

DEPARTMENTAL INPUT
CONTRACT/PROJECT MEASURE ANALYSIS AND RECOMMENDATION

New OTR Sole Source Bid Waiver Emergency Previous Contract/Project No. **WOPR76-15**
Contract
Re-Bid Other

LIVING WAGE APPLIES: No

Requisition No./Project No.: RQGI1500003 TERM OF CONTRACT: One-Time

Requisition /Project Title: Residential Satisfaction Survey

Description: The purpose of this contract is to seek a firm to conduct mail and follow-up telephone resident satisfaction surveys (RSS) among County residents for the Community Information and Outreach Department.

Issuing Department: Community Information and Outreach

<u>User Department</u>	<u>One-Time</u>	<u>Funding Source</u>	<u>Department Code</u>
CIAO	\$200,000	50% General Funds 50% Proprietary Funds	

Contact Person: Tracey Jones Phone: 305-375-4803 Estimate Cost: \$200,000

ANALYSIS

<u>Commodity Codes:</u> 968-77			
Check here <input type="checkbox"/> if this is a new contract/purchase with no previous history.			
	WOPR76-15		
<u>Contractor:</u>	ETC Institute		
<u>Small Business Enterprise:</u>	Not Available		
<u>Contract Value:</u>	\$175,150.00		
<u>Comments:</u> Previous contract was done as a Work Order and not an actual contract back in 2008.			
Continued on another page (s):			

RECOMMENDATIONS

<u>SBE</u>	<u>Set-aside</u>	<u>Sub-contractor goal</u>	<u>Bid preference</u>	<u>Selection factor</u>

Basis of recommendation:

<u>Signed:</u> Tracey Jones	<u>Date sent to DBD:</u> 8/18/2015
	<u>Date returned to DPM:</u> _____

Best Regards,

Tracey Jones

Procurement Contracting Officer 2
Internal Services Department
Procurement Management Services (ISD/PM)

☎ 305.375.4803

☎ 305.375.1083

✉ tjones@miamidade.gov

🌐 www.miamidade.gov/procurement/

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Miami-Dade County is a public entity subject to Chapter 119 of the Florida Statutes concerning public records. E-mail messages are covered under such laws and thus subject to disclosure.

SCOPE OF WORK

A. Background Information

Miami-Dade County (The County) is one of the largest municipalities in the southeastern United States. The County employs more than 25,000 persons in 25 departments which serve a resident population of more than 2.6 million. The County's Mission Statement is "Delivering excellent public services that address our community's needs and enhance our quality of life."

The County is seeking a firm to conduct mail and follow-up telephone resident satisfaction surveys (RSS) among County residents. The statistically valid RSS shall assess residents overall satisfaction with the delivery of major County services in order to determine priorities for the community as part of the County's on-going strategic planning process. The survey should also allow for comparisons from prior resident satisfaction surveys conducted by the County since 2005. The Consultant shall mail the surveys, using "split-questionnaire" survey design a random sampling of residents throughout the thirteen Commission districts.

In attempting to resolve some issues associated with the length of the resident satisfaction survey (RSS) instrument, the County is requesting a split-questionnaire survey design in a similar manner used by the County during its 2008 RSS. A split-questionnaire approach would address survey length by dividing the RSS questionnaire into several components with each component containing approximately the same number of questions. The aggregate of these separately administered components would constitute a completed questionnaire.

Interviewees would be asked one of these components along with a core component, administered to every interviewee, that includes questions that are considered to be vitally important (e.g., socio-demographic questions). This will reduce interview time, yielding a lower per-survey cost and reducing the respondent burden, while preserving critical methodological and analytical requirements.

After the RSS mailing, the Consultant shall make follow-up telephone calls to the recipients to verify receipt and effect split-questionnaire completion by telephone as necessary.

B. Work Order Overview

Overall Goal of the Resident Satisfaction Survey

The goal of the project is to directly measure residents' satisfaction with major County services as well as their familiarity with the services offered. The RSS should also obtain input on how residents would prioritize among the available services. By the use of mass mailing, the questionnaire should be disseminated throughout the County's thirteen (13) Commission districts, using a selected sampling approach of at least 200 completed responses per district. The survey shall be in English, Spanish, and Creole, to reflect the demographics of the community. The sample size must ensure that the survey results have a confidence level of at least ninety-five percent (95%). This requirement is applicable to both overall survey results and the individual Commission district results. The Consultant shall ensure that there are no statistically significant differences in the results of the survey based on the method of administration (mail vs. phone). Surveys shall be geocoded to allow analyses of specific geographic and functional areas.

The RSS results shall identify:

- Residents' satisfaction with major County services (overall and by Commission districts)
- Residents' awareness of key County services
- Residents' ratings of the importance of major County services
- Relationships between service importance and satisfaction
- Trends in comparison to previous residents' satisfaction surveys (provided by the County from RSS completed in 2005 and 2008)
- Location of the respondents, mapped by a geographic information system (GIS) application
- Performance comparisons (benchmarking) to comparable counties, municipalities, and cities
- Demographics of participating residents

C. Tasks and Deliverables

1. Task 1

The Consultant shall have an initial meeting with the County's Project Manager to review timelines and determine how project updates will be provided to the County (daily, weekly, or as needed).

Deliverable

Provide a project schedule showing report dates for review and approval by the County.

2. Task 2

The Consultant shall make recommendations concerning how the desired questions should be divided into the split-questionnaire format so that the required methodology and analyses is preserved.

The Consultant shall determine the statistically valid population sample size and selection process.

The Consultant shall develop the split-questionnaire to be used for mail and telephone. The split-questionnaire shall consist of approximately 130 variables, categorized into 15-20 areas.

(Note: Previously, typical telephone respondents completed the survey in about 20 minutes.)

The Consultant and the County shall review the split-questionnaire (English). Once the County and the Consultant agree to the proposed questions and format changes, the instrument shall be translated by the Consultant into Spanish and Creole.

Deliverable

Provide draft split-questionnaire to the County for review. Provide final questionnaire and suggested sample size for final approval by the County.

3. Task 3

The Consultant shall implement the survey once approved by the County and conduct follow-up telephone calls to recipients about 10 days after initial mailing. The County

reserves the right to review the preliminary results of the survey implementation during the first 30 days, and at regular intervals thereafter, in order to assure that the survey objectives are being met. If it is determined by the County that the objectives are not being met, the Consultant shall revise the split-questionnaire and/or respondent population selection process, until the County determines that the objectives are being met.

Deliverable

Provide preliminary results in Statistical Packages for Social Services (SPSS) format and CSV, if requested.

Provide raw data in SPSS format and CSV upon completion of survey phase.

4. Task 4

Once the survey has been completed the Consultant shall prepare a draft report (in Microsoft Word format), which shall include a descriptive summary and interpretation of the survey results. The report shall include:

- Executive summary of methodology and major findings
- Recommendations for action
- Charts, tables, and graphs depicting the survey results
- Importance-satisfaction analysis to help the County use survey data to set priorities
- Benchmarking data that compares the County’s survey results to other large communities
- GIS representation of survey results
- Cross-tabulations that show the overall results of each survey question for the County as a whole and for each Commission district

Deliverable

Provide draft report and review with the County’s Project Manager or designee within 30 days of survey completion. The County will provide comments, if any, within one week of receipt of draft.

5. Task 5

Prepare final report detailing survey results and incorporating comments from the County’s Project Manager, if any, within two weeks of receipt of draft back from the County.

Deliverable

Provide final report to the County’s Project Manager in electronic format (e-mail), compact disc, and 50 bound color hard copies.

6. Task 6

The Consultant shall meet with the County’s Project Manager to interpret survey results and to formulate effective strategies and plans of action for improving future resident survey initiatives.

Deliverable

These recommendations should be included in an addendum to the final report.

D. Optional Focus Groups

The County may elect to have focus groups conducted in each of the 13 County commission districts. The Consultant shall separately quote the cost for conducting focus groups in each of the County's 13 commission districts to gather in-person resident feedback. The in-person data collection will augment the information acquired through the survey. The Consultant will recruit participants so that they approximate the demographic composition of each district. The Consultant will provide the moderator's script and provide monetary compensation to participants for attendance.

E. Optional On-line or Internet Survey

The County, at its sole discretion, may elect to have the questionnaire completed on-line or via the internet in addition to being administered through the mail. The decision to exercise this option will be made prior to the printing of the cover letter for the mail survey.

F. Project Completion

It is expected that the entire project will be completed as soon as possible, but no longer than the Work Order term of six months.

G. Payment

Payment (including payment for optional survey) if services are elected by the County, will be made upon completion of all tasks and acceptance by the County of the final report.

H. Experience

The Consultant must have at least 3 years of experience evaluating satisfaction with large (with population over 1 million) municipal government services. The consultant must also demonstrate a history of comparing service delivery across multiple municipalities (benchmarking).

Taylor, Coralee (ISD)

From: Johnson, Laurie (ISD)
Sent: Tuesday, August 18, 2015 8:28 AM
To: Taylor, Coralee (ISD); Adams-Parish, Traci (ISD)
Cc: Clark, Veronica (ISD)
Subject: FW: DBD Input for Residential Satisfaction Survey for CIAO
Attachments: RSS DBD DEPARTMENT INPUT.doc; RSS_Scope_From_CIAO.doc

Importance: High

Categories: Red Category

Good Morning Ladies,

Please review the attachment and process as requested.

Thank you.

*Laurie Johnson, SBD Section Chief
Internal Services Department
Small Business Development
111 NW 1st Street #19 Floor, Miami, FL 33128
Phone No. 305-375-3121 / Fax No. 305-375-3160*

<http://www.miamidade.gov/smallbusiness>


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Please consider the environment before you print this email

From: Jones, Tracey L. (ISD)
Sent: Tuesday, August 18, 2015 8:24 AM
To: Johnson, Laurie (ISD)
Cc: Office of Commission Auditor (OCA)
Subject: DBD Input for Residential Satisfaction Survey for CIAO
Importance: High

Good Morning Laurie,

I have attached the DBD input form for a new contract for the Community Information and Outreach Department to conduct Residential Satisfaction Surveys for County residents within the thirteen Commission Districts.

The last time a "contract" was done for this service was back in 2008 as a Work Order. However, the new solicitation will be an RFP.

I have attached a draft of the scope that will be included in the RFP for your reference.

Thank you for your continued assistance with this input form from your Department.