



FRUITA
COLORADO

**COUNCIL WORKSHOP
AGENDA ITEM COVER SHEET**

TO: FRUITA CITY COUNCIL

FROM: CITY MANAGER'S OFFICE

DATE: JANUARY 28, 2025

AGENDA TEXT: Discussion on the 2025 Community Survey (7:00 p.m. - 8:00 p.m.)

PURPOSE

Every four years, the City of Fruita conducts a community-wide survey to assess resident satisfaction. The last survey was conducted in 2021, so it is time to distribute a new survey in 2025. In December 2024, the City of Fruita collected requests for proposals from interested firms to contract with the City to develop, distribute, and analyze the community survey. The City of Fruita received 13 proposals, and after a staff committee review process, ETC Institute was unanimously chosen to contract with the City for this process. The committee reviews each proposal and makes a selection based on four criteria areas: Experience and qualifications of offeror; Ability of offeror to perform Project work in the timeline and schedule outlined in the RFP; Cost or bid for the Project work to be performed; Offeror references. The City has worked with ETC on past community surveys and had an excellent experience through the entire process. They were also the lowest bidder at \$16,000.

Tonight's agenda item is for the City Council to review past community survey questions and provide staff direction on any new survey topics they would like to focus on for 2025. After questions and topics are chosen, staff will work with ETC Institute to develop the survey. The survey will be mailed to all residents with the option to complete the survey by mail, online, or over the phone. Council will also review the final survey before it is sent out.

The timeline for working with ETC Institute is as follows:

- Survey Design – February 2025
- Print Mail Surveys – February 2025
- Cutoff Date for Receiving Surveys – March 2025
- Final Report Delivered to Staff – April 2025
- Presentation to City Council – May 2025

BACKGROUND

The City of Fruita conducts a Community Survey every four years, and the survey is designed to assess resident satisfaction with the quality of life in Fruita, core services, city policies, and more. The survey provides an easy, proactive and cost-effective way for the City to gather feedback and suggestions from and be more responsive to residents. The results of the surveys help to inform decision making and to identify budget priorities moving forward. A copy of the last survey is included with this cover sheet.