



Council Agenda Item

Meeting Date: March 11, 2026

Agenda Item: Community Survey RFP Results

Staff Contact (name, email, phone): Becky Magestro bmagestro@whitewater-wi.gov 262-473-0101

BACKGROUND

(Enter the who, what, when, where, why)

The Common Council was seeking proposals from qualified firms to conduct a Community Survey for the City of Whitewater. An RFP for a Community Survey was posted on our website January 15th – February 13th, 2026. The City received 12 responses. A review team of Community Development Director Mason Becker, Park and Recreation Director Kevin Boehm, Public Works Director Brad Marquardt and Chief of Staff Becky Magestro reviewed the responses. Based on the qualified responses received, the review team selected ETC Institute.

PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS

(Dates, committees, action taken)

N/A

FINANCIAL IMPACT

(If none, state N/A)

\$15,000 was budgeted for this project. Responses ranged from \$11,250- \$89,750 in total cost. The total not-to-exceed cost from ETC Institute for 500 completed surveys is \$22,500.

STAFF RECOMMENDATION

While ETC Institute’s price exceeds the allotted \$15,000, and although the amount falls within the City Manager’s purview to approve, staff felt it was important to provide the committee with the full context since this is a budgeted item that exceeds the originally allocated amount.

The committee determined that ETC Institute’s depth of experience, benchmarking capabilities, statistically rigorous methodology, and ability to deliver actionable results provide strong overall value to the City. The higher investment supports achieving the minimum 500-response goal required in the RFP and ensures reliable, defensible data to guide the implementation of the 2026–2028 Strategic Plan.

Based on this information, staff recommends a motion directing the appropriate city staff to finalize an Agreement with ETC Institute at a cost not to exceed \$22,500.

ATTACHMENT(S) INCLUDED

(If none, state N/A)

Attachment- ETC Institute proposal. Please reach out to me if you would like to see the other proposals. I did not attach them because it would be quite voluminous.