

Introduced by _____ Council Bill No. R 48-14

A RESOLUTION

authorizing a professional service agreement with ETC Institute, Inc. as it relates to designing, conducting and interpreting a public transit survey of city residents; transferring funds.

BE IT RESOLVED BY THE COUNCIL OF THE CITY OF COLUMBIA, MISSOURI, AS FOLLOWS:

SECTION 1. The City Manager is hereby authorized to execute a professional service agreement with ETC Institute, Inc. as it relates to designing, conducting and interpreting a public transit survey of city residents; transferring funds. The form and content of the agreement shall be substantially as set forth in "Exhibit A" attached hereto and made a part hereof.

SECTION 2. At the request of the City Manager, the City Council hereby transfers \$14,620.00 from the General Fund Contingency Account No. 110-8500-590.59-87 to the Council Miscellaneous Contractual Account No. 110-0110-501.49-90, ECCETC.

ADOPTED this _____ day of _____, 2014.

ATTEST:

City Clerk

Mayor and Presiding Officer

APPROVED AS TO FORM:

City Counselor

**PROFESSIONAL SERVICE AGREEMENT
DESIGNING, CONDUCTING AND INTERPRETING
A SURVEY OF CITY RESIDENTS**

This AGREEMENT, made and entered into this _____ day of _____, 2014 (hereinafter "Effective Date"), by and between the City of Columbia, Missouri, a Municipal Corporation of the State of Missouri, hereinafter referred to as "City," and ETC Institute, Inc., a corporation organized in the State of Kansas with an address of 725 West Frontier Circle, Olathe, Kansas 66061, hereinafter referred to as "Consultant."

Witnesseth, that:

WHEREAS, Consultant has conducted community satisfaction surveys for the City of Columbia in 2003, 2005, 2007, 2011 and 2013 to determine citizen satisfaction with City government; and

WHEREAS, City desires to engage Consultant to perform a community public transit survey as more fully described in Appendix A, hereinafter referred to as the "Survey."

NOW, THEREFORE, the Parties hereto, for good and sufficient consideration, the receipt of which is hereby acknowledged, intending to be legally bound, do hereby agree as follows:

1. **Scope of Work to be Performed by Consultant.** Consultant shall perform a community public transit Survey for the City of Columbia, Missouri. Said Survey shall at a minimum comply with the requirements outlined in Appendix A, which is incorporated herein by reference.
2. **Consultant's Representations.** Consultant represents that its firm is equipped, competent, and able to perform, and that it will perform all services hereinafter set forth in a diligent, competent, and professional manner.
3. **Term.** The term of this Agreement shall be for a period of time from the Effective Date of this Agreement through July 31, 2014.
4. **Billing and Payment.**
 - (a) **Amount Not To Exceed.** It is expressly understood that in no event will the total compensation to be paid to the Consultant under the terms of this agreement for the services set forth in the Scope of Work exceed the sum of Fourteen Thousand Six Hundred Twenty Dollars (\$14,620.00).
 - (b) **Billing.** The City shall pay the Consultant as outlined in Appendix A.
5. **Reports.** Pursuant to the Scope of Work outlined herein, Consultant shall provide a final report and analysis to the City. Consultant shall provide the City with ten (10) paper copies printed in color and ten compact discs with an electronic copy of the complete report.
6. **Insurance Requirements.**

CONSULTANT'S INSURANCE: The Consultant shall not commence work under this Contract until they have obtained all insurance required under this paragraph and such insurance has been approved by the City, nor shall the Consultant allow any subcontractor to commence work

on their contract until all similar insurance required of subcontractor has been so obtained and approved. All policies shall be in amounts, form, and with companies satisfactory to the City **which must carry an A-6 or better rating as listed in the A.M. Best or equivalent rating guide.**

WORKERS COMPENSATION INSURANCE: The Consultant shall take out and maintain during the life of this Contract **Employers Liability and Workers Compensation Insurance** for all of their employees employed at the site of the work, and in case any work is sublet, the Consultant shall require the subcontractor similarly to provide Workers Compensation Insurance for all of the latter's employees unless such employees are covered by the protection afforded by the Consultant.

Workers Compensation coverages shall meet Missouri statutory limits. Employers Liability limits shall be \$500,000.00 each employee, \$500,000.00 each accident, and \$500,000.00 policy limit. In case any class of employees engaged in work under this Contract at the site of the work is not protected under the Workers Compensation Statute, the Consultant shall provide and shall cause each subcontractor to provide Employers Liability Insurance for the protection of their employees not otherwise protected.

COMMERCIAL GENERAL LIABILITY INSURANCE: Consultant shall carry Commercial General Liability Insurance written on ISO occurrence form CG 00 01 07 98 or later edition (or a substitute form providing equivalent coverage) and shall cover all operations by or on behalf of the Consultant, providing insurance for bodily injury liability and property damage liability for the limits indicated below and for the following coverage:

- Premises and Operations
- Products and Completed Operations

Contractual Liability insuring the obligations assumed by the Consultant under this Contract.

Personal Injury Liability and Advertising Injury Liability

Except with respect to bodily injury and property damage included within the products and completed operations hazards, the general aggregate limit shall apply separately to the Consultant's project under this Contract. Completed Operations coverage must be maintained for the correction period provided by the agreement.

Limit of Liability. The Commercial General Liability policy limits shall not be less than:

| | |
|-------------|---|
| \$1,000,000 | Each Occurrence (Combined Single Limit for Bodily Injury & Property Damage) |
| \$1,000,000 | Aggregate for Products/Completed Operations |
| \$1,000,000 | Personal Injury/Advertising Injury |
| \$1,000,000 | General Aggregate (provide endorsement to apply the General Aggregate per project, if available.) |

Additional Insured The City, all of its officers, directors and employees, shall be named as Additional Insureds under the Commercial General Liability Insurance using ISO Additional Insured Endorsements CG 20 10 or substitute providing equivalent coverage. This endorsement must be stated on the insurance certificate provided to the City and a copy of the endorsements confirming coverage should accompany the insurance certificate.

Primary Coverage. The Consultant's Commercial General Liability Policy shall apply as primary insurance and any other insurance carried by the City shall be excess only and will not contribute with Consultant's insurance. This must be stated on the insurance certificate and a copy of the endorsement confirming coverage shall accompany the insurance certificate.

BUSINESS AUTOMOBILE LIABILITY INSURANCE: The policy should be written on ISO form CA 0001, CA 0005, CA 0002, CA0020 or a substitute form providing equivalent coverage and shall provide coverage for all owned, hired and non-owned vehicles. The limit of liability should be at least \$1,000,000 Combined Single Limit for Bodily Injury and Property Damage each accident and should also cover Automobile Contractual Liability. The policy should name the City and all of its officers, directors and employees as Additional Insureds. The policy shall be endorsed to be primary coverage and any other insurance carried by the City shall be excess only and will not contribute with Consultant's insurance. To confirm coverage, a copy of the Additional Insured Endorsement should accompany the insurance certificate.

WAIVER OF SUBROGATION: The Commercial General Liability and Automobile Liability policies shall each contain a waiver of subrogation in favor of the City and its officers, directors and employees.

CERTIFICATES OF INSURANCE: As evidence of the insurance, limits and endorsements required, a standard ACORD or equivalent Certificate of Insurance executed by a duly authorized representative of each insurer shall be furnished by the Consultant to the City before any Work under the Contract is commenced by the Consultant. City shall have the right, but not the obligation, to prohibit Consultant or any Subcontractor from entering the Project site until such certificates are received and approved by the City. With respect to insurance to be maintained after final payment, an additional certificate(s) evidencing such coverage shall be promptly provided to City as a precondition to final payment. The Certificate of Insurance shall provide that there will be no cancellation or reduction of coverage without 30 days prior written notice to the City. The certificate must also contain a description of the project or work to be performed. Failure to maintain the insurance required herein may result in termination of the Contract at City's option. In the event the Consultant does not comply with the requirements of this section, City shall have the right, but not the obligation, to provide insurance coverage to protect the City and charge the Consultant for the cost of that insurance. The required insurance shall be subject to the approval of the City, but any acceptance of insurance certificates by the City shall in no way limit or relieve the Consultant of their duties and responsibilities in this Agreement.

SUBCONTRACTORS: Consultant shall cause each Subcontractor to purchase and maintain insurance of the types and amounts specified herein. Limits of such coverage may be reduced only upon written agreement of City. Consultant shall provide to City copies of certificates evidencing coverage for each Subcontractor. Subcontractor's commercial general liability and business automobile liability insurance shall name City as Additional Insured and have the Waiver of Subrogation endorsements added.

7. Hold Harmless Agreement. To the fullest extent not prohibited by law, Consultant shall indemnify and hold harmless the City of Columbia, its directors, officers, agents, and employees from and against all claims, damages, losses, and expenses (including, but not limited to, attorneys fees) arising by reason of any act or failure to act, negligent or otherwise, of Consultant, of any subcontractor (meaning anyone, including but not limited to consultants having a contract with Consultant or a subcontractor for part of the services), of anyone directly or indirectly employed by Consultant or by any subcontractor, or of anyone for whose acts the Consultant or its subcontractor may be liable, in connection with providing these services. This

provision does not, however, require Consultant to indemnify, hold harmless, or defend the City of Columbia from its own negligence.

8. Termination.

(a) By Mutual Agreement. This Agreement may be terminated at any time during its Term upon mutual agreement by both Parties.

(b) By Convenience. With thirty (30) days written notice, either Party may terminate this Agreement for Convenience.

(c) By Default. Upon the occurrence of an event of Default, the non-defaulting Party may immediately terminate this Agreement. Events of Default include: (i) The failure to perform or observe a material term or condition of this Agreement, including but not limited to any material Breach of a representation, warranty or covenant made in this Agreement; (ii) The Party becoming insolvent; filing a voluntary petition in bankruptcy under any provision of any federal or state bankruptcy law or consenting to the filing of any bankruptcy or reorganization petition against it under any similar law; making a general assignment for the benefit of its creditors; or consenting to the appointment of a receiver, trustee or liquidator; (iii) The purported assignment of this Agreement in a manner inconsistent with the terms of this Agreement; and (iv) The failure of the Party to provide information or data to the other Party as required under this Agreement, provided that the Party entitled to the information or data under this Agreement require such information or data to satisfy its obligations under this Agreement.

9. No Assignment. This Agreement shall inure to the benefit of and be binding upon the Parties and their respective successors and permitted assigns. Neither Party shall assign this Agreement or any of its rights or obligations hereunder without the prior written consent of the other Party.

10. No Third-Party Beneficiary. No provision of the Agreement is intended to nor shall it in any way inure to the benefit of any customer, property owner or any other third party, so as to constitute any such Person a third-party beneficiary under the Agreement.

11. Amendment. No amendment, addition to, or modification of any provision hereof shall be binding upon the Parties, and neither Party shall be deemed to have waived any provision or any remedy available to it unless such amendment, addition, modification or waiver is in writing and signed by a duly authorized officer or representative of the applicable Party or Parties.

12. Governing Law and Venue. This contract shall be governed, interpreted, and enforced in accordance with the laws of the State of Missouri and/or the laws of the United States, as applicable. The venue for all litigation arising out of, or relating to this contract document, shall be in Boone County, Missouri, or the United States Western District of Missouri. The Parties hereto irrevocably agree to submit to the exclusive jurisdiction of such courts in the State of Missouri. The Parties agree to waive any defense of forum non conveniens.

13. General Laws. Consultant shall comply with all federal, state, and local Laws, statutes, ordinances, and rules and regulations.

14. Publications. Recognizing the importance of professional development on the part of Consultant's employees and the importance of Consultant's public relations, Consultant may prepare publications, such as technical papers, articles for periodicals, and press releases, pertaining to Consultant's services for the City. Such publications will be provided to City in

draft form for City's advance review. City will review such drafts promptly and will provide comments to Consultant. City may require deletion of proprietary data or confidential information from such publications but otherwise will not unreasonably withhold its approval. The cost of Consultant's activities pertaining to any such publication shall be paid entirely by the Consultant.

15. Employment of Unauthorized Aliens Prohibited. Consultant agrees to comply with Missouri State Statute section 285.530 in that Consultant shall not knowingly employ, hire for employment, or continue to employ an unauthorized alien to perform work within the state of Missouri. As a condition for the award of this contract the Consultant shall, by sworn affidavit and provision of documentation, affirm its enrollment and participation in a federal work authorization program with respect to the employees working in connection with the contracted services. The Consultant shall also sign an affidavit affirming that it does not knowingly employ any person who is an unauthorized alien in connection with the contracted services. Consultant shall require each subcontractor to affirmatively state in its contract with Consultant that the subcontractor shall not knowingly employ, hire for employment or continue to employ an unauthorized alien to perform work within the state of Missouri. Consultant shall also require each subcontractor to provide Consultant with a sworn affidavit under the penalty of perjury attesting to the fact that the subcontractor's employees are lawfully present in the United States.

16. Entire Agreement. This Agreement represents the entire and integrated Agreement between the Consultant and City relative to the Scope of Services herein. All previous or contemporaneous agreements, representations, promises and conditions relating to Consultant's services described herein are superseded.

[SIGNATURES ON FOLLOWING PAGE]

IN WITNESS WHEREOF, the PARTIES have hereunto set their hands and seals the day and year first above written.

CITY OF COLUMBIA, MISSOURI

By: _____
Mike Matthes, City Manager

ATTEST:

Sheela Amin, City Clerk

APPROVED AS TO FORM:

Nancy Thompson, City Counselor

CERTIFICATION: I hereby certify that this Contract is within the purpose of the appropriation to which it is to be charged, Account No. 110-01110-501.49-90, ECCETC, and that there is an unencumbered balance to the credit of such account sufficient to pay therefore.

John Blattel, Director Finance

ETC INSTITUTE, INC.

(Seal)

By: _____

Title: _____

ATTEST:

APPENDIX A: 2014 COMMUNITY TRANSIT SURVEY SCOPE OF SERVICES

Task 1: Design the Survey Instrument/Develop the Sampling Plan

ETC Institute's project manager Chris Tatham will meet with City staff members to ensure that everyone involved in the project has the same understanding of the goals and objectives for the project. At this meeting, details of the research design strategy will be discussed and the sampling plan will be finalized. Every effort will be made to relate the survey structure to measures specified by City staff members and City Council members.

Task 1.1 Survey Design. ETC Institute will work with City staff to design the survey instrument. The survey will be tailored to the City's needs. It is anticipated that 1-2 drafts of the survey will be prepared before the survey is approved by the City. The survey will be 10 minutes in length. Cost is a function of two major variables: (1) the length of the survey; and (2) the number of completed surveys. ETC Institute will work with City staff to find the right combination of these two variables to maximize its investment.

Task 1.2 Sampling Plan. ETC Institute will design the sampling plan in a manner that ensures the completion of at least 600 surveys from a random sample of households in the City of Columbia. A random sample of **600 completed surveys**, representing all six City wards, will provide results that have a precision of at least +/- 3.5% at the 95% level of confidence. The sample will be selected at random from all known residential addresses in the City of Columbia. The sample will include households with traditional land-lines, households with cell-phones only, and households without phones. This selection methodology will ensure that the sample is representative of the City's population.

Deliverables Task 1: A first draft of the survey (invoice 1); a copy of the approved sampling plan in the form of a spreadsheet that shows the exact number of surveys that will be completed and the overall level of confidence and precision for the sample; and a copy of the approved survey instruments (invoice 2 for sampling plan and approved instrument).

Task 2: Administer the Survey

ETC Institute will administer the survey through a combination of mail, phone and Internet surveys. Specifically, ETC Institute will do the following:

- ETC Institute's call center will rehearse the phone version of the survey. All interviewers will review the protocol for the administration of the survey with a supervisor; special attention will be paid to the treatment of non-English speaking respondents. Spanish speaking interviewers will be available to administer the survey to residents who only speak Spanish. Other languages can be made available, if needed. A demographic question will be included in the survey that asks which languages other than English are spoken in the home. This will allow ETC Institute to ensure that non-English speaking populations are represented in the sample. ETC Institute will guarantee that the results of the survey are statistically representative of the City's diverse population.

- ETC Institute will establish a toll-free phone number to assist respondents with

the survey. The toll-free number will be operational three days before the surveys are mailed and will continue to be available until ETC Institute completes administration of the survey. This will allow people who receive the mail version of the survey to contact ETC Institute with questions about the survey.

- ETC Institute will test the survey with at least 25 residents before the survey is administered. Any problems or issues that are identified will be reported to the City, and corrective action will be recommended and taken as appropriate.
- ETC Institute will mail surveys to at least 1,800 randomly selected households in the City. Only one survey per household will be sent. Postage-paid envelopes will be provided by ETC Institute for each respondent. The City will provide a cover letter for the mail survey.
- Four days after the surveys are mailed ETC Institute's phone interviewers will begin making follow-up phone calls to each of the persons in the sample frame. Persons who indicate that they already have returned the survey will be thanked. Persons who have not completed the survey will be given the opportunity to complete the survey by phone.
- The administration of the survey by phone will continue until a minimum of 600 surveys are completed.
- ETC Institute will record the home address of survey respondents. These addresses will then be geocoded to the X,Y coordinates to allow ETC Institute to create maps for selected questions.

Internet Survey. As part of this task, ETC Institute will create a website and host the survey on the Internet. Persons who are randomly selected for the survey will have the option of completing the survey on-line (in addition to completing the survey by mail or phone). The City also will have the option of encouraging other groups to participate in the survey on-line (e.g., community activists, special interest groups, etc.).

ETC Institute will be able to track respondents who were selected for the random sample separately from those who are not selected at random by having those who complete the survey on-line provide their home addresses. If a respondent's address does not match the addresses in the randomly selected sample, the survey will not be counted toward the goal of 600 completed surveys.

Maintain Quality Control. ETC Institute recognizes that quality control will be critical to the overall success of the project. If the City's decision makers do not believe that the survey data are accurate, the results of this study will have little value to the community.

The project's success, in many ways, will be dependent on the management of data collection and processing activities. Although it is important to ensure that high standards of quality are maintained during all tasks in the project, failure to achieve these standards during the data collection and data processing portions of the project will jeopardize the overall success of the project.

ETC Institute has an ongoing quality assurance program in place. This program has been developed and refined through its experience with hundreds of studies that involved the design

and administration of surveys. The quality assurance program is directly monitored by company President Dr. Elaine Tatham and company Vice-President Christopher Tatham. The program is designed to give clients “error free” results, and all employees at ETC Institute are directly involved in the program.

Dr. Elaine Tatham and Chris Tatham are active members of the Market Research Association. The quality control methods used by ETC Institute have been reviewed by external organizations including the American Water Works Association Research Foundation and the United States Office of Management and Budget. Some of the basic elements of ETC Institute’s quality assurance process include those shown below.

- **Training of phone interviewers.** All phone interviewers are required to complete ETC Institute’s in-house training program. The program teaches new employees the appropriate methods for conducting interviews, how to respond to different situations that may occur and how to properly record responses. All interviewers work directly under the supervision of an experienced supervisor. All interviewers will receive specialized training for these surveys before they begin conducting interviews.
- **Comprehensive survey design and review process.** All survey instruments will be reviewed by each member of the City’s project management team and all senior members of ETC Institute’s team to ensure that all issues are adequately addressed.
- **Data entry fields will be limited to specific ranges to minimize the probability of error.** The data processing system that will be used by ETC Institute for the study alerts data entry personnel with an audible alarm if entries do not conform to these specifications.
- **ETC Institute will select at least 10% of the records at random for verification.** A supervisor will match records in the data bases against the corresponding survey to ensure that the data entry is accurate and complete.
- **Sampling Methodology.** Demographic questions will be included on each of the survey instruments. The demographic data will be used to monitor the distribution of the respondents to ensure that the responding population for each survey is representative of the universe for each sample.

Deliverables Task 2: ETC Institute will provide a copy of the survey mailing packet and a copy of the overall results (tabular data) for each question on the survey, including data from non-random participants (invoice 3).

Task 3: Analysis and Final Report

ETC Institute will submit a final report to the City. At a minimum, this report will include the following items:

- A formal report that includes an executive summary of the survey methodology, a description of major findings and charts that show the overall results of the survey;
- Cross-tabulations that show a breakdown of results for key demographic variables, such as age, income, years of residency and other factors;

- A copy of the survey instruments;
- Results mapped by City Census Block Group, with home addresses of respondents geocoded to eight-digit latitude and longitude coordinates; and
- Raw data, or the Excel spreadsheets used to produce the graphs and charts in a way that does not compromise a respondent's confidentiality.

Deliverable Task 3: ETC Institute will submit the draft final report in an electronic format, in ten compact discs and in ten hard copies of the final report (final invoice). The final report will be similar to the report that ETC Institute has prepared for past community surveys.

Project Schedule for the Citizen Survey

A preliminary schedule is provided below.

March 1-31, 2014

- Initial phone meeting with City staff to discuss survey goals & objectives
- Survey schedule and contract are finalized
- ETC Institute provides the City with a draft survey
- City staff review the content of the draft survey and provide feedback to ETC Institute
- ETC Institute revises the survey based on input from staff
- ETC Institute provides the City with the final sampling plan specifications

April 1-15, 2014

- ETC Institute conducts a pretest of the survey
- Results of the pretest are reported to the City and discussed
- ETC Institute revises the survey as necessary
- City approves the survey instrument by April 15, 2014
- Press releases issued

April 16 – May 31, 2014

- Data collection begins – the data collection option of phone/mail/combination will determine this time line
- Data collection is completed
- Draft report submitted
- Discuss any changes to draft report

June 15, 2014

- Final Reports delivered by June 15, 2014
- Conduct a presentation of the results as a webinar at date and time agreed to by City and ETC Institute

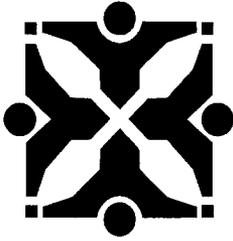
Survey Costs

A breakdown of the costs for the survey are provided in the table below.

2014 City of Columbia

Transit Survey Fees

| Task # | Description | | Fee |
|------------------------|---|-----------|---------------|
| 1.1 | Survey Design | \$ | 1,250 |
| 1.2 | Sampling Plan | \$ | 1,250 |
| subtotal task 1 | | \$ | 2,500 |
| 2 | Administer 600 surveys | | |
| | Printing and mailing of the surveys | \$ | 2,000 |
| | Conducting data entry for surveys completed by mail | \$ | 1,420 |
| | Establishing and managing the website | \$ | 750 |
| | Conducting phone interviews | \$ | 4,360 |
| subtotal task 2 | | \$ | 8,530 |
| 3 | Analysis and Final Report | | |
| | Basic Analysis and Final Report | \$ | 2,340 |
| | Geocoding and GIS maps | \$ | 1,250 |
| subtotal task 3 | | \$ | 3,590 |
| GRAND TOTAL | | \$ | 14,620 |



Source: Public Works

Agenda Item No:

To: City Council
From: City Manager and Staff

Council Meeting Date: Mar 17, 2014

Re: Agreement with ETC Institute, Inc for a Community Public Transit Survey

EXECUTIVE SUMMARY:

Staff has prepared for Council consideration legislation authorizing the City Manager to execute a Professional Service agreement with ETC Institute, Inc, to design, conduct and interpret a survey of Columbia citizens to determine community support for funding public transit, and transferring funds.

DISCUSSION:

Council has directed staff to hire a consultant to conduct a community public transit survey, to determine support for funding public transit. Staff is proposing to enter into an agreement with ETC Institute, Inc, out of Olathe, Kansas. This consultant has conducted several community satisfaction surveys for the City of Columbia from 2003 through 2013.

As outlined in the consultant's scope of services, ETC Institute will work with City staff to design a survey instrument tailored to the needs of the City. The survey instrument will be approximately 10 minutes in length, and will be administered through a combination of mail, phone and the Internet. ETC Institute will establish a toll free phone number to assist respondents, as well as a website to host the survey on the Internet. The consultant will mail surveys to at least 1,800 randomly selected households in the City, which will include households with traditional land lines, households with cell phones only, and households without phones, to ensure that the sample is representative of the City's population. The consultant will ensure a random sample of 600 completed surveys representing all six City wards. This project is scheduled to begin during the month of March and will be completed in June 2014 (see attached schedule).

Once the survey has been conducted and analyzed, ETC Institute will provide a copy of the survey mailing packet and a copy of the overall results for each question on the survey. A final report will be submitted in electronic format as well as hard copies, that will include a summary of the survey methodology, a description of major findings and charts that show the overall results; a breakdown of key demographic variables such as age, income, years of residents, etc; a copy of the survey instruments; results mapped by City Census Block Group with home addresses of respondents geo-coded to eight-digit latitude and longitude coordinates; and raw data used to produce the graphs and charts in a way that does not compromise a respondent's confidentiality.

FISCAL IMPACT:

The professional services agreement with ETC Institute is for a not to exceed amount of \$14,620.00, and funds are being transferred from General Fund Contingency.

VISION IMPACT:

<http://www.gocolumbiamo.com/Council/Meetings/visionimpact.php>

Expand the public transit system, and identify and fill in existing gaps in that system to include longer hours of service, more frequent service, and greater coverage of the city.

SUGGESTED COUNCIL ACTIONS:

Approve the legislation authorizing the City Manager to execute a Professional Services agreement with ETC Institute, Inc, to conduct a community public transit survey, and transferring funds.

| FISCAL and VISION NOTES: | | | | | |
|---|-------------|---|-----|---|--------|
| City Fiscal Impact Enter all that apply | | Program Impact | | Mandates | |
| City's current net FY cost | \$0.00 | New Program/ Agency? | Yes | Federal or State mandated? | No |
| Amount of funds already appropriated | \$0.00 | Duplicates/Expands an existing program? | No | Vision Implementation impact | |
| Amount of budget amendment needed | \$14,620.00 | Fiscal Impact on any local political subdivision? | No | Enter all that apply: Refer to Web site | |
| Estimated 2 year net costs: | | Resources Required | | Vision Impact? | Yes |
| One Time | \$14,620.00 | Requires add'l FTE Personnel? | No | Primary Vision, Strategy and/or Goal Item # | 13 |
| Operating/ Ongoing | \$0.00 | Requires add'l facilities? | No | Secondary Vision, Strategy and/or Goal Item # | 13.4.4 |
| | | Requires add'l capital equipment? | No | Fiscal year implementation Task # | |

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April 1-15, 2014

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June 15, 2014

- Final Reports delivered by June 15, 2014
- Conduct a presentation of the results as a webinar at date and time agreed to by City and ETC Institute