



DATE: August 31, 2026
TO: Darrel Pyle, City Manager
FROM: Tiffany Vrska, Chief Communications Officer
SUBJECT: ETC Community Satisfaction Survey

Funding was approved in the Communications budget for FYE27 for a citywide, statistically-valid satisfaction survey amongst Norman residents. The amount is not to exceed \$20,000. After Legal reviewed a proposed agreement, Communications staff is working to move forward with the contractor to begin the 3-4 month survey process.

Reviewed by: Kathryn Walker, Assistant City Attorney

9-1-26
Date

[Signature]
Signature

☒ APPROVED
☐ DISAPPROVED

BY: ☒ Darrel Pyle, City Manager

Cc: Shannon Stevenson, Assistant City Manager
Jamie Meyer, City Clerk

office memorandum



**Contract for Services and Scope of Work
Between ETC Institute and the City of Norman, Oklahoma**

ARTICLE I: SCOPE OF SERVICES

1. **Overview of Services to Be Performed.** ETC Institute will design and administer a community survey for the City of Norman, Oklahoma. The survey will be administered during Fall 2026. The final report will be completed by December 31, 2026, so long as the appropriate response threshold is met by the contractor.
2. **ETC Institute's responsibilities.** The tasks that will be performed by ETC Institute as part of this agreement include the following:

TASK 1: Design the Survey.

- A. Working with City staff to develop the survey questions. The survey will be no longer than 6 printed pages and will take residents approximately 15-17 minutes to complete. ETC Institute will provide sample surveys from other communities as a starting point for designing the survey instrument.
- B. Participating in meetings by phone/video conference to develop the survey.
- C. Developing on-line and printed versions of the survey as well as thorough QA/QC and creating proof for printed version of survey.
- D. Translating the survey into Spanish and making the Spanish version of the survey available online.
- E. The cover letter that will accompany the printed version of the survey will have a line in Spanish directing respondents who prefer to complete the survey in Spanish to call our office via a toll-free number to have the survey administered over the phone. The line will also indicate that the online survey is made available in Spanish and will provide a URL.
- F. Conducting a pilot test of the survey to ensure the questions are understood by residents. Based on the results of the pilot test, ETC Institute will recommend modifications (if needed) to the survey.
- G. ETC Institute will provide a copy of the approved version of the printed survey along with a link to the online version.

TASK 2: Develop the Sample for the Survey.

- A. Acquiring the sample for the random sample. The sample will be designed to ensure the completion of at least 400 surveys and can set goals for the total number of surveys collected from each of the City's eight wards. The overall results of 400 completed surveys will have a precision of at least +/- 4.9% at the 95% level of confidence.
- B. An email will be sent confirming that the sample has been acquired.

TASK 3: Administer the Survey.

- A. Residents who receive the survey will have the option of completing it in one of the following three ways:
 - 1. By mail using a postage-paid return envelope, which will be included with the survey. These are provided by ETC Institute. If a respondent loses it, they can call ETC Institute's toll-free number to request another envelope.
 - 2. By going online to a website; the website will be printed on the survey.
 - 3. By calling a toll-free number, which will be printed on the survey; ETC Institute will have interviewers who will answer inbound calls in both English and Spanish from residents who prefer to complete the survey by phone.
- B. ETC Institute will follow-up with households that do not respond to the survey within 10 days to maximize participation in the survey. These follow-ups will be conducted as follows:
 - 1. By sending e-mails and texts to households for whom email addresses and/or cell phone numbers can be obtained. The emails and texts will contain a link to the on-line version of the survey
 - 2. By calling households in both English and Spanish and leaving voice messages about the survey with households that do not answer their phone; ETC Institute will give those who do answer their phone an opportunity to complete the survey by phone.
 - 3. By placing direct social media ads on the social media feeds of people who have not responded to the survey. People who respond online will be required to enter their home address at the end of the survey. The addresses entered online will be matched against our random sample. If the address does not match or the respondent does not provide an address, the response will not be counted. This will ensure all respondents are part of the random sample.
- C. ETC Institute will conduct follow-ups by phone and e-mail until a minimum of 400 surveys are completed.

- D. 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, ethnicity and other factors compared to the most recent Census estimates.
- E. ETC Institute will weigh the data if needed to ensure the geographic and demographic composition of the sample are similar to the most recent Census estimates for the City's population and the composition of previous surveys to ensure trend analysis from previous years is comparable.
- F. ETC Institute will provide a copy of the overall results for each question on the survey.

TASK 4: Analysis and Final Report.

- A. ETC Institute will conduct analysis of the data and submit a final report to the City. At a minimum, the analysis and report will include the following items:
 - 1. Formal report that includes an executive summary of the survey methodology and a description of major findings.
 - 2. Charts and graphs that show the overall results of each question on the survey.
 - 3. Benchmarking analysis showing how the City compares to residents in other communities at the National and regional levels.
 - 4. Tabular data that shows the results for each question on the survey, including open ended questions.
 - 5. A copy of the survey instrument.
 - B. ETC Institute will submit the final report in a pdf format.
3. **TIMELINE.** A typical community survey project takes between 14-16 weeks to complete. The timeline below is preliminary and is based on completing the project in advance of the City's formal budgetary meetings and processes.

A. MONTHS 1 -2

- 1. Design survey instrument and cover letter
- 2. Finalize contract
- 3. ETC Institute receives final approval from City on survey instrument and cover letter
 - a. Once survey is finalized by the City, it typically takes ETC Institute 8-10 business days to perform the full QA/QC process and build the online survey
- 4. ETC Institute builds online survey and finalizes print survey formatting
- 5. ETC Institute returns online survey link and print-ready survey files to City for final

approval before surveys are printed

6. ETC Institute receives second round of final approval from City
7. Surveys are printed and delivered to USPS for delivery to Norman
 - a. USPS indicates surveys should take 10-12 business days to arrive once delivered locally

B. MONTHS 2-3

1. Surveys begin arriving in Norman and survey administration begins.

C. MONTHS 3-4

1. Survey administration is completed with a minimum of 400 completed surveys collected
2. ETC Institute verifies all survey responses, finalizes data entry and finalizes the database
3. ETC Institute begins sending deliverables to City
 - a. Findings Report
 - b. Open-ended comments
4. ETC Institute discusses results with City staff
5. ETC Institute will present results to City Council during a public meeting

ARTICLE II: PAYMENT FOR SERVICES

The table below shows a breakdown of the fees for the services described herein. ETC Institute's pricing is all inclusive and optional tasks are listed separately. ETC Institute will do everything possible to maximize your investment in our services.

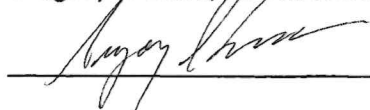
2025-26 City of Norman Survey Pricing		
Tasks	400 Surveys	500 Surveys
Task 1: Design the Survey and Prepare Sampling Plan	\$ 2,250.00	\$ 2,750.00
Task 2: Administer the Survey	\$ 11,250.00	\$ 14,250.00
Task 3: Analysis and Reporting	\$ 2,500.00	\$ 2,500.00
TOTAL	\$ 16,000.00	\$ 19,500.00
Optional Services		
GIS Maps showing select questions from the survey as maps of the City		\$ 1,750.00
Crosstabulations by key demographic and geographic features (Up to 6 variables)		\$ 1,750.00
Webinar Presentation of Final Results		\$ 750.00
On-Site Presentation of Final Results		\$ 2,750.00

ARTICLE III: MISCELLANEOUS PROVISIONS

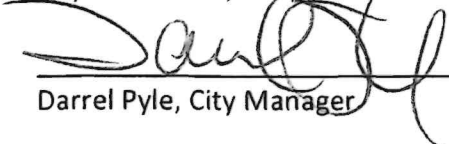
1. **City's Responsibilities.** ETC Institute can complete the majority of the tasks found in this proposal with minimal assistance from the City. However, the City will provide GIS shapefiles of the City's boundaries, including the boundaries for the City's eight Council Wards, to ETC Institute. Beyond final approval of the deliverables, ETC Institute will complete all other tasks without the need for assistance from the City.
2. **Change in Scope.** The Scope of Services for this contract shall be subject to modification or supplement upon the written agreement of the contracting parties. Any such modification in the Scope of Services shall be incorporated in this agreement by supplemental agreement executed by the parties.
3. **Termination of the Contract.** This agreement may be terminated by either party upon 14 days written notice in the event of substantial failure by the other party to perform in accordance with the terms hereof through no fault of the terminating party. If the contract is terminated by the City, the City shall reimburse ETC Institute for the full value of any tasks that have been initiated, up to the total amount of the next scheduled invoice.
4. **Rights to Use the Data.** ETC Institute has the right to use the data as a component of ETC Institute's DirectionFinder® benchmarks, but ETC Institute will not release specific results for the City of Norman without written approval from the City.

IN WITNESS WHEREOF, the parties hereto have caused this agreement to be signed by their duly authorized officers.

Gregory S. Emas, ETC Institute, CFO

 _____ Date 9/1/2026

City of Norman, Oklahoma

 _____ Date 9-1-26
Darrel Pyle, City Manager

Approved as to form and legality this 1st day of September, 2026.



City Attorney