



Office of the City Manager  
312 W. Whitewater Street, P.O. Box 178  
Whitewater, Wisconsin 53190

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MEMORANDUM

To: Common Council  
Date: February 10, 2025  
From: Becky Magestro, Chief of Staff  
Re: Survey Platform Comparison

[www.whitewater-wi.gov](http://www.whitewater-wi.gov)  
Telephone: (262) 473-0104  
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This memo provides a comparison of four survey platforms—SurveyMonkey, BlockSurvey, Fillout, and Formbricks—highlighting their key advantages and limitations.

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*SurveyMonkey- The City currently holds a SurveyMonkey subscription*

- Cost: \$360.00 per year (current plan) | \$1,104.00 per year (upgrade)
- Response Limit: 50,000 per year (current) | 100,000 per year (upgrade)

Pros:

Question Bank Available – Pre-written question library for streamlined survey creation.  
Mobile-Friendly – Fully functional mobile apps for survey creation and analysis.

Cons:

Limited Built-in Audience – Respondents must be sourced independently unless purchasing SurveyMonkey’s paid audience feature.

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*BlockSurvey*

- Estimated Cost: \$660.00 per year
- Response Limit: 180,000 per year

Pros:

Enhanced Privacy & Security – Utilizes Web3 encryption for secure and anonymous surveys.  
Anonymous Surveys – Features an “Anonymous Seal” ensuring respondent privacy.

Cons:

Complex Interface – May require a learning curve due to a busier user experience.

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*Fillout*

- Estimated Cost: \$900.00 per year
- Response Limit: Unlimited

**Pros:**

User-Friendly Design – Intuitive survey-building experience.

Advanced Analytics – Offers submission tracking, visual data summaries, and performance insights.

**Cons:**

Limited Customization – Fewer design and theme modification options compared to competitors.

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*Formbricks for Government*

- Estimated Cost: \$1,788.00 per year
- Response Limit: 10,000 responses per month

**Pros:**

Flexible & Cost-Effective – No lengthy procurement processes.

Website & Portal Optimization – Supports feedback collection to improve digital services and reduce administrative burdens.

**Cons:**

Higher Cost – More expensive than other options.

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After reviewing the options, I recommend using SurveyMonkey as our informal survey tool.

Becky Magestro  
Chief of Staff