Condensed Title:

Accept the City Manager's Recommendation Pertaining To The Ranking Of Proposals Pursuant To Request For Proposals (RFP) No. 01-08/09, For Community Satisfaction Survey Services; Authorizing The Administration To Enter Into Negotiations With The Top-Ranked Proposer, The Center for Research & Public Policy; And Further Authorizing The Mayor and City Clerk To Execute An Agreement Upon Conclusion Of Successful Negotiation By The Administration To Not Exceed $103,000; And Further Authorizing The City Manager To Negotiate And Approve Subsequent Surveys And/Or Focus Groups For 2011, 2012, 2013, and 2014.

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. A key component of this process is the community satisfaction survey.

Issue:

Shall the City Commission approve the City Manager's recommendation?

Item Summary/Recommendation:

RFP No. 01-08/09 was issued on October 15, 2008 with an opening date of November 20, 2008. A pre-proposal conference to provide information to the consultants submitting a response was held on October 30, 2008. BidNet issued bid notices to 87 prospective proposers, BidSync (Formerly known as RFP Depot) issued bid notices to 22 prospective porposers, and 28 proposers were notified via mail, e-mail, and fax circulation, which resulted in the receipt of seven (7) proposals.

The City Manager via Letter to Commission (LTC) No. 305-2008, appointed an Evaluation Committee that convened on December 3, 2008. The Committee discussed their individual perceptions of the contractor's qualifications, experience, and competence. A motion was presented by Kathie Brooks, seconded by Frank Trullenque and unanimously approved by all Committee members for The Center for Research & Public Policy to be recommended for potential award of contract for Community Satisfaction Survey Services.

ACCEPT THE CITY MANAGER'S RECOMMENDATION.

Advisory Board Recommendation:

N/A

Financial Information:

Source of Funds:		Amount	Account	Approved
	1	$103,000	General Fund Citywide Account # 011-9322-000367	
	0			
OBPI	Total	$103,000		

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_____ PDW_____	JMG_____

T:\AGENDA\2008\December 10\Consent\RFP#01-08-09 Community Satisfaction Survey Summary.doc

MIAMIBEACH

AGENDA ITEM C7B

DATE 12-10-08

MIAMIBEACH

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: December 10, 2008

SUBJECT: **A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, ACCEPTING THE RECOMMENDATION OF THE CITY MANAGER PERTAINING TO THE RANKING OF PROPOSALS PURSUANT TO REQUEST FOR PROPOSALS (RFP) NO. 01-08/09, FOR COMMUNITY SATISFACTION SURVEY SERVICES; AUTHORIZING THE ADMINISTRATION TO ENTER INTO NEGOTIATIONS WITH THE TOP-RANKED PROPOSER, THE CENTER FOR RESEARCH & PUBLIC POLICY; AND SHOULD THE ADMINISTRATION NOT BE SUCCESSFUL IN NEGOTIATING AN AGREEMENT WITH THE TOP-RANKED PROPOSER, AUTHORIZING NEGOTIATIONS WITH THE SECOND-RANKED PROPOSER, PROFILE MARKETING RESEARCH ; AND FURTHER AUTHORIZING THE MAYOR AND CITY CLERK TO EXECUTE AN AGREEMENT UPON CONCLUSION OF SUCCESSFUL NEGOTIATIONS BY THE ADMINISTRATION TO NOT EXCEED $103,000; AND FURTHER AUTHORIZING THE CITY MANAGER TO NEGOTIATE AND APPROVE SUBSEQUENT SURVEYS AND/OR FOCUS GROUP FOR 2011, 2012, 2013, 2014.**

ADMINISTRATION RECOMMENDATION

Adopt the Resolution.

FUNDING

Funds in the amount of $103,000 are available from the General Fund Citywide Account # 011-9322-000367.

KEY INTENDED OUTCOME SUPPORTED

Increase Community Satisfaction with City Services.

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.

On October 7, 2008, the Mayor and City Commission approved the issuance of Request for Proposals (RFP) No. 01-08/09 for Community Satisfaction Survey Services. The purpose of this Request for Proposals (RFP) is to select a qualified consultant 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.

The contract with the successful proposer shall not exceed the amount of $103,000 for Residential and Business Surveys. If necessary, Residential Focus Groups with eight (8) to ten (10) participants could be conducted at a total cost of $5,000 each. The City Manager will exercise his authority in negotiating and approving subsequent surveys and/or focus group for 2011, 2012, 2013, and 2014, if it deems necessary.

The scope of work shall consist of the following phases:

(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.

RFP No. 01-08/09 was issued on October 15, 2008 with an opening date of November 20, 2008. A pre-proposal conference to provide information to the consultants submitting a response was held on October 30, 2008.

BidNet issued bid notices to 87 prospective proposers, BidSync (Formerly known as RFP Depot) issued bid notices to 22 prospective porposers, and 28 proposers were notified via mail, e-mail, and fax circulation, which resulted in the receipt of following seven (7) proposals:

1. NATIONAL RESEARCH CENTER INC (NRC)
2. MACRO
3. KERR & DOWNS RESEARCH
4. PROFILE MARKETING RESEARCH
5. INKTEL DIRECT
6. THE CENTER FOR RESEARCH & PUBLIC POLICY
7. ETC INSTITUTE

The City Manager via Letter to Commission (LTC) No. 305-2008, appointed an Evaluation Committee ("the Committee") consisting of the Following individuals:

- Kathie Brooks, Director, Budget and Performance Improvement Department (OBPI)
- Barbara Hawayek, Customer Service Manager, Code Compliance Department
- Corrine Brody Prewitt, Resident
- Laurie Kaye Davis, Resident and Community Relations Board
- Frank Trullenque, Resident and Chair of the Hispanic Affairs Committee

On December 3, 2008, the Committee convened and a quorum was attained. The Committee unanimously nominated Ms. Kathie Brooks as Chair of the Committee.

Kathie Brooks, Director of the Budget and Performance Improvement Department, addressed the Committee and provided general information on the scope of services. The Committee members were also provided with Performance Evaluation Surveys and presentation from all firms being evaluated.

The following Evaluation Criteria was used to evaluate and rank the groups or individuals:

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.

The Committee discussed their individual perceptions of the contractor's qualifications, experience, and competence, and ranked the firms being evaluated accordingly.

A motion was presented by Kathie Brooks, seconded by Frank Trullenque and unanimously approved by all Committee members for The Center for Research & Public Policy to be recommended for potential award of contract for Community Satisfaction Survey Services.

The Center for Research & Public Policy (CRPP)

Established in 1979, CRPP is a full-service research and public policy consulting firm. CRPP is culturally, linguistically, and ethnically diverse. CRPP maintains an in-house staff of researchers, including Spanish-speaking researchers. Due to their affiliation with Sacred Heart University, they are also able to use language students as well as students from New Haven-area universities including Yale University.

Since 1979, CRPP has conducted 3.5 million surveys and more than 3,500 focus groups in support of our research. The following are selected case histories relevant to the proposed research project for the City of Miami Beach:

- Coral Springs, Florida
- Lauderdale Lakes, Florida
- Alexandria, Virginia
- Houston, Texas

- Foster, Rhode Island
- Narragansett, Rhoda Island
- West Orange, New Jersey
- Coconino County, AZ
- Aberdeen, New Jersey
- Austin, TX
- Holyoke Gas Electric
- New York, Harlem on the Hudson
- Austin, Austin Energy, TX
- Tioga County, NY
- Pinehurst, NC
- Town of Marlborough, Connecticut
- Town of Ellington
- Town of Westport
- Meriden, Hartford, New Haven, Tolland, New Milford, Enfield, Danbury, Fairfield, Guilford (Connecticut)

CRPP proposes to complete 2,000 telephone residential surveys (in 5 regions) at a total cost of $76,000 and 500 telephone business leader surveys (in 3 regions) at a total cost of $22,500. If necessary, Residential Focus Groups with eight (8) to ten (10) participants could be conducted at a total cost of $5,000 each. Any travel associated with these contractual activities will be invoiced at cost to the City.

In addition, to ensure the City of Miami Beach receives maximum value and utilization of study results, CRPP provides: (1) unlimited oral presentation of results and (2) following formal presentation of results, CRPP Project Directors will provide unlimited cross tabulation/data runs and project related consultation at no additional cost.

CONCLUSION

A Resolution of the Mayor and City Commission of the City of Miami Beach, Florida accepting the recommendation of the City Manager pertaining to the ranking of proposals pursuant to Request for Proposals (RFP) No. 01-08/09, for Community Satisfaction Survey Services; Authorizing the Administration to enter into negotiations with the top-ranked proposer, The Center for Research & Public Policy; and should the Administration not be successful in negotiating an Agreement with the top-ranked proposer, authorizing negotiations with the second-ranked proposer, Profile Marketing Research; and further Authorizing the Mayor and City Clerk to execute an agreement upon conclusion of successful negotiation by the Administration to not exceed $103,000; and further authorizing the City Manager to negotiate and approve subsequent surveys and/or focus groups for 2011, 2012, 2013, and 2014.

T:\AGENDA\2008\December 10\Consent\RFP-01-08-09 Community Satisfaction Survey Memo.doc

RESOLUTION NO. _____

A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH,FLORIDA, ACCEPTING THE RECOMMENDATION OF THE CITY MANAGER PERTAINING TO THE RANKING OF PROPOSALS PURSUANT TO REQUEST FOR PROPOSALS (RFP) NO. 01-08/09, FOR COMMUNITY SATISFACTION SURVEY SERVICES; AUTHORIZING THE ADMINISTRATION TO ENTER INTO NEGOTIATIONS WITH THE TOP-RANKED PROPOSER, THE CENTER FOR RESEARCH & PUBLIC POLICY; AND SHOULD THE ADMINISTRATION NOT BE SUCCESSFUL IN NEGOTIATING AN AGREEMENT WITH THE TOP-RANKED PROPOSER, AUTHORIZING NEGOTIATIONS WITH THE SECOND-RANKED PROPOSER, PROFILE MARKETING RESEARCH ; AND FURTHER AUTHORIZING THE MAYOR AND CITY CLERK TO EXECUTE AN AGREEMENT UPON CONCLUSION OF SUCCESSFUL NEGOTIATIONS BY THE ADMINISTRATION TO NOT EXCEED $103,000; AND FURTHER AUTHORIZING THE CITY MANAGER TO NEGOTIATE AND APPROVE SUBSEQUENT SURVEYS AND/OR FOCUS GROUP FOR 2011, 2012, 2013, 2014.

WHEREAS, Request for Proposals (RFP) No. 01-08/09 for Community Satisfaction Survey Services was issued on October 15, 2008 with an opening date of November 20, 2008; and

WHEREAS, the RFP requested proposals to select a qualified consultant to conduct the next set of community satisfaction surveys in early 2009 and follow-on focus groups, if required, in 2010; and

WHEREAS, a pre-proposal conference to provide information to the consultants submitting a response was held on October 30, 2008; and

WHEREAS, BidNet issued bid notices to 87 prospective proposers, BidSync (Formerly known as RFP Depot) issued bid notices to 22 prospective porposers, and 28 proposers were notified via mail, e-mail, and fax circulation, which resulted in the receipt of seven (7) proposals; and

WHEREAS, the City Manager via Letter to Commission (LTC) No. 305-2008, appointed an Evaluation Committee ("the Committee") consisting of the following individuals:

- Kathie Brooks, Director, Budget and Performance Improvement Department (OBPI);
- Barbara Hawayek, Customer Service Manager, Code Compliance Department;
- Corrine Brody Prewitt, Resident;
- Laurie Kaye Davis, Resident and Community Relations Board;
- Frank Trullenque, Resident and Chair of the Hispanic Affairs Committee; and

WHEREAS, on December 3, 2008, the Committee convened to make a recommendation; and

WHEREAS, Kathie Brooks, Director of the Budget and Performance Improvement Department, addressed the Committee and provided general information on the scope of services; and

WHEREAS, the Committee discussed their individual perceptions of the contractor's qualifications, experience, and competence, and ranked the firms being evaluated accordingly; and

WHEREAS, a motion was made by Kathie Brooks, seconded by Frank Trullenque and unanimously approved by all Committee members for The Center for Research & Public Policy to be recommended for potential award of contract for Community Satisfaction Survey Services; and

WHEREAS, in addition to concurring with the Committee's recommendation, the City Manager would recommend that the City Commission authorize the Administration to negotiate and, if successful, further authorize the Mayor and City Clerk to execute of an Agreement with The Center for Research & Public Policy.

NOW, THEREFORE, BE IT RESOLVED BY THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, that the Mayor and City Commission hereby accept the recommendation of the City Manager pertaining to the ranking of proposals pursuant to Request for Proposals (RFP) No. 01-08/09, for Community Satisfaction Survey Services; Authorizing the Administration to enter into negotiations with the top-ranked proposer, The Center for Research & Public Policy; and should the Administration not be successful in negotiating an Agreement with the top-ranked proposer, authorizing negotiations with the second-ranked proposer, Profile Marketing Research; and further Authorizing the Mayor and City Clerk to execute an agreement upon conclusion of successful negotiation by the Administration to not exceed $103,000; and further authorizing the City Manager to negotiate and approve subsequent surveys and/or focus groups for 2011, 2012, 2013, and 2014.

PASSED AND ADOPTED THIS _____ DAY OF _____2008.

ATTEST:

_____ _____

CITY CLERK **MAYOR**

T:\AGENDA\2008\December 10\Consent\RFP-01-08-09 Community Satisfaction Survey - Resolution.doc

APPROVED AS TO
FORM & LANGUAGE
& FOR EXECUTION

City Attorney 12/4/08
Date