



## Legislation Text

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**DATE:** June 28, 2016

**TO:** Board of Mayor and Aldermen

**FROM:** Eric Stuckey, City Administrator  
Michael Walters Young, Budget & Analytics Manager

**SUBJECT:**

Acknowledge Report Of and Execution Of Contract between the National Research Center Inc. and the City of Franklin in The Total Amount Of \$23,211.00 for a Citizens Survey (To Be Allocated To 110-82560-45900; Cof Contract No. 2015-0399)

**Purpose**

The purpose of this memo is to provide information to the Franklin Board of Mayor and Aldermen (BOMA) concerning the execution of a contract between the National Research Center Inc. and the City of Franklin for a Citizens Survey.

**Background**

Approved as part of the FY 2016 Operating Budget, and after several rounds of deliberation and discussion with BOMA members, staff has executed a contract with the National Research Center (NRC) in to conduct our 2016 Citizen Survey. The NRC is the agency responsible for maintaining and conducting the National Citizens Survey. This particular survey is highly regarded, partnered with both the National League of Cities and the International City/County Management Association and used by over 500 municipalities nationwide. The survey is a standard questionnaire which asks a series of questions about how citizens feel about the City and city services. There will be three questions which are entirely up to the City in terms of design. All other questions are standardized and thus comparable city-to-city.

The survey itself will be sent to 3,000 Franklin households by mail with several follow-up phone calls and/or postcards to remind the random distribution of recipients. In addition, a non-scientific web-based survey will be available to all Franklin residents. We anticipate the surveys going out in mid-September and being open through November. Once all surveys are submitted, the results will be tabulated and results compared to the last survey of Franklin residents, taken in 2012. A final report, should be available in December 2016, in time for FY 2018 Budget development. A proposed timeline is also attached.

**Financial Impact**

The cost for this will be \$23,211 for all components of the Citizens Survey. \$50,000 was budgeted under the

General Expenses department of the FY 2016 Operating Budget. It is important to note that as a member of the International City/County Management Association (ICMA), we receive a 10% discount on all aspects and components of the survey.

**Recommendation**

Staff recommends that the Board of Mayor and Aldermen acknowledge receipt of this report and execution of a contract with the National Research Center Inc. for the purpose of conducting a Citizens Survey.