

MEMORANDUM



TO: VICTOR CARDENAS, CITY MANAGER
FROM: SHERYL WALSH, DIRECTOR OF COMMUNICATIONS
SUBJECT: SURVEY PLATFORM
DATE: NOVEMBER 1, 2023

Since 2006, the City of Novi has contracted with Polco (formerly known as the National Research Center) to perform the National Citizen Survey every other year with the most recent survey conducted in 2022. Additionally, Polco performed the Employee Survey for the City of Novi in 2021. The intended partnership was to perform the Employee Survey in years opposite the community survey and budget an estimated \$22,000 annually for those contracted services.

After 17 years using the same survey tool, and experiencing very similar results throughout the nine surveys, staff looked to see if it was time to 'modernize' our survey efforts and research what other tools were available and what other communities were using.

Earlier this year, we met with a representative from a similar survey organization, FlashVote, to compare services and tools available. Like Polco, FlashVote provides a scientific way to survey and engage communities (internally and externally) and receive statistically valid public input in 48 hours.

In addition to community and employee surveys, a partnership with FlashVote provides the opportunity to quickly ascertain parks and recreation program participation feedback and poll the community on any number of topics throughout the year. FlashVote also provides the opportunity to capture and share results geographically as we have previously done with three distinct areas throughout Novi.

FlashVote will provide six custom surveys annually and unlimited, ongoing self-service parks program participant surveys for \$12,900 annually.

We are excited about the possibility this new survey partnership will offer and look forward to creating additional opportunities for engagement in our Novi. Human Resources and Parks staff have already met with FlashVote representatives and are working to develop custom tools using their program.

Information about FlashVote is attached. We anticipate rolling this new engagement tool out to the community later this week and launching our first survey after the new year.