



June 22, 2022

Bryan Rachal, APR
Director of Communications
City of Camas
P: 360-817-7035
E: brachal@cityofcamas.us

Subject: Proposal to Conduct a Community Survey for the City of Camas, Washington

Dear Mr. Rachal:

ETC Institute is pleased to submit a quote to conduct a Community Survey for the City of Camas, Washington. If selected for this project, ETC Institute will provide the following services:

Task 1: Design the Survey and Prepare the Sampling Plan. Task 1 will include the following services:

- Working with City staff to develop the content of the survey. ETC Institute will meet by phone with the City to discuss the goals and objectives for the project. It is anticipated that the survey will be similar to the 2019 Community Survey. To facilitate the survey design process, ETC Institute will provide sample surveys created for similar projects. It is anticipated that 3-4 drafts of the survey will be prepared before the survey is approved by the City. The survey will be up to 6 pages in length.
- Participating in meetings by phone to develop the survey.
- Conducting a pilot test of the survey to ensure the questions are understood. Based on the results of the pilot test, ETC Institute will recommend changes (if needed) to the survey.
- Selecting a random sample of residents to be contacted for the survey. The sample will be address-based.

Deliverable Task 1. ETC Institute will provide a copy of approved survey instrument.

Task 2: Administer the Survey. Task 2 will include the following services:

- ETC Institute will administer the survey by a combination of mail and online.
- ETC Institute will mail the survey and a cover letter (on City letterhead) to a random sample of 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 mailed survey. The cover letter will contain a link to an online version of the survey. Residents who receive the survey will have the option of returning the printed survey by mail or completing it on-line.
- Once households receive the mailed surveys, ETC Institute will follow-up via text and/or email with households that received a mailed survey. ETC Institute will continue following up until reaching a minimum of 400 completed surveys. A sample size of 400 completed surveys will provide results that have a margin of error of +/-4.9% at the 95% level of confidence at the City level.
- ETC Institute will monitor the distribution of the sample to ensure that the sample reasonably reflects the demographic composition of the City with regard to age, geographic dispersion, gender, race/ethnicity and other factors.

Deliverable Task 2. ETC Institute will provide a copy of the overall results for each question on the survey.

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:

- Formal report that includes an executive summary of the survey methodology and a description of major findings.
- Charts and graphs that show the overall results of each question on the survey, including comparisons to previous surveys.
- Benchmarking analysis showing how the City compares to other communities.
- Importance-Satisfaction Analysis that will identify the areas where the greatest opportunities exist to enhance overall satisfaction with City services.
- GIS maps that show geocoded survey results for selected questions on the survey
- Tabular data that shows the results for each question on the survey, including open ended questions
- A copy of the survey instrument

Deliverable Task 3: ETC Institute will submit the survey findings report in an electronic format. ETC Institute will also provide the raw data in an Excel database, or other format as requested by the City.

Project Schedule

Listed below is ETC Institute’s typical timeline for administering a community survey. Since the surveys will be administered entirely in-house, the completion date for the project is completely within our control. If desired, we can meet a more ambitious timeline and are available to start at a date most convenient for the City.

- **Month 1**
Design survey instrument
Finalize sampling plan
- **Months 2-3**
Administer the survey
- **Month 4**
Draft Report Submitted for review
Prepare and Deliver the Final Report

Fee

The table below shows a breakdown of the fees for the services described in this proposal. The total cost for a sample size of 400 surveys would be \$17,000.

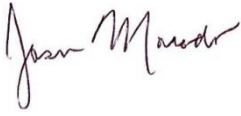
Task	400 Surveys
Design Survey & Prepare Sampling Plan	\$3,000.00
Administration of a 15-20 minute survey (up to 6 pages)	\$11,000.00
Formal Report (<i>includes executive summary, charts, benchmarking, Importance-Satisfaction Analysis, GIS maps</i>)	\$2,500.00
Presentation of Survey Results via Webinar	\$500.00
TOTAL	\$17,000.00

Optional Services. If desired, ETC Institute will provide the following “optional” services. The fees for “optional” services would be in addition to the prices shown in the table above.

- An on-site presentation of the final results at a date to be determined by the City (\$2,500).
- Interactive Data Dashboard that will provide the ability to query the full set of survey results in real time anywhere with access to the Internet. Described in more detail on page 5. (\$5,000)

CLOSING: We appreciate your consideration of this proposal and look forward to your decision. If you have any questions, please do not hesitate to call me at (913) 254-4514.

Sincerely,

A handwritten signature in black ink that reads "Jason Morado". The signature is written in a cursive style with a large initial "J" and "M".

Jason Morado
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Olathe, KS 66061
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DirectionFinder® 2.0 Interactive Data Dashboard

ETC Institute can design an interactive data dashboard to help our clients review and analyze their survey data. The dashboard will allow our clients to query the full set of survey results in real time anywhere with access to the Internet. Our interactive data dashboards give our clients the ability to explore the data and drill-down into the results on-demand, and does not require a special request for additional analysis. The dashboard can include the following features:

- **Trend Analysis** showing the results for previous community surveys that ETC Institute has administered for your community. The dashboard allows our clients to easily compare results from previous surveys.
- **GIS Mapping** showing the survey results mapped out geographically throughout your community. The maps will geographically display results not only for your current survey, but will also show changes in satisfaction from previous surveys.
- **Benchmarking Analysis** showing how your community compares to other communities across the country. The dashboard will allow our clients to compare their results to other communities regionally, nationally, and based on population of other communities.
- **Priority Analysis** showing the top priorities for our clients to focus on, based on ETC Institute's **Importance-Satisfaction Analysis** and **Priority Investment Ratings Analysis**. Priorities can be displayed for various demographic and geographic areas using the interactive features of the data dashboard.
- **Cross-Tabular Data Analysis** which gives our clients the ability to cross tabulate specific questions on the survey showing how different groups of respondents responded to various questions on the survey.



An example of a dashboard that ETC Institute created for the City of Raleigh can be viewed here: <https://www.etcinstitute.com/directionfinder2-0/raleigh/>