer input and environmental scan information. Key Intended Outcomes (KIO's) are established as multi-year priorities, while more specific Citywide Initiatives are updated annually. Through the annual budget process, resources are allocated in support of these strategic priorities, and performance is monitor to track progress and make adjustments.

A key component of this process is the community satisfaction survey. The first sets of community surveys were conducted in 2005 and 2007. These were followed by focus groups in 2006 and 2008 to get more in-depth information on issues identified through the surveys. Overall, survey results showed the community continues to have a very favorable view of the City of Miami Beach as an 'excellent' or 'good' place to live, work, play or visit, and a large majority feel it is getting better. Some of the key drivers of resident and business perceptions of quality of life; satisfaction with the City of Miami Beach government in meeting the community's needs; and Miami Beach as a place to live or do business, include cleanliness, traffic flow, condition of infrastructure (storm drainage, condition of roads, condition of sidewalks), and capital improvement projects.

Monitoring these perceptions and how they change over time is an important component of the City's strategic planning process and the allocation of resources. As an example, while cleanliness of streets in business/commercial areas continues to be a key driver for both resident perceptions, between 2005 and 2005, this changed from a negative driver to a neutral driver, reflecting the City's improved performance in this area.

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The City requires consultant services to conduct the next set of community satisfaction surveys in early 2009 and follow-on focus groups, if required, in 2010. This work includes:

- (1) Carrying out public surveys (by phone, mail, etc.) of community satisfaction, opinion, attitude, behavior, and knowledge
- (2) Identifying "key-drivers" of satisfaction; and
- (3) Conducting follow-on focus groups, as needed.

All surveys and any accompanying information need to be produced in at least English and Spanish languages.

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 including methodology, sampling plan, etc. to ensure statistically valid results by geographic area of the City (five areas for the resident surveys and three areas for the business surveys) that are reflective of the City's residents and businesses;
- (2) Review and evaluate the current survey instrument and questions and propose recommended changes to ensure questions will generate unbiased responses while also ensuring that the City does not lose the ability to monitor and evaluate trends;
- (3) Pretest survey instrument and revise as needed;
- (4) Develop the communications plan for the survey
- (5) Conduct follow-on focus groups, as necessary to delve further into issues identified through the community surveys;
- (6) Design format for an executive summary and/or detailed written report that will be used to present the survey findings.
- (7) 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 for each geographic area, 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.
- (8) Presentation of Survey Results:
 - (i) Code the completed survey and computerize the data;
 - (ii) Develop cross tabulations as required;
 - (iii) Analyze key drivers of community satisfaction
 - (iv) Compare results to other municipalities and jurisdictions;
 - (v) 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;
 - (vi) Make verbal presentation to the City Commission and/or City staff as required; and
 - (vii) Determine that changes in survey results or trends identified by different surveys are statistically valid.

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The term of contract will be for two (2) years or when the scope of services are completed and accepted by the City. Additionally, at the sole option and discretion of the City, additional years surveys and/or focus groups (i.e., 2011 survey; 2012 focus group; 2013 survey; and 2014 focus group), will be negotiated and said services provided by successful proposer.

EVALUATION PROCESS

The procedure for response, evaluation and selection will be as follows:

- RFP issued
- Receipt of responses.
- Opening and listing of all responses received.
- An Evaluation Committee, appointed by the City Manager, shall meet to evaluate each response in accordance with the requirements of this RFP. If further information is desired, respondents may be requested to make additional written submissions or oral presentations to the Evaluation Committee.

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 – 30 points.
 2. Experience and qualifications of the individual(s) assigned to provide all survey-related work – 15 points.
 3. Methodology and Approach – 15 points.
 4. Cost/Fees – 20 points.
 5. References from Similar Engagements – 20 points.
- After considering the recommendation(s) of the Evaluation Committee, the City Manager shall recommend to the City Commission the response or responses, acceptance of which the City Manager deems to be in the best interest of the City.
 - The City Commission shall consider the City Manager's recommendation(s) in light of the recommendation(s) and evaluation of the Evaluation Committee and, if appropriate, approve the City Manager's recommendation(s). The City Commission may reject the City Manager's recommendation(s) and select another response or responses. In any case, City Commission shall select the response or responses, acceptance of which the City Commission deems to be in the best interest of the City. The City Commission may also reject all proposals.
 - Negotiations between the selected respondent and the City take place to arrive at agreement terms. If the City Commission has so directed, the City may proceed to negotiate an agreement with a respondent other than the top ranked respondent if the negotiations with the top ranked respondent fail to produce a mutually acceptable agreement within a reasonable period of time.
 - A proposed contract or contracts are presented to the City Commission for approval, modification and approval, or rejection.
 - If and when a contract or contracts acceptable to the respective parties is approved by the City Commission, the Mayor and City Clerk sign the contract(s) after the selected respondent(s) has (or have) done so.

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Should the Mayor and Commission authorize the issuance of this RFP, all procurement rules (i.e. Code of Silence, etc.) will apply.

CONCLUSION

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

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