

Rollingwood Comprehensive Residential Code Review Committee | Buie & Co. Cost Estimate

Hi, Dave.

Thank you so much for contacting Buie & Co. regarding your upcoming communications needs related to the Comprehensive Residential Code Review Committee (CRCRC) survey. Buie & Co. has previous experience with this type of project through our work with the City of Rollingwood, as well as the City of Bastrop.

We appreciate the opportunity to submit this menu of services and initial cost estimate for your consideration. Below, you will also find more information about our company. As a full-service communications firm, Buie & Co. seeks to serve as an extension of your internal team—a true partner that earns your trust and exceeds your expectations.

Please don't hesitate to reach out if you have any questions or would like additional information. Again, we appreciate the opportunity to earn your business, and thank you for your consideration.

Best,
Jed Buie
President
Buie & Co.

ABOUT BUIE & CO.

Buie & Co. is driven by passionate people with big ideas. We're a full-service communications firm that provides public relations, public involvement, government relations and creative services, with an emphasis on Central Texas infrastructure and social causes. Based in the City of Rollingwood, our unique focus and approach allow us to cultivate and maintain long-term relationships, build dynamic brands, shape the skyline and create lasting positive change in the region.

We're storytellers and problem solvers grounded in a culture of collaboration, respect and integrity. We partner with our clients to deliver creative strategies and unlock new outcomes to achieve their vision and mission.

RFQ RESPONSE

Based on the needs outlined in our initial conversation and below, we recommend using SurveyMonkey for the upcoming CRCRC survey. This platform allows us to share, track and analyze data in multiple ways including by individual responses and IP addresses, so we can determine how many times a survey in a single household has been submitted. SurveyMonkey also allows us to upload images throughout the survey, so that the descriptive information and graphics can be included.

We recommend moving forward with the 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 any additional demographic questions - 5 hr/\$200
- Uploading survey into SurveyMonkey and sharing raw report data - 5 hr/\$200
- Attend CRCRC meetings and advise on community outreach - 8 hr/\$200
 - This includes suggestions on messaging, which channels to use for outreach and follow-up, media outreach and follow up.
- Design collateral piece for community outreach (two rounds of revisions included) - 4.5 hr/\$200
- Project Management - 5 hrs/\$200 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 \$7,968.

THANK YOU!

Thank you so much for your consideration. We hope this scope and the associated cost estimates align with your expectations, but please know this has been developed as a starting point for discussion.

Please, let me know if you have questions or would like additional information. We look forward to speaking with you again to further refine our proposal based on your feedback. We want your business and look forward to hearing from you.