

Consideration for CRCRC Member Participation

From BUIE Response to RFQ

We recommend moving forward with the (Survey Monkey) Advantage Annual plan, which is \$468 billed annually and offers the ability to meet all of the following CRCRC requirements:

- Distribute a survey in digital form that can be pulled from a website or pushed via email.
- Determine how many surveys are received from a single household - i.e. an audit trail.
- Support for all of the descriptive information and graphics included in the draft survey.
- Collect respondent data into a common file system, so that an individual's responses stay together and a complete set of answers to the 25 questions can be attributed to a single respondent.
- Manually add information from paper surveys.
- Create basic reporting of the results.

In addition to securing the survey service, Buie & Co. would also perform the following activities:

- Survey review, editing and drafting additional demographic questions - 5 hr/\$
- Uploading survey into SurveyMonkey - 5 hr/\$
- Project Management - 5 hrs/\$ per month (we anticipate 2-3 months for the project)

The hours estimates are based on similar work Buie & Co. performed for the 2021 City of Rollingwood Comprehensive Plan.

A total for all of the activities listed above and the cost of SurveyMonkey is \$.

The following activities are services that can be added to help support your participation goals and report analysis.

- Community outreach - The following activities will help reach the goal of 400 well-considered survey responses. We estimate 30 hrs/\$ for these initiatives.
 - Messaging and design for collateral including utility bill inserts, yard signs, social media posts, Picayune ads and website updates.
 - Media relations including initial press release, follow-up pitching and reporting out on results.
- Survey analysis and report creation - This includes providing the data in the requested format and laying out a public facing report. We estimate 10 hrs/\$