



# CITY COUNCIL AGENDA ITEM BRIEFING SHEET

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|---------------------------------|--|---|
| <b>Council Date:</b><br>9-24-24 | <b>Department:</b><br>Marketing and Communications | <b>Presented By:</b><br>Communications Director |
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**AGENDA ITEM: Discussion/Action: approve contract with FlashVote to conduct community surveys during FY 2024-25**

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**BACKGROUND:** In addition to helping the city meet requirements for certain grant funding, public surveys allow city leadership to make data-driven decisions based on scientifically sound public sampling.

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**STAFF/BOARD/COMMISSION RECOMMENDATION:** Staff recommends contracting with FlashVote for community surveys for the upcoming fiscal year.

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**EXHIBITS:**

|                         |                          |                                       |
|-------------------------|--------------------------|---------------------------------------|
| <b>ADDITIONAL INFO:</b> | <b>FINANCIAL INFO:</b>   |                                       |
|                         | <b>Cost</b>              | \$10,900                              |
|                         | <b>Source of Funding</b> | Split between Parks and Admin budgets |
|                         |                          |                                       |
|                         |                          |                                       |