



CITY OF SANTA BARBARA

COUNCIL AGENDA REPORT

AGENDA DATE: March 3, 2015

TO: Mayor and Councilmembers

FROM: City Administrator's Office

SUBJECT: Professional Services Agreement with Godbe Research

RECOMMENDATION: That Council:

- A. Approve and authorize the City Administrator to negotiate and execute a not-to-exceed \$36,000 contract for professional services with Godbe Research to conduct a comprehensive opinion poll related to a possible revenue generating ballot measure; and
- B. Direct the Infrastructure Council Committee to work with staff and the consultant to develop the poll and report back by May 2015.

DISCUSSION:

In Fall 2014, the City conducted public outreach activities to inform the public about the City's aging facilities, review why less funding is available for infrastructure needs, and learn about the community's interests and priorities to repair and upgrade various facilities. An informal survey tool was used to gather ideas and suggestions on how to prioritize funding and plan for the future of the City's infrastructure. While 493 responses were received and the Council learned valuable information on infrastructure needs and priorities, the survey was not a scientifically valid survey tool. On January 27, 2015, the City Council directed staff to return to Council with a proposal to conduct a formal polling effort to gather more community input on specific funding options for infrastructure improvements.

Staff issued a Request for Proposals and received two responses:

- Godbe Research - \$35,940 to survey 600 voters with a hybrid Internet/phone survey for 20 minutes, including conducting Internet and telephone surveys in Spanish; and
- Fairbanks, Maslin, Maullin, Metz and Associates (FM3) - \$28,150 to survey 500 voters with an 18-20 minute survey with Spanish survey work at an additional cost.

The Infrastructure Council Committee met on February 19, 2015 to review the proposals and found both firms to have similar qualifications and level of experience conducting community polls. Both firms are able to complete the poll and present results to Council by the end of April.

After reviewing the proposals, the Committee recommended moving forward with Godbe Research to conduct the survey over the phone and via the Internet to ensure the voter survey has the broadest participation possible from the Santa Barbara community in terms of voter demographics and geography.

Staff recommends that Infrastructure Council Committee continue their role in the public outreach efforts and work with staff and the consultant to develop the polling questions and methodology. Polling efforts are anticipated to occur from mid-March through early April with a presentation of findings to Council on April 28, 2015.

There are sufficient appropriated funds in the City Administrator's Office budget to cover the cost of this contract, which is not anticipated to exceed \$36,000.

PREPARED BY: Nina Johnson, Assistant to the City Administrator

SUBMITTED BY: Paul Casey, City Administrator

APPROVED BY: City Administrator's Office