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Telephone: 262-473-0104

Office of the City Manager
312 W. Whitewater St.
Whitewater, WI 53190

MEMORANDUM

To: Common Council

From: Becky Magestro, Chief of Staff

Date: 1/14/26

Subject: Citywide Community Survey RFP

Attached is the current Request for Proposals (RFP) for a Citywide Community Survey for the City of Whitewater. This RFP outlines the scope of work, timeline, and requirements for qualified firms to design and administer a statistically valid community survey to gather resident and stakeholder input.

The survey results will be used to inform City decision-making and support implementation of the City's Strategic Plan. This document reflects the version of the RFP that would be released publicly for solicitation. With your approval, I will release this RFP for bid on Wednesday, January 21.

Please review the attached RFP for reference.