



Memorandum

Date: 11/15/2022
Meeting of: City Council

File No. AM No. 22-177
Type: Consent Item

TO: Members of the City Council
FROM: Mayor Angela Birney
DEPARTMENT DIRECTOR CONTACT(S):

Executive	Malisa Files	425-556-2166
Executive	Lisa Maher	425-556-2427

DEPARTMENT STAFF:

Executive	Jill Smith	Communications Manager
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TITLE:

Approval of a Contract with EMC Research, Inc., in the Amount of \$250,000, for the Annual Community Survey and On-Call Services

OVERVIEW STATEMENT:

City staff recently completed a Request for Proposal (RFP) to conduct statistically valid surveys, prepare reports of survey findings, and complete related work, such as focus groups.

After a review of the five proposals received, which were rated against the criteria identified in the RFP such as survey approach, related experience, and fee structure, staff is recommending contracting with EMC Research. The on-call contract would be \$250,000 for two-years, with two additional optional two-year renewal terms, for a potential maximum total term of six years. Each two-year contract renewal would be reviewed and approved by City Council. As this is an on-call contract, the expenses related to each task order would be charged to the associated departmental budget.

The initial task would be the City’s annual community survey in January 2023. This year’s annual community survey would be conducted using a multi-modal address-based sampling (ABS) approach, fielded primarily as a postcard-to-web survey of residential households in Redmond, not just registered voters as in the past. The survey would be translated into Redmond’s top languages to encourage diverse participation.

Additional Background Information/Description of Proposal Attached

REQUESTED ACTION:

- Receive Information
- Provide Direction
- Approve

REQUEST RATIONALE:

- **Relevant Plans/Policies:**
Community Strategic Plan, City budget, and other plans that use data collected from the annual community survey to track performance measures.
- **Required:**
Contracts over \$50,000 require Council approval.
- **Council Request:**
This updated approach to the annual community survey addresses Council's previously expressed interest in expanding this survey to non-voters and non-English speaking residents.
- **Other Key Facts:**
N/A

OUTCOMES:

Contract for on-call services, including annual community survey, is approved for the next two years.

COMMUNITY/STAKEHOLDER OUTREACH AND INVOLVEMENT:

- **Timeline (previous or planned):**
If not approved, the survey would not be complete in Q1 2023.
- **Outreach Methods and Results:**
Annual community survey postcards will be mailed to about 4,000 Redmond households in January and follow up outreach will take place until a statistically valid representative of Redmond is achieved.
- **Feedback Summary:**
N/A

BUDGET IMPACT:

Total Cost:
\$250,000

Approved in current biennial budget: **Yes** **No** **N/A**

Budget Offer Number:
000027 Community outreach and involvement for annual community survey.

Budget Priority:
Strategic and Responsive

Other budget impacts or additional costs: **Yes** **No** **N/A**

If yes, explain:
N/A

Funding source(s):
General fund for annual community survey. Varies for additional on-call task orders.

Budget/Funding Constraints:

N/A

Additional budget details attached

COUNCIL REVIEW:

Previous Contact(s)

Date	Meeting	Requested Action
2/8/2022	Study Session	Receive Information
11/7/2022	Committee of the Whole - Finance, Administration, and Communications	Provide Direction

Proposed Upcoming Contact(s)

Date	Meeting	Requested Action
N/A	None proposed at this time	N/A

Time Constraints:

If not approved, the annual community survey will be delayed.

ANTICIPATED RESULT IF NOT APPROVED:

If not approved, the annual community survey and final results would not be completed in early 2023.

ATTACHMENTS:

Exhibit A - EMC Research, Inc. contract