

MEMORANDUM



TO: VICTOR CARDENAS, CITY MANAGER
FROM: SHERYL WALSH-MOLLOY, DIRECTOR OF COMMUNICATIONS
SUBJECT: 2026 COMMUNITY SURVEY
DATE: APRIL 1, 2026

Background

Earlier this year, City Council established a goal of presenting a comprehensive proposal by the end of 2026 to implement a new bi-annual, citywide citizen survey. This survey, similar to the National Citizen Survey previously conducted, will help measure resident satisfaction and inform City decision-making.

City staff solicited proposals from three vendors:

- Polco (The National Community Survey®)
- ETC Institute
- Banach, Banach & Cassidy (BB&C)

Proposals were evaluated based on cost, methodology, analytical capabilities, benchmarking, reporting tools, and customer service.

Vendor Summary

- **ETC Institute:** Best overall value with strong analytics
- **Polco:** Strong benchmarking, but fewer analytical tools
- **BB&C:** Lower cost, but less analytical depth

Recommendation

Although the City has a long-standing relationship with Polco (formerly the National Research Center), staff recommend entering into a contract with ETC Institute in the amount of \$20,000 to conduct a resident satisfaction survey.

ETC Institute offers a reliable and statistically sound methodology, including 400 completed surveys with a $\pm 4.89\%$ margin of error at a 95% confidence level. The survey will use a combined mail and online approach, supported by strong quality control processes. The firm provides highly actionable data and analysis, including identification of top community priorities, geographic (GIS) mapping, and detailed demographic breakdowns—tools that directly support informed budgeting and planning decisions.

In addition, ETC enables benchmarking by comparing results with peer communities (including Lenexa and Olathe, Kansas, where they conduct bi-annual surveys) using

recent national data. Their survey approach is also highly comparable to the National Community Survey previously conducted by the City.

The company demonstrates a strong commitment to customer service through weekly updates, regular check-in meetings, and responsive communication.

The FY 2025–2026 budget includes \$9,000 previously allocated for FlashVote, which was not renewed. The remaining \$11,000 will be covered through other savings within the Community Relations budget.

Upon approval, staff will begin working with ETC Institute to develop the survey, with the goal of launching it later this summer and presenting results by the end of the calendar year.

Please let me know if you have any questions.