

MEMO

To: Common Council

From: Becky Magestro- Chief of Staff

Date: 6/10/2025

Re: Survey platforms

City staff has explored several options for conducting a community survey and is now requesting guidance from the Common Council on how to proceed. We are specifically seeking input on whether to pursue a formal, statistically robust survey, utilize a more informal and flexible survey platform, or defer the initiative for consideration at a later time.

Formal Survey Option

As part of our research, we examined proposals from professional organizations that specialize in conducting surveys for local governments. These providers offer comprehensive services, including:

- Statistically sound survey design
- Multi-modal data collection (online, mail, and phone)
- Detailed reporting with demographic cross-tabulations and analysis of open-ended responses

The full process would span approximately 3.5 months and result in a thorough final report designed to support strategic planning and policy decisions. The estimated base cost for such a project is roughly \$14,000, with the option to include UW-Whitewater students living on campus for an additional fee. As this initiative is not currently budgeted, pursuing this route would require issuing a formal Request for Proposals (RFP) to solicit competitive bids from qualified firms.

Informal Survey Option

As an alternative, staff evaluated a range of digital platforms suitable for informal or smaller-scale feedback collection. Currently, the City uses SurveyMonkey for in-house survey efforts. While this tool can be expanded to gather input on various topics, it may not yield a statistically representative snapshot of the broader community. However, it remains a flexible and cost-effective option for more general feedback initiatives.