



**PLEASANT HILL CITY COUNCIL
REGULAR SESSION
JULY 26, 2016
6:30 PM**

- 1. CALL TO ORDER/ROLL CALL**
- 2. APPROVAL OF AGENDA**
- 3. PRESENTATION FOR RUTH MATTIX RETIREMENT**
- 4. PRESENTATION OF BOARD MEMBER PLAQUES**
- 5. PUBLIC INPUT (5 MINUTES FOR ITEMS NOT ON THE AGENDA)**
- 6. CONSENT ITEMS**
 - a. Council Minutes - dated 07-12-16
 - b. Claims Listing - dated 07-26-16
 - c. Revenue Report - dated 06-30-16
 - d. Expenditure Report - dated 06-30-16
 - e. Treasurers Report - dated 06-30-16
 - f. Police Department Report - dated June 2016
 - g. Park and Recreation Minutes dated 07-14-16
 - h. **Resolution #072616-01** – Transfer of Funds – Emergency Fund to Equipment Replacement Fund
 - i. **Resolution #072616-02** – Transfer of Funds – Employee Benefits Fund to General Fund
 - j. **Resolution #072616-03** – Approval of Payment Application No. 3 – 2016 Patching Project
- 7. BUSINESS ITEMS**
 - a. Approve Special Event Application and Sound Permit for Art in the Park, 9-17-16
 - b. Third Reading of **Ordinance 806** – Rezoning R-4 Planned Unit Development to I-2 Light Industrial-Portion of 1460 Sloans Way
 - c. **Resolution #072616-04**- Approval of change in parking provisions on Constitution Boulevard
 - d. **Resolution #072616-05** – Approval of SRO agreement with Southeast Polk School District
 - e. **Resolution #072616-06** – Approval of Contract with ETC Institute for Community Survey
- 8. CLOSING COMMENT**
- 9. ADJOURNMENT**

**PLEASANT HILL CITY COUNCIL
REGULAR SESSION
JULY 12, 2016
6:30 PM**

1. CALL TO ORDER/ROLL CALL

Mayor Kurovski called the Pleasant Hill City Council meeting to order on July 12, 2016 at 6:30 p.m. in the City Council Chambers. PRESENT: Jeff Mullen, Curt Gause, Dean Cooper, Barb Malone, Mark Konrad, and Mayor Sara Kurovski. ABSENT: none.

2. APPROVAL OF AGENDA

Mullen/Malone moved to approve the agenda, with the exception of items 4j and 4k to be pulled. City Manager Don Sandor announced that items 4j and 4k were being pulled from agenda. ROLL CALL: AYES: Mullen, Gause, Cooper, Malone, Konrad. NAYS: None. Motion carried 5-0.

3. PUBLIC INPUT (5 MINUTES FOR ITEMS NOT ON THE AGENDA)

There were none.

4. CONSENT ITEMS

Malone/Konrad moved to approve the **CONSENT ITEMS**: Council Minutes - dated 6-28-16, Claims Listing - dated 07-12-16, Public Works Department Report - dated June 2016, Tax Abatement Report dated June 2016, **Resolution #071216-01** – Approval of Lien Schedule, Liquor License Renewal – Great Caterers, 1250 NE 56th Street, Liquor License Renewal – Hy-Vee Gas, 4910 Maple Dr., Library Board Minutes dated 05-26-16, **Resolution #071216-02** – Approval of Final Payment Application and Change Order No. 1 – Four Mile Creek Bank Stabilization Project. ROLL CALL: AYES: Mullen, Gause, Cooper, Malone, Konrad. NAYS: None. Motion carried 5-0.

5. BUSINESS ITEMS

a. **Resolution #071216-05 – Resolution Approving Retirement Policy**

Cooper/Gause moved to approve Resolution #071216-05 – Resolution Approving Retirement Policy. City Manager Don Sandor said this resolution formalizes into a policy a previous practice the City used in past few years for long term employees wanting or needing to retire prior to being eligible for Medicare and have found that the cost of continuing health insurance coverage until Medicare is prohibitive. The City initiated a program that an employee with a minimum of 15 years of service with the City and at least 63 years of age could retire and the City would pay the health insurance premium until the employee became 65 years of age or eligible for Medicare. Since this practice has been used multiple times it is proposed that the policy be written and adopted by Council for future reference. The proposed policy provides for major medical coverage only and the employee will still be responsible for the employee share of the premium. ROLL CALL: AYES: Mullen, Gause, Cooper, Malone, Konrad. NAYS: None. Motion carried 5-0.

b. **Resolution #071216-06 – Approval of Site Plan for Elder Corporation Office Addition**

Malone/Konrad moved to approve **Resolution #071216-06** – Approval of Site Plan for Elder Corporation Office Addition. Assistant City Manager Ben Champ summarized that Elder Corporation is proposing an addition to their office building located at 5088 E University Ave. The company has been headquartered in Pleasant Hill for many years and is in need of additional space. In November of last year, the City Council approved a site plan for Elder Corporation to expand their existing facilities for the storage of materials and equipment resulting from a growth in business and employees. The site work to add additional storage and enhance the vehicular

circulation is nearing completion. They are now proposing an addition to their office building to add an additional 3,000 SF of office space to the north side of the existing 4,165 SF building. The site is within the I-2 Light Industrial zoning district and all current and proposed uses are appropriate for the district. The building expansion will be constructed over an area that is currently paved so no additional stormwater detention will be required. No additional parking or landscaping will be required as the site already exceeds the minimum requirements. The Planning and Zoning Commission recommended approval. ROLL CALL: AYES: Mullen, Gause, Cooper, Malone, Konrad. NAYS: None. Motion carried 5-0.

- c. **Resolution #071216-07** – Approval of Site Plan for Accurate Hydraulics Building Addition
Cooper/Gause moved to approve **Resolution #071216-07** – Approval of Site Plan for Accurate Hydraulics Building Addition, subject to any final engineering comments and compliance with architectural standards. Assistant City Manager Ben Champ said Associated Engineering Company of Iowa has submitted site plan documents for a building addition to Accurate Hydraulics & Machine Services which is located at 1455 Metro East Drive. The Planning and Zoning Commission and the City Council approved a site plan for the development of a new facility for Accurate Hydraulics in the Metro East Business Park in the Fall of 2013. In July of last year the Commission also approved a parking lot addition of roughly 3,700 SF for the company. They are now proposing to add a 3,200 SF building addition to their site. The site is zoned I-2 Light Industrial zoning district. No additional parking is needed and the owner is proposing to add additional landscaping to the site to meet the requirements. The I-2 district does have architectural standards which require the buildings to have an upgraded façade for portions visible within 250' of a public street or highway. Building elevations have not yet been submitted for review with compliance of the architectural standards but it is expected to be consistent with the existing building on site. The Planning and Zoning Commission recommended approval, subject to any final engineering comments and compliance with architectural standards. ROLL CALL: AYES: Mullen, Gause, Cooper, Malone, Konrad. NAYS: None. Motion carried 5-0.

- d. Second Reading of **Ordinance 805** –Ordinance to Establish Pleasant Hill Public Arts Commission
Konrad/Malone moved to approve the Second Reading of **Ordinance 805** –Ordinance to Establish Pleasant Hill Public Arts Commission. City Manager Don Sandor said this second reading is the same as the first reading, and that no comments have been received orally or written. ROLL CALL: AYES: Mullen, Gause, Cooper, Malone, Konrad. NAYS: None. Motion carried 5-0.

Konrad/Mullen made an additional motion to waive the third reading and authorize the Mayor to sign the approval of **Ordinance 805** –Ordinance to Establish Pleasant Hill Public Arts Commission, and become effective after publication. ROLL CALL: AYES: Mullen, Gause, Cooper, Malone, Konrad. NAYS: None. Motion carried 5-0.

- e. Second Reading of **Ordinance 806** – Rezoning R-4 Planned Unit Development to I-2 Light Industrial-Portion of 1460 Sloans Way
Mullen/Gause moved to approve the Second Reading of **Ordinance 806** – Rezoning R-4 Planned Unit Development to I-2 Light Industrial-Portion of 1460 Sloans Way. Assistant City Manager Ben Champ said this second reading is the same as the first reading, and that no comments have been received since last reading. This ordinance will bring zoning into compliance. ROLL CALL: AYES: Mullen, Gause, Cooper, Malone, Konrad. NAYS: None. Motion carried 5-0.

6. CLOSING COMMENTS

City Manager Don Sandor announced there will be a work session next week on Tuesday, July 19th at 5:30 p.m. He also announced that the news will feature a spot on the Iowa State Fair on Thursday at 9:20am featuring Joni Bell's Restaurant, the Rib Shack.

Police Chief Alfonso Pizzano wanted to alert everyone on how much support the police department had received over the last week with phone calls, banners, letters, and donuts. They appreciated everyone's support during these trying times.

7. CLOSED SESSION: Pursuant to Iowa Code Section 21.5.1 (j) To Discuss with Council the Purchase of Particular Real Estate

Konrad/Malone moved to move into Closed session : Pursuant to Iowa Code Section 21.5.1 (j) To Discuss with Council the Purchase of Particular Real Estate. ROLL CALL: AYES: Mullen, Gause, Cooper, Malone, Konrad. NAYS: None. Motion carried 5-0.

Council returned to open session. Mayor Kurovski announced no action was taken in closed session.

8. CLOSED SESSION: Pursuant to Iowa Code Section 21.5.1 (i) To Evaluate the Professional Competency of an individual whose performance is being considered

Malone/Gause moved to move into Closed session : Pursuant to Iowa Code Section 21.5.1 (i) To Evaluate the Professional Competency of an individual whose performance is being considered. ROLL CALL: AYES: Mullen, Gause, Cooper, Malone, Konrad. NAYS: None. Motion carried 5-0.

Council returned to open session. Mayor Kurovski announced no action was taken in closed session.

9. ADJOURNMENT

Konrad/Gause moved to adjourn the meeting. ROLL CALL: AYES: Mullen, Gause, Cooper, Malone, Konrad. NAYS: None. Motion carried 5-0. The meeting was adjourned at 7:15 p.m.

Sara Kurovski, Mayor

ATTEST:

Dena J. Spooner, City Clerk/Finance Director

A C C O U N T S P A Y A B L E
O P E N I T E M R E P O R T
P U B L I C A T I O N

=====PAYMENT DATES=====

PAID ITEMS DATES : 7/13/2016 THRU 7/26/2016
PARTIALLY ITEMS DATES: 7/13/2016 THRU 7/26/2016
UNPAID ITEMS DATES :

VENDOR NAME	DESCRIPTION	GROSS AMT
A+ COMMUNICATIONS & SECURI	SECURITY MONITORING	59.85
ABC PEST CONTROL	PEST CONTROL	241.00
ABSOLUTE FENCE LLC	OUTFIELD FENCE-FIELD 3	7,950.00
AFLAC INSURANCE	INSURANCE	985.96
ALTOONA HERALD INDEX	PUBLICATIONS	278.71
BAKER & TAYLOR	BOOKS	1,552.92
BAUER BUILT	REPAIR TRACTOR TIRE-MOWER	162.00
BEN FREEBORN	CONTRACT CUSTODIAL	3,097.20
BOUNDTREE MEDICAL	EMS SUPPLIES	765.54
BRICK, GENTRY, BOWERS LAW	LEGAL COUNSEL	2,690.00
BUSINESS PUBLICATION CORP	MAGAZINE	45.00
CAPITAL CITY EQUIPMENT CO	REPAIR AC-T-190	797.27
CARPENTER UNIFORMS/PROMOT	UNIFORM/SAFETY EQUIPMENT	99.99
CARTER PRINTING	OPERATING SUPPLIES	66.00
CINTAS FIRST AID & SAFETY	FIRST AID SUPPLIES	242.02
CITY OF WEST DES MOINES	MAINTENANCE/REPAIR-SALT STORAG	500.00
COLLABORATIVE SUMMER LIBRA	SUMMER PROGRAM SUPPLIES	21.76
COLLECTION SERVICES	GARNISHMENT WITHHOLDING	899.13
CONSOLIDATED ELECTRICAL D	400 WATT BULB-MAINT SHOP	50.01
CRYSTAL CLEAR WATER CO.	OPERATING SUPPLIES	21.00
D.R.I.V.E.	D.R.I.V.E. DEDUCTION	10.00
DEERY BROTHERS	VEHICLE REPLACEMENT	10,610.00
DEMCO	LIBRARY CARDS	934.08
DES MOINES REGISTER	CAREER BLDR-PUBLIC WKS OPERATO	460.90
DES MOINES STAMP MANU CO	NOTARY STAMPS	64.75
DETRICK EXCAVATING	DM BOAT RAMP GRADING	480.00
DIAMOND VOGEL PAINT CENTER	SOCCER SHED PAINT	299.92
DOUGLAS INDUSTRIES, INC.	FOUL POLES-BASEBALL FIELDS	1,049.00
EMERGENCY APPARATUS MAINT	LADDER TRUCK REPAIRS	2,901.18
ETC GRAPHICS	MINOR EQUIPMENT	56.00
FAMILY SUPPORT PAYMENT CEN	GARNISHMENT	601.47
ED M FELD EQUIPMENT CORP	EQUIPMENT REPAIRS	412.41
FRASER TRANSPORTATION SVC	PARAMEDIC ASSIST	200.00
G & K SERVICES	FLOOR MATS	194.89
HALBROOK EXCAVATING	FOURMILE BANK STABIL-PAY AP #1	103,303.00
HEIDI DAKOVICH	MINOR EQUIPMENT	47.98
HILLYARD/DES MOINES	JANITORIAL SUPPLIES	382.70
HY-VEE - LIBRARY ACCOUNT	PROGRAM SUPPLIES	22.95
HYDRO KLEAN	VACUUM CULVERT-S. PH BLVD	3,961.83
ICMA-RC	DEFERRED COMPENSATION	2,354.89
INTERNAL REVENUE SERVICE	FED WITHHOLDING	44,341.09

A C C O U N T S P A Y A B L E
O P E N I T E M R E P O R T
P U B L I C A T I O N

VENDOR SET: 01 CITY OF PLEASANT HILL
REPORTING: PAID, UNPAID, PARTIAL

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=====PAYMENT DATES=====

PAID ITEMS DATES : 7/13/2016 THRU 7/26/2016
PARTIALLY ITEMS DATES: 7/13/2016 THRU 7/26/2016
UNPAID ITEMS DATES :

VENDOR NAME	DESCRIPTION	GROSS AMT
INTERSTATE BATTERIES	BATTERIES-ALARM SYSTEM	49.98
IOWA COUNTY ATTY ASSOC	EDUCATION/TRAINING	130.00
IOWA DEPT OF REVENUE & FI	STATE WITHHOLDING	7,039.00
IOWA LIVING MAGAZINE	PH LIVING LAYOUT-JUNE MAGAZINE	579.00
IOWA ONE CALL CORP	BURIED UTILITY LOCATE SERVICES	363.00
IOWA WORKFORCE DEVE	UNEMPLOYMENT INS-2016 2ND QTR	657.23
IPERS-REGULAR	IPERS CONTRIBUTIONS	25,525.86
JIM'S JOHNS	KYBO RENTAL	378.00
KECK, INC	FUEL - JUNE 16	5,002.18
KELLY GEORGE TURF & IRRIGA	IRRIGATION REPAIR	337.81
KOCH BROTHERS	OFFICE SUPPLIES	144.08
LEACHMAN LUMBER CO	STAIN - YOUTH CENTER	115.20
BOB COASH	PAINTING-DOANES VANDALISM REP	525.00
MEDIACOM	INTERNET ACCESS-LIBRARY	214.72
MENARDS-ALTOONA	MISCELLANEOUS SUPPLIES	138.01
METHODIST OCCUPATIONAL HEA	RANDOM DRUG & ALCOHOL TESTS	54.25
MIDAMERICAN ENERGY CO	UTILITY SERVICE	16,955.50
MIDDENDORF INSURANCE ASSOC	DISABILITY INSURANCE	1,913.00
MISCELLANEOUS VENDOR	FRIENDS OF IA CIVIL RIGHTS	526.00
MOVIE LICENSING USA	PUBLIC PERFORMANCE RIGHTS	397.00
O'REILLY AUTO PARTS	VEHICLE MAINTENANCE SUPPLIES	264.82
OCLC, INC.	DATABASE ACCESS	35.25
PETERS LAWN & LANDSCAPING	MOWING	4,541.76
PETTY CASH FUND - CH	TRAVEL/CONFERENCE	176.44
PITNEY BOWES	MISCELLANEOUS CONTRACT	68.88
POLK COUNTY	WATERSHED COORD COST SHARE	3,000.00
POLK COUNTY RECORDER	AGREEMENTS FILED	63.00
PORTER DO IT BEST	SUPPLIES	29.21
QUILL	OFFICE SUPPLIES	135.82
RACOM CORPORATION	MISCELLANEOUS CONTRACT	1,984.00
RECORDED BOOKS	BOOKS ON CD	162.72
REFERENCE AUDIO VIDEO & SE	UPGRADE-COUNCIL CHAMBERS AVS	16,517.75
RELIANCE STANDARD	DENTAL PREMIUM PAYROLL DEDUCT	2,913.47
RELIASTAR LIFE INSURANCE C	DEFERRED COMP - ING	3,169.16
RONALD ZIMMERMAN	TUITION REIMBURSEMENT	1,000.00
SECRETARY OF STATE	OPERATING SUPPLIES	30.00
SKINNER LAW OFFICE, P C	LEGAL COUNSEL-JUNE 2016	5,711.56
STAPLES CREDIT PLAN	FAX TONER	32.49
STREICHER'S	UNIFORMS/SAFETY EQUIPMENT	40.98
STROH CORPORATION	A/C UNIT REPAIR-MAINT. SHOP	553.78
TASC	FLEXIBLE DEP BENE PLAN	9,517.85

A C C O U N T S P A Y A B L E
O P E N I T E M R E P O R T
P U B L I C A T I O N

VENDOR SET: 01 CITY OF PLEASANT HILL
REPORTING: PAID, UNPAID, PARTIAL

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=====PAYMENT DATES=====

PAID ITEMS DATES : 7/13/2016 THRU 7/26/2016
PARTIALLY ITEMS DATES: 7/13/2016 THRU 7/26/2016
UNPAID ITEMS DATES :

VENDOR NAME	DESCRIPTION	GROSS AMT
TASER INTERNATIONAL	MINOR EQUIPMENT	28.74
TEAMSTERS LOCAL UNION #238	UNION DUES DEDUCTION	616.48
THE EQUITABLE	DEFERRED COMP - THE EQUITABLE	696.20
THE HARTFORD	DEFERRED COMP - THE HARTFORD	636.09
THE WALDINGER CORP	STREET LIGHT REPAIR	3,894.74
THOMAS BROS SEPTIC SVC INC	PUMP SEPTIC-MAINT. SHOP	425.00
TREASURER, CITY OF DES MOI	WRA PAYMENT	78,660.00
TREASURER-STATE OF IA	JUNE 2016 SALES TAX (DMWW)	1,596.00
TRITECH SOFTWARE SYSTEMS	EMS BILLING	750.00
UNITED HEATING & AIR CONDI	HEAT/COOL UNIT-CONCESSION STAN	2,000.00
UNITED STATES TREASURY	SELF-INSURED HEALTH PLAN	93.60
UNITED WAY OF CENTRAL IA	UNITED WAY CONTRIBUTION	38.00
UNUM LIFE INSURANCE COMPAN	LTD PAYROLL DEDUCTION TAXED	1,750.29
VAN-WALL EQUIPMENT, INC.	REPAIR PARTS-MOWER #11	340.11
VISA CARD SERVICES	BEST TRIP	1,951.66
WELLMARK BLUE CROSS BLUE S	HEALTH INS PREM PAYROLL DEDUCT	19,563.52
WINDSTREAM	PHONE SERVICE	1,688.63
XTREME TREE	TREE REMOVAL-STORM SEWER REPAI	7,935.00
** TOTAL **		426,872.22

A C C O U N T S P A Y A B L E
O P E N I T E M R E P O R T
P U B L I C A T I O N

=====PAYMENT DATES=====

PAID ITEMS DATES : 7/13/2016 THRU 7/26/2016
PARTIALLY ITEMS DATES: 7/13/2016 THRU 7/26/2016
UNPAID ITEMS DATES :

FUND TOTALS

001	GENERAL	187,440.71
110	ROAD USE	11,333.09
301	CAPITAL PROJECTS	103,783.00
304	TIF CAPITAL PROJECTS	10,999.00
610	SEWER	97,908.92
699	EQUIPMENT REPLACEMENT	10,610.00
740	STORM WATER	4,797.50
GRAND TOTAL		426,872.22

CITY OF PLEASANT HILL
 REVENUE PUBLICATION REPORT
 AS OF: JUNE 30TH, 2016

MONTHLY
 REVENUE

GENERAL	2,290,762.55
ROAD USE	97,335.58
EMPLOYEE BENEFIT FUND	3,557.65
EMERGENCY FUND	450.79
INDUSTRIAL TIF DISTRICT	10,679.60
EAST URBAN RENEWAL TIF	5,225.21
LMI FUND	6.29
SPECIAL ASSESSMENT	0.08
URBAN RENEWAL CCRK TIF	12,916.63
FEDERAL PROCEEDS	1,549.03
AVENUE OF FLAGS T & A	0.27
P&R COMPLEX TRUST & AGNCY	3.31
LIBRARY TRUST & AGENCY	4.05
MEMORIAL TRUST & AGENCY	0.15
DEBT SERVICE	42,187.53
CAPITAL PROJECTS	398.93
WATER PARK PROJECT	0.00
TIF CAPITAL PROJECTS	612.68
PERPETUAL TRUST & AGENCY	292.16
WATER	1,000,176.73
SEWER	1,517,387.03
SEWER CONSTRUCTION FUND	0.00
SOLID WASTE	40,176.70
EQUIPMENT REPLACEMENT	29,408.14
STORM WATER	<u>20,621.71</u>
GRAND TOTAL REVENUES	5,073,752.80

EXPENDITURES BY PROGRAM, AREA & DEPARTMENT

AS OF: JUNE 30TH, 2016

% OF YEAR COMPLETED -100.00

EXPENDITURES	CURRENT BUDGET	MONTHLY ACTUAL	YEAR TO DATE ACTUAL	BUDGET BALANCE	% OF BUDGET
PUBLIC SAFETY					
=====					
POLICE DEPARTMENT	2,181,420	182,782.28	2,052,365.99	129,054.01	94.08
EMERGENCY FUND	0	0.00	0.00	0.00	0.00
EMERGENCY MANAGEMENT	13,200	140.32	15,637.34 (2,437.34)	118.46
FIRE DEPARTMENT	818,797	30,765.91	654,967.64	163,829.36	79.99
EMS/AMBULANCE	78,450	5,200.06	65,316.61	13,133.39	83.26
ANIMAL CONTROL	3,000	98.75	1,819.36	1,180.64	60.65
TOTAL PUBLIC SAFETY	3,094,867	218,987.32	2,790,106.94	304,760.06	90.15
PUBLIC WORKS					
=====					
ROADS, BRIDGES & SIDEWALK	1,055,412	128,130.55	861,835.64	193,576.36	81.66
STREET LIGHTING	137,000	10,339.67	127,159.07	9,840.93	92.82
TRAFFIC CONTROL	81,000	29.05	79,572.00	1,428.00	98.24
SNOW REMOVAL	63,000	0.00	63,179.28 (179.28)	100.28
STREET CLEANING	0	0.00	0.00	0.00	0.00
STORM SEWERS	0	0.00	106.93 (106.93)	0.00
ADMINISTRATIVE	0	0.00	0.00	0.00	0.00
TOTAL PUBLIC WORKS	1,336,412	138,499.27	1,131,852.92	204,559.08	84.69
HEALTH/SOCIAL SERVICES					
=====					
MOSQUITO CONTROL	10,500	0.00	10,423.43	76.57	99.27
TOTAL HEALTH/SOCIAL SERVICES	10,500	0.00	10,423.43	76.57	99.27
CULTURE/RECREATION					
=====					
LIBRARY	598,126	56,734.94	537,490.41	60,635.59	89.86
PARKS	294,231	30,554.94	269,142.77	25,088.23	91.47
RECREATION	163,306	6,677.55	151,888.89	11,417.11	93.01
CEMETERY	16,750	3,197.78	15,494.18	1,255.82	92.50
TOTAL CULTURE/RECREATION	1,072,413	97,165.21	974,016.25	98,396.75	90.82
COMMUNITY ECONOMIC DEVELOPMENT					
=====					
LMI	601,000	0.00	581,745.00	19,255.00	96.80
TIF	372,669	8,244.49	127,484.98	245,184.02	34.21
PLANNING & ZONING	685,901	51,832.80	612,128.89	73,772.11	89.24
TOTAL COMMUNITY ECONOMIC DEVELOPMENT	1,659,570	60,077.29	1,321,358.87	338,211.13	79.62

EXPENDITURES BY PROGRAM, AREA & DEPARTMENT

AS OF: JUNE 30TH, 2016

% OF YEAR COMPLETED -100.00

EXPENDITURES	CURRENT BUDGET	MONTHLY ACTUAL	YEAR TO DATE ACTUAL	BUDGET BALANCE	% OF BUDGET
GENERAL GOVERNMENT					
=====					
MAYOR	13,764	456.16	11,840.67	1,923.33	86.03
COUNCIL	94,523	1,439.34	76,102.27	18,420.73	80.51
CLERK, TREASURER, ADMIN.	373,669	26,658.45	359,677.97	13,991.03	96.26
ELECTIONS	3,000	0.00	3,392.54 (392.54)	113.08
LEGAL SERVICES/CITY ATTY	165,000	11,817.22	152,051.17	12,948.83	92.15
CITY HALL & BUILDINGS	281,649	18,981.25	242,969.45	38,679.55	86.27
UTILITY FRANCHISE	90,000	13,204.77	104,539.91 (14,539.91)	116.16
IT	<u>130,250</u>	<u>18,677.98</u>	<u>112,038.57</u>	<u>18,211.43</u>	<u>86.02</u>
TOTAL GENERAL GOVERNMENT	1,151,855	91,235.17	1,062,612.55	89,242.45	92.25
DEBT SERVICE					
=====					
DEBT SERVICE	0	0.00	0.00	0.00	0.00
2004 URB RENEW	0	0.00	0.00	0.00	0.00
2003 URB RENEW	0	0.00	0.00	0.00	0.00
2006 URB REN/CORP PURP	0	0.00	0.00	0.00	0.00
2007 URB REN/CORP PURP	0	0.00	0.00	0.00	0.00
2010 URB REN/CORP PURP	0	0.00	0.00	0.00	0.00
2009 CORP PURP/REFUNDING	269,675	262,337.50	269,675.00	0.00	100.00
2009 SEWER IMPROVEMENT	68,435	61,717.50	68,435.00	0.00	100.00
BOX CULVERT REPLACE-EVAN	22,376	0.00	22,376.23	0.02	100.00
2011 URB REN/CORP PURP	0	0.00	0.00	0.00	0.00
2012 ESSEN/CORP/GEN PURP	258,350	249,175.00	258,350.00	0.00	100.00
2012 URB REN	0	0.00	0.00	0.00	0.00
2015 BOND	<u>40,071</u>	<u>22,162.50</u>	<u>40,070.76</u>	<u>0.24</u>	<u>100.00</u>
TOTAL DEBT SERVICE	658,907	595,392.50	658,906.99	0.26	100.00
CAPITAL PROJECTS					
=====					
CAPITAL PROJECTS	<u>5,201,512</u>	<u>1,094,772.35</u>	<u>3,989,105.12</u>	<u>1,212,406.88</u>	<u>76.69</u>
TOTAL CAPITAL PROJECTS	5,201,512	1,094,772.35	3,989,105.12	1,212,406.88	76.69
BUSINESS TYPE ACTIVITIES					
=====					
WATER ADMINISTRATION	363,000	0.00	346,088.84	16,911.16	95.34
SEWER DEPARTMENT	1,384,369	64,015.20	1,292,243.85	92,125.15	93.35
SOLID WASTE DEPARTMENT	454,500	36,053.43	429,377.95	25,122.05	94.47
EQUIPMENT REPLACEMENT	639,400	76,124.92	402,668.49	236,731.51	62.98
STORM WATER	<u>172,500</u>	<u>2,073.41</u>	<u>37,901.73</u>	<u>134,598.27</u>	<u>21.97</u>
TOTAL BUSINESS TYPE ACTIVITIES	3,013,769	178,266.96	2,508,280.86	505,488.14	83.23

CITY OF PLEASANT HILL
EXPENDITURES BY PROGRAM, AREA & DEPARTMENT
AS OF: JUNE 30TH, 2016

% OF YEAR COMPLETED -100.00

EXPENDITURES	CURRENT BUDGET	MONTHLY ACTUAL	YEAR TO DATE ACTUAL	BUDGET BALANCE	% OF BUDGET
NON-PROGRAM =====					
NON-DEPARTMENTAL	<u>0</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
TOTAL NON-PROGRAM	<u>0</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
TOTAL EXPENDITURES	<u>17,199,805</u>	<u>2,474,396.07</u>	<u>14,446,663.93</u>	<u>2,753,141.32</u>	<u>83.99</u>
	=====	=====	=====	=====	=====

TREASURER'S REPORT
CITY OF PLEASANT HILL
6/30/2016

FUND	BALANCE MONTH BEGINNING	REVENUE	EXPENSES	BALANCE MONTH ENDING
001-1110 Cash	1,406,878.55	2,291,463.75	470,293.38	3,228,048.92
001-1112 Money Market	5,031.69	0.21		5,031.90
001-1114 Cash - DMCU	34.57			34.57
001-1120 Petty Cash	1,450.00			1,450.00
001-1150 Investments	61,921.78			61,921.78
110-1110 Road Use	805,312.57	97,335.58	128,130.55	774,517.60
112-1110 Cash-Employee Benefits	113,375.72	3,557.65	113,375.72	3,557.65
119-1110 Emergency Fund	14,367.09	450.79	14,367.09	450.79
125-1110 Industrial TIF District	659,912.39	10,679.60	650,000.00	20,591.99
126-1110 East Urban Renewal TIF	1,522,526.07	5,225.21	1,508,244.49	19,506.79
127-1110 LMI Fund	53,250.15	6.29		53,256.44
130-1110 Special Assessment	640.91	0.08		640.99
145-1110 Urban Renewal CCRK TIF	2,280,437.50	12,916.63	2,250,000.00	43,354.13
177-1110 Drug Forfeitures	51,060.28	1,549.03		52,609.31
180-1110 Avenue of Flags	2,282.53	0.27		2,282.80
182-1110 Park/Rec	2,893.80	3.31		2,897.11
182-1150 Park/Rec Investments	25,267.78			25,267.78
183-1110 Library	26,766.76	4.05		26,770.81
183-1150 Library Investments	7,488.32			7,488.32
184-1110 Memorial	1,280.71	0.15		1,280.86
200-1110 Debt Service	556,046.14	42,187.53	595,392.50	2,841.17
301-1110 CIP Projects Fund	2,216,662.08	398.93	155,835.17	2,061,225.84
301-1150 CIP Projects Investments	1,017,207.41			1,017,207.41
304-1110 TIF CIP Projects Fund	4,053,710.50	612.68	978,287.18	3,076,036.00
500-1110 Cemetery	30,749.91	292.16	274.76	30,767.31
500-1150 Cemetery Investments	39,821.37			39,821.37
600-1110 Water	1,280,161.90	1,000,176.73	2.81	2,280,335.82
600-1150 Investments	109,567.58			109,567.58
600-1170 Meter Deposits	23,799.52	2.81		23,802.33
610-1110 Sewer	536,242.93	1,516,263.64	62,891.81	1,989,614.76
670-1110 Garbage/Recycling	91,630.28	37,929.93	33,806.66	95,753.55
699-1110 Equipment Replacement	383,355.13	29,408.14	76,124.92	336,638.35
740-1110 Storm Water	96,696.76	19,498.32	950.02	115,245.06
TOTAL	17,970,306.92	5,069,963.47	7,037,977.06	15,509,817.09

City Clerk/Finance Director

City Manager



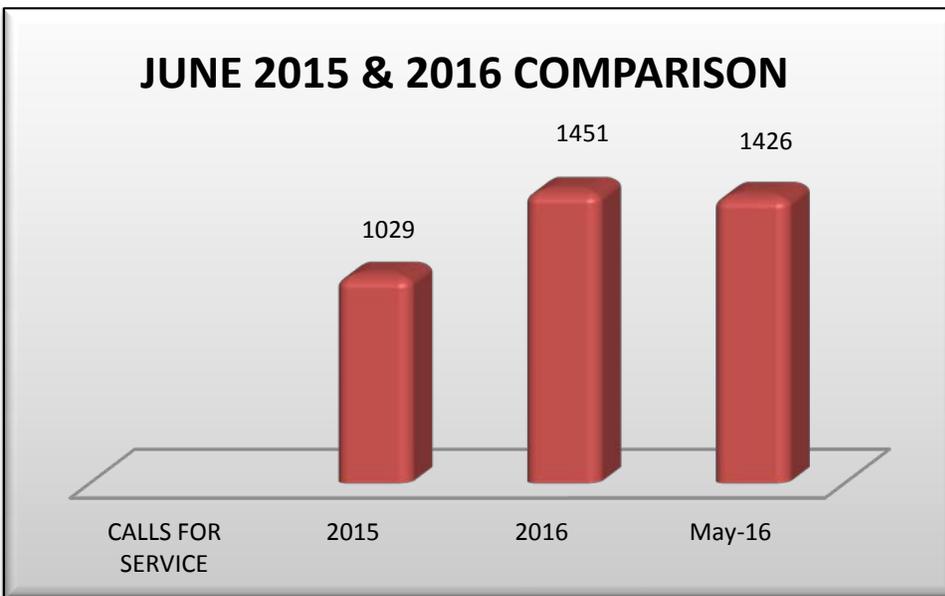
PLEASANT HILL POLICE DEPARTMENT



JUNE 2016 MONTHLY REPORT

Calls for Service

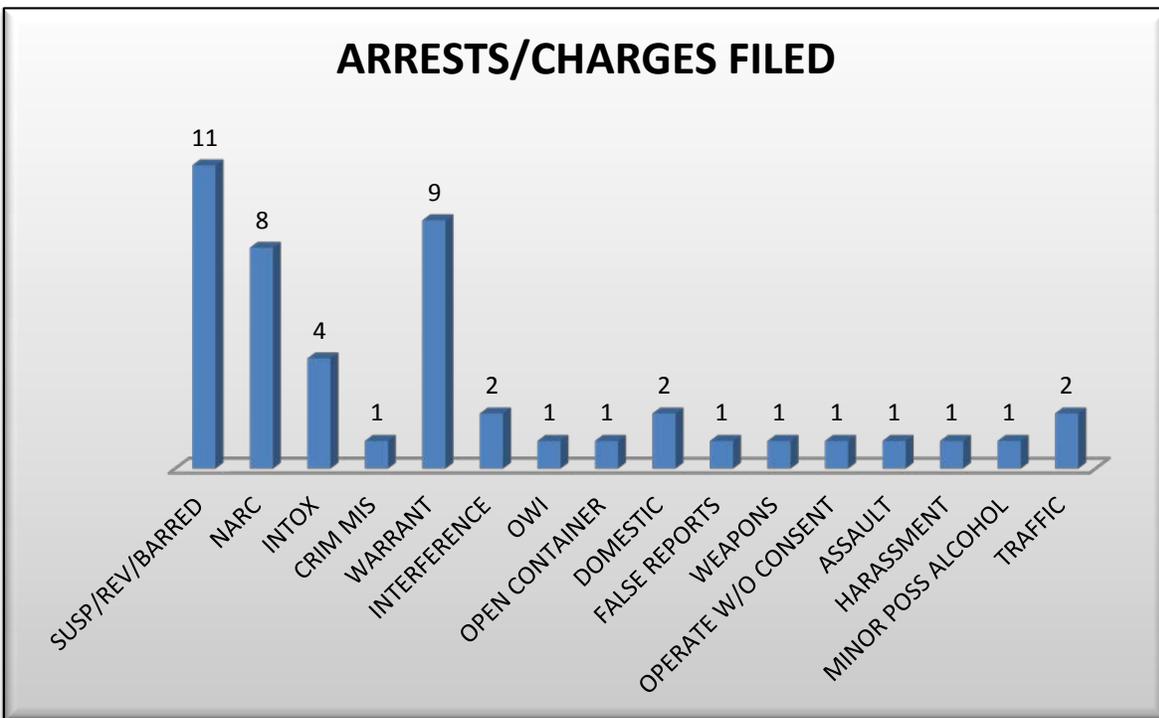
June 2016 continues the ongoing trend for a level of increased calls for service for the Police Department. A quick comparison between the months of June 2015 and June 2016 illustrate another sharp increase of 422 calls for service or 29 %. Although slight, June 2016 also continues to illustrate an increase from the previous month with 25 additional calls for service.



Arrest/Criminal Charges

June arrest information was retrieved from the Tracs reporting system.

The number of adults arrested in June 2016 was 29. The number of charges filed on adult offenders for June was 52. This includes warrant arrests made by Officers. Narcotics related offenses continue to remain among the highest chargeable offenses.

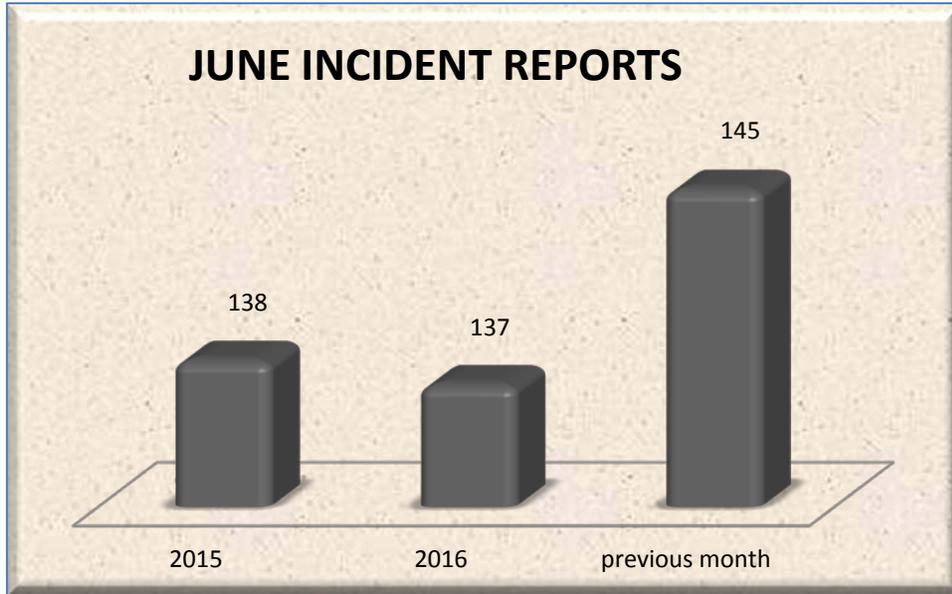


Trends

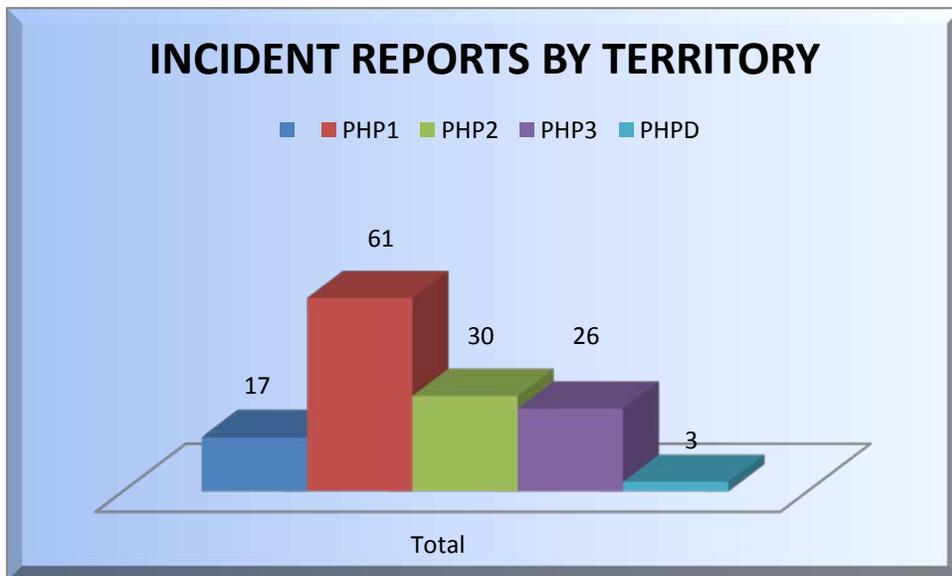
Trends continually indicate that narcotics related offenses are the most significant charge within the City on a continual basis outside of traffic related offenses.

Incident Reports

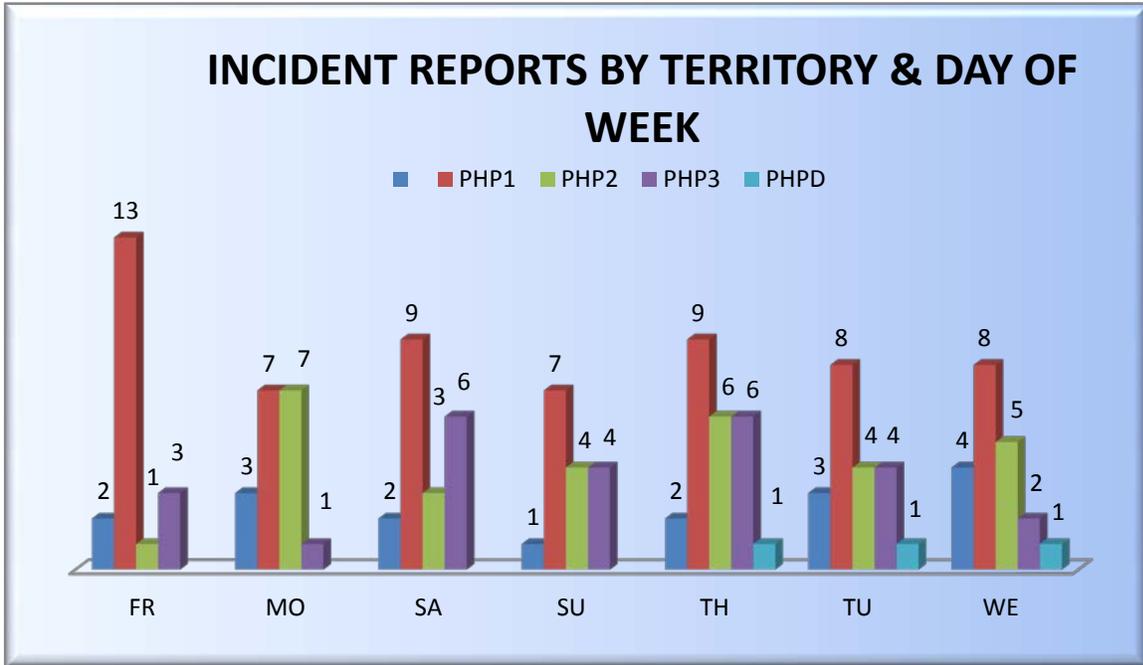
Incident Reports reflect the number of cases that are filed by the Police Department. In June 2016, 137 cases were filed. This does show approximately the same number of reports filed as June 2015 of 138. However, this is a decrease from the number of reports from the previous month of 145.



Incidents According to Territory

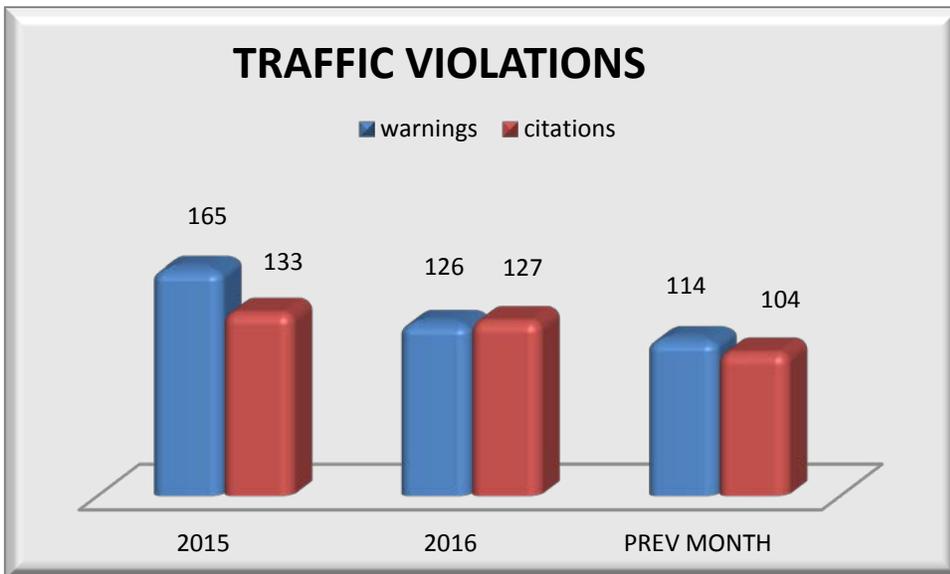


*there were additional incidents that were not designated to a territory.



*Some data is outside of these territory designations.

Traffic Enforcement

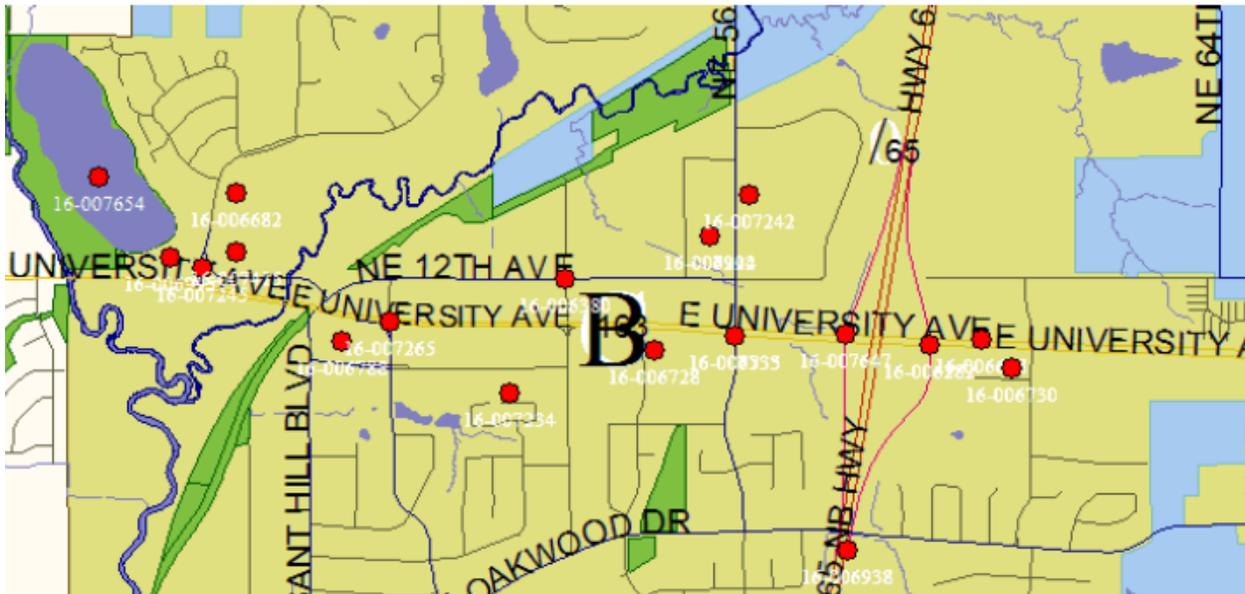


Accidents

In June 2016, Officers took 14 accident reports. This is lower than the number of accident reports as April 2016 of 18. This is significantly lower than the number of accident reports from May 2015 of 25.

Accident Mapping

Accidents continue to occur along the highways, particularly along highway 163, through the City. Efforts continue to educate and enforce traffic safety along this and other areas in the community. The map below indicates the locations of accidents in June 2016.



Investigations

Detective was assigned 19 new cases in June 2016.

1-ICAC case referral.

Closed by arrest – 2

Closed -10 (some of these may include arrests as well)

Suspended or unfounded-2

Still under investigation or being utilized for intelligence – 5

1-Interdepartmental investigation w/ Ankeny PD

2-technical assists

1-search warrant

School Resource Officer Report

Year end SRO report is not yet completed. SRO Choat recently completed a COPS grant and SRO Mujakic has been assisting with overnight patrol coverage.

PLEASANT HILL PARK & RECREATION COMMISSION
July 14, 2016

1. CALL TO ORDER/ROLL CALL

Vice-Chair Anne Johns called the regular meeting of the Pleasant Hill Park and Recreation Commission to order at 6:00 p.m. Present: Gary Denning, Anne Johns, Matthew Keller, Olivia Smith, Penny Thomsen and Matthew Will. Absent: Loren Lown.

2. OATH OF OFFICE

Vice-Chair Johns administered the oath of office to Matthew Keller and Matthew Will, newly appointed Commissioners.

3. APPROVAL OF AGENDA

THOMSEN/SMITH moved to approve the agenda. Ayes: Unanimous. Nays: None. Motion carried.

4. APPROVAL OF MINUTES OF MAY 12, 2016 REGULAR MEETING

SMITH/DENNING moved to approve the minutes. Ayes: Unanimous. Nays: None. Motion carried.

5. TIME TO ADDRESS THE COMMISSION (5 MINUTE LIMIT)

Teva Dawson, Des Moines MPO, presented an overview of the regional water trails plan. The Des Moines MPO has been working with the DNR to develop a regional water trail plan. There is 115 miles of creek/river within the metro area. The area between Harriet Access and Yellow Banks is an area that sees lots of activity. The MPO is looking at the area at the boat ramp in Pleasant Hill becoming an activity hub that would include wading, fishing, soft trails and a nature habitat. There is also the potential for a greenway in the Pleasant Hill area with Mud Creek, Des Moines River and Four-Mile Creek all being in the area. This could include trails that connect to green space and connectivity to trails. Many ideas have been submitted and are being reviewed by the MPO. A vote is planned for this fall and they plan to address the city council in August. Phase 1 of the plan will be cost analysis at which point cities will be asked to help with costs planning. The MPO will assist with applying for grants. Commissioner Thomsen stated that with the large amount of usage of the boat ramp area, need to look at enhancing the parking.

6. NEW BUSINESS

a. Review and Recommendation for Veteran's Memorial Location & Design Plan – John Lerdal, Pleasant Hill LIONS Club, was present to provide an update on the proposed location and design plan. The LIONS Club is asking for an area to locate the memorial and for the city staff to be responsible for maintenance of the site. All materials will be provided and work will be done by the LIONS Club. Denny Sharp from FEH Design, along with Abby from Genus Landscape presented four design proposals for review/recommendation. The area being requested is at Copper Creek Lake on the west side of the plaza area, next to the welcome sign. This would be visible from East University and has the needed infrastructure available. Some earth work will be required with retaining walls with plans to continue with the boulders used around the welcome sign. The DNR will be consulted regarding the flood plain. Discussion was held regarding if this will be a reflection type area or an open area. John Lerdal reported that they plan to get input from various veterans to ask what they want to see in the area. Anticipate this being a welcoming area that would be of interest to everyone and a

learning experience for many. DENNING/SMITH moved to recommend the site at Copper Creek Lake for the memorial near the welcoming sign and that as plans progress to final stages, they be brought back to the commission for approval. Ayes: Unanimous. Nays: None. Motion carried.

7. REPORTS

a. June Special Events Update – June was a very busy month for programs and events. The Copper Creek Triathlon, Fishing Derby, Chill on the Hill, Touch a Truck and the Gold Hunt are some of the events that were held. The Gold Hunt continues for a couple more weeks and has again been a good program for getting kids and parents out in the parks. The Touch a Truck is a collaborative effort between the Library, Police Department, Fire Department, Public Works and Park and Recreation and attendance was high this year. A SEP student volunteered and mulched approximately 30 trees in the city. The Soccer and 4-H club painted a new shed. Jazz in July and Family Funfest will be held the last week of July. The Police Department is hosting a Bike Rodeo on July 23. Rick Courcier is working on an Art in Park to be held in September in Doanes Park.

b. Master Parks Plan Update – The conceptual plans will be taken to the focus group and once finalized will be brought back to the commission for review. The focus group is meeting on July 20, and an update is also planned at a work session of the City Council on July 19.

c. Cell Phone Tower Update – Des Moines Water Works has requested that all towers be removed from the top of the water tower. It is proposed to place a monopole directly adjacent to the water tower. The public works and parks department staff have reviewed the plan and find it to be generally harmonious with their operations at the site.

8. FUTURE AGENDA ITEMS/COMMISSIONERS' COMMENTS

a. Olivia Smith stated she had taken the stand up paddleboard class and recommends it to others. She has been asked if there is swimming allowed in Copper Creek Lake. There is no swimming allowed in the lake.

b. Gary Denning asked about the boat access at the river as to what will work and what is recommended by city staff. Rick Courcier reported that once the MPO releases the cost estimates for various projects along the river it will be looked at for the CIP budget in the next fiscal year for possible paving of the parking lot. Council Liaison expressed concern of paving the area since this is an area that will flood. This concern will be conveyed to Teva Dawson

Pleasant Hill, Polk County and other communities that adjoin Four Mile Creek are part of a greenway study for the area. Updates will be passed on as they are received.

Matthew Will asked about the possibilities of SEP students volunteering within the city. Rick Courcier stated groups work out better for projects. There is usually something that can be done by volunteers.

New members of the commission are encouraged to sign up for the city newsletter. It is a great source of information regarding city activities.

9. ADJOURNMENT

THOMSEN/SMITH moved to adjourn. Ayes: Unanimous. Nays: None. Motion carried.
Meeting adjourned at 7:07 p.m.

- NEXT SCHEDULED MEETING – August 11, 2016

RESOLUTION #072616-01

**A RESOLUTION APPROVING THE TRANSFER OF FUNDS,
EMERGENCY FUND TO EQUIPMENT REPLACEMENT FUND**

WHEREAS, the Pleasant Hill City Council recognizes the need to approve the transfer of funds, as follows:

Emergency Fund to Equipment Replacement Fund \$450.79

THEREFORE, BE IT RESOLVED, that the City Council of Pleasant Hill, Iowa, in Polk County, Iowa, does hereby approve this transfer.

ADOPTED this 26th day of July, 2016.

Sara Kurovski, Mayor

ATTEST:

Dena Spooner, City Clerk/Finance Director

RESOLUTION #072616-02

**A RESOLUTION APPROVING THE TRANSFER OF FUNDS,
EMPLOYEE BENEFITS FUND TO THE GENERAL FUND**

WHEREAS, the Pleasant Hill City Council recognizes the need to approve the transfer of funds, as follows:

Employee Benefits Fund to General Fund \$3,557.65

THEREFORE, BE IT RESOLVED, that the City Council of Pleasant Hill, Iowa, in Polk County, Iowa, does hereby approve this transfer.

ADOPTED this 26th day of July, 2016.

Sara Kurovski, Mayor

ATTEST:

Dena Spooner, City Clerk/Finance Director



CITY OF PLEASANT HILL, IOWA
CITY COUNCIL AGENDA COMMUNICATION

DATE: JULY 26, 2016

TO: MAYOR & CITY COUNCIL

FROM: J. BENJAMIN CHAMP, AICP, EDFP, ASLA
ASSISTANT CITY MANAGER / COMMUNITY DEVELOPMENT DIRECTOR

SUBJECT: 2016 PATCHING PROJECT
PAYMENT APPLICATION NO. 3

BACKGROUND:

The City Engineer has developed the plans and specifications for the 2016 Patching Project. The project has been awarded to TK Concrete, Inc. and work is underway. The contractor has submitted the attached Payment Application No. 3 for work completed through July 13, 2016. Following is a communication from the City Engineer, Snyder and Associates, providing a recommendation for approval of the payment application. The attached resolution approves Payment Application No. 3.

ALTERNATIVES:

Not approve the payment application. However, the work is part of an approved contract and the work has been performed.

FINANCIAL CONSIDERATIONS:

Project funds are available.

RECOMMENDATION:

Approve the attached resolution for the 2016 Patching Project.

RESOLUTION #072616-03

**A RESOLUTION APPROVING PAYMENT APPLICATION NO. 3 FOR THE 2016
PATCHING PROJECT**

WHEREAS, the Pleasant Hill City Council has hired TK Concrete, Inc. to complete the 2016 Patching Project; and

WHEREAS, TK Concrete, Inc. has submitted the attached Payment Application No. 3 in the amount of \$103,548.86.

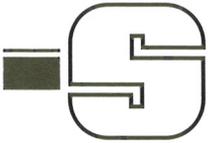
THEREFORE, BE IT RESOLVED, that the City Council of Pleasant Hill, Iowa, in Polk County, Iowa, does hereby approve payment application number three for the project.

ADOPTED this 26th day of July, 2016.

Sara Kurovski, Mayor

ATTEST:

Dena Spooner, City Clerk/Finance Director



July 21, 2016

Mr. Ben Champ
City of Pleasant Hill
5160 Maple Drive
Pleasant Hill, IA 50327

RE: PARTIAL PAYMENT APPLICATION NO. 3
2016 PATCHING PROJECT
PROJECT NO. 115.0196

Dear Mr. Champ:

Partial payment application no. 3 includes work completed between May 17, 2016 and July 13, 2016. The contractor has completed the 7" PCC full depth patching, PCC driveways, and PCC sidewalk during this time period.

A walkthrough was held on July 12th and a punchlist was developed for items requiring correction before acceptance of the project. Punchlist items remaining to be completed include general cleanup, sodding, and replacing cracked concrete panels.

We recommend payment of \$103,548.86 to the Contractor, TK Concrete, Inc., for work completed through July 13, 2016.

Please contact me should you have any questions on this pay application.

Sincerely,

SNYDER & ASSOCIATES, INC.

Garret D. Reeder, P.E.
Project Engineer

Enclosures

CC: Eric D. Cannon, P.E., Snyder & Associates, Inc.

APPLICATION FOR PAYMENT NO. 3

PROJECT: 2016 Patching Project
OWNER: City of Pleasant Hill
CONTRACTOR: TK Concrete, Inc.
ADDRESS: 1608 Fifield Road, Pella, IA 50219
DATE: July 26, 2016

S&A PROJECT NO.: 115.0196

PAYMENT PERIOD: May 17, 2016 to
July 13, 2016

1. CONTRACT SUMMARY:

Original Contract Amount: \$234,890.00
Net Change by Change Order: \$0.00
Contract Amount to Date: \$234,890.00

CONTRACT PERIOD:
Original Contract Date: February 9, 2016
Contract Completion Date: June 24, 2016

2. WORK SUMMARY:

Total Work Performed to Date: \$194,412.80
Retainage: 5% \$9,720.64
Total Earned Less Retainage: \$184,692.16
Less Previous Applications for Payment: \$81,143.30

AMOUNT DUE THIS APPLICATION: \$103,548.86

3. CONTRACTOR'S CERTIFICATION:

The undersigned CONTRACTOR certifies that:

(1) all previous progress payments received from OWNER on account of Work done under the Contract referred to above have been applied to discharge in full all obligations of CONTRACTOR incurred in connection with the Work covered by prior Applications for Partial Payments.

(2) title to all materials and equipment incorporated in said Work or otherwise listed in or covered by this application for Payment are free and clear of all liens, claims, security interests and encumbrances.

TK Concrete, Inc.

CONTRACTOR

By 

DATE: 7/12/16

4. ENGINEER'S APPROVAL:

Payment of the above AMOUNT DUE THIS APPLICATION is recommended:

Snyder & Associates, Inc.

ENGINEER

By 

DATE: 7-21-2016

5. OWNER'S APPROVAL

City of Pleasant Hill

OWNER

By _____

DATE: _____

6. DETAILED ESTIMATE OF WORK COMPLETED:

ITEM NO.	DESCRIPTION	CONTRACT ITEMS				COMPLETED WORK		
		QUANTITY	UNIT	UNIT COST	TOTAL COST	QUANTITY	CO #	COST
1	Mobilization	1	LS	\$ 17,500.00	\$ 17,500.00	1		\$17,500.00
2	Class A Roadstone	455	TON	\$ 20.00	\$ 9,100.00			\$0.00
3	Core Out Excavation	240	CY	\$ 10.00	\$ 2,400.00			\$0.00
4	Geogrid	715	SY	\$ 2.00	\$ 1,430.00			\$0.00
5	Manhole Adjustment	1	EA	\$ 1,250.00	\$ 1,250.00	1.0		\$1,250.00
6	Driveway, PCC, 6"	210	SY	\$ 42.00	\$ 8,820.00	229.0		\$9,618.00
7	Sidewalk, PCC, 4"	60	SY	\$ 40.00	\$ 2,400.00	95.1		\$3,804.00
8	Sidewalk, PCC, 6"	70	SY	\$ 45.00	\$ 3,150.00	140.6		\$6,327.00
9	Detectable Warnings	132	SF	\$ 32.50	\$ 4,290.00	112.0		\$3,640.00
10	7" PCC Full Depth Patches	2600	SY	\$ 58.00	\$ 150,800.00	2,496.1		\$144,773.80
11	8" PCC Full Depth Patches	300	SY	\$ 63.00	\$ 18,900.00			\$0.00
12	Traffic Control	1	LS	\$ 7,500.00	\$ 7,500.00	1.0		\$7,500.00
13	Pavement Marking, Waterborne or Solvent Based	19	STA	\$ 50.00	\$ 950.00			\$0.00
14	Painted Symbols and Legends, Waterborne or Solvent Based	4	EA	\$ 100.00	\$ 400.00			\$0.00
15	Sod	40	SQ	\$ 150.00	\$ 6,000.00			\$0.00
				ORIGINAL CONTRACT:	\$234,890.00			\$194,412.80
CHANGE ORDER SUMMARY:								
		TOTAL CHANGE ORDERS:				\$0.00	\$0.00	
		TOTAL CONTRACT & CHANGE ORDERS				\$234,890.00	\$194,412.80	



**CITY OF PLEASANT HILL, IOWA
CITY COUNCIL AGENDA COMMUNICATION**

DATE: July 26, 2016
TO: Mayor and City Council
FROM: Rick Courcier, Recreation Manager
SUBJECT: Art on the Lake, September 17, 2016

BACKGROUND:

Nora Schatzberg is planning an art festival along the Copper Creek Lake trail called "Art on the Lake", on September 17, 2016. This event is an invitation only art fair. There is no cost to the artist for participating in the fair this year. So far 10 artists have committed to the event. There will be entertainment during the fair that may include performance art, dancing, and musicians. Food carts will be local food restaurants in Pleasant Hill. The kids tent will have an art project for the kids to do.

ALTERNATIVES:

Not approve the permit

FINANCIAL CONSIDERATIONS:

N/A

RECOMMENDATION:

Approve the Art on the Lake event with the sound permit for September 17, 2016.

Art on the Lake

Nora Schatzberg
4924 Beech Blvd.
Pleasant Hill, IA 50327

Overview

Art on the Lake is an art festival along the Copper Creek Lake trail. The festival will include 20 to 30 artists, a kids tent, entertainment, and food carts.

Goals

1. This art festival will bring the public the opportunity to meet, talk with, and purchase artwork by artists.
2. The festival will bring people into Pleasant Hill to see what the city has to offer.

Summary

Art on the Lake is an invitation only art fair. There is no cost to the artist for participating in the fair this year. So far 10 artists have committed to the event. By mid-August, I plan to have the remaining spaces filled. To make this festival successful I will need several volunteers for the preparation, event, and clean up. I have 10 volunteers lined up with more to come. There will be entertainment during the fair. This may include performance art, dancing, and musicians. Food carts will be local food restaurants in Pleasant Hill. The kids tent will have an art project for the kids to do. I have reached out to Kari Warren with the Greater East Side Development and Kim Poam-Logan with the Metro Arts Alliance for assistance. Both were very excited to help. All of this will be done with the trail remaining open.

Risks	Plan of action
Parking	I spoke with businesses around the lake. The businesses were very interested in the event and had no problem as long as no parking signs are posted.



Special Events Application

City of Pleasant Hill Parks and Recreation
 5160 Maple Drive, Suite A, Pleasant Hill Iowa 50327
 Ph: 515-262-9368 Fax: 515-262-9570
 pleasanthilliowa.org

Contact Information			
Organization:		Applicant's Name: Nora Schatzberg	
Category: <input type="checkbox"/> Private <input type="checkbox"/> Commercial <input checked="" type="checkbox"/> Nonprofit/Civic <input type="checkbox"/> Government/School <input type="checkbox"/> Other (specify below) Public art festival			
Home Ph: (319)215-7767		Work Ph:	Cell Ph:
Email: NLN.Schatzberg@gmail.com		State ID# (for non-profit):	
Address: 4924 Beech Blvd.			
City: Pleasant Hill		State: IA	Zip: 50327
Rental Details			
Name of Park/Location: Copper Creek Lake		Site within Park: Shelter/along trail	
Date of Event: September 17		Estimated Attendance: 200 to 400	
Set Up Date and Time: 9-17 7am		Event Time: 11am to 5pm	Clean Up Date and Time: 9-17 5pm
Type of Event: <input type="checkbox"/> Reunion <input type="checkbox"/> Wedding/Reception <input type="checkbox"/> Party/Picnic <input type="checkbox"/> Fundraiser <input checked="" type="checkbox"/> Other (specify below) Art Festival			
Additional Event Uses			
Permits or additional documents may be required for any of the following activities.			
Alcohol <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Fireworks <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Road Closing <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Amplified Sound <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Event insurance <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	A copy of the certificate of insurance with the City of Pleasant Hill added as an additional insured must be provided. Minimum coverage and limits of liability are \$1,000,000 per occurrence, \$2,000,000 aggregate Commercial General Liability Insurance, including Liquor Liability, if alcoholic beverages are served.		
Additional electricity <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Most parks have 110V/20 amp electricity. This may not be adequate for some event. If additional power is needed, the user may bring a generator. Specify size and type of generator: _____		
Additional toilets <input type="checkbox"/> Yes <input type="checkbox"/> No	The applicant must provide portable restrooms at city approved locations for each 100 people expected in attendance. The units must be maintained throughout the event and removed the next business day upon completion of the event.		
Catering / selling food <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	Specify the type and size of power source needed (generator, park power, etc): _____ Vender will supply _____		
Smoking Area <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Pleasant Hill Parks and Trails are Tobacco-free; including smokeless tobacco and vapor products. However, upon request City Council may grant an exception.		
Additional information/Signature required on back. (over)			

Additional Event Uses (continued)				
Permits or additional documents may be required for any of the following activities.				
Erecting inflatable(s), tents, rides, games, signs, etc. <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	Please indicate type and quantity: <input type="checkbox"/> Inflatable Rides _____ <input checked="" type="checkbox"/> Tent or Canopy <u>30</u> <input type="checkbox"/> Climbing Wall _____ <input type="checkbox"/> Dunk Tank _____ <input type="checkbox"/> Stage _____ <input type="checkbox"/> Signs _____ <input type="checkbox"/> Other _____ Park rental must be paid for all days that the structures and/or equipment are placed.			
Limited public access to park <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	If yes, describe location and type of fencing or other structures used to limit access. _____ _____			
Vehicle access off of road/parking lot <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Driving off of road or parking lots shall be for loading and unloading only. No vehicles are allowed to park for an extended period of time off of the road or parking areas in any city park.			
Open to the public <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	Is an admission charged or donation requested? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If Yes, how much? \$ _____			
Additional trash containers needed <input type="checkbox"/> Yes <input type="checkbox"/> No	Dumpsters will be required for event with over 150 participants. All garbage must be removed from the park by the applicant at the close of the event. Recycle stations are highly encouraged.			
Partnership with city <input type="checkbox"/> Yes <input type="checkbox"/> No	If yes, specify which city department(s) _____ Staff person: _____ Staff contact phone #: _____			
Site Plan				
The plan must include; (parking for <input type="checkbox"/> Handicap, <input type="checkbox"/> Volunteers, <input type="checkbox"/> Vendors and <input type="checkbox"/> Participants) <input type="checkbox"/> Stages, <input type="checkbox"/> Generators, <input type="checkbox"/> Dumpsters, <input type="checkbox"/> Rides, <input type="checkbox"/> Tents, <input type="checkbox"/> Vendor Booths, <input type="checkbox"/> Portable Restrooms, <input type="checkbox"/> Fencing, <input type="checkbox"/> Promotional Signs, <input type="checkbox"/> Traffic Management Signs, <input type="checkbox"/> Traffic Controllers, <input type="checkbox"/> Smoking Area				
Race/walk routes	Any type of contest, tournament, race or walk must show the course layout and route on the site plan.			
On site conference	The applicant must schedule an on-site conference with City representatives at least 30 days before the event to review the site plan. The site plan must be approved by the City before the event may be set up.			
(Office Use Only)				
Fees & Charges (Payable by cash or check). Make checks payable to the City of Pleasant Hill.				
Estimated Fee: \$ _____	<input type="checkbox"/> Cash <input type="checkbox"/> Check # _____	Receipt # _____	Process by: _____	Date: _____
 Applicant Signature			<u>7-11-16</u> Date	

grow. play. live.



pleasant hill

APPLICATION FOR SOUND PERMIT

Fees: 1 day or less: \$10.00

2 through 7 days: \$25.00

APPLICANT'S NAME: Nora Schatzberg

ADDRESS: 4924 Beech Blvd. Pleasant Hill, IA 50327

PHONE: (319)215-7767

PURPOSE FOR WHICH SOUND EQUIPMENT WILL BE USED: Musician

LOCATION WHERE EQUIPMENT WILL BE USED: Copper Creek Lake

DAY OF WEEK / DATE OF EVENT: Saturday, September 17

TIMES OF DAY: 11 am to 5 pm

GENERAL DESCRIPTION OF EQUIPMENT TO BE USED (VEHICLE LICENSE PLATE NUMBER, IF APPLICABLE): Sound equipment/ microphone

ANY OTHER INFORMATION REQUIRED BY THE CITY CLERK OR BUILDING INSPECTOR:


Signature of Applicant

For Office Use Only:	
Date Submitted _____	cc: Public Works Dept. _____
Fee Paid _____	Police Dept. _____
Fee Waived _____	City Clerk's Office _____
Permit No. _____	Fire Dept. _____
Police Dept. Approval/Denial _____	
City Clerk's Approval/Denial _____	

Revised 06.18.08



0 62.5 125 250 Feet





CITY OF PLEASANT HILL, IOWA
CITY COUNCIL AGENDA COMMUNICATION

DATE: JULY 26, 2016

TO: MAYOR & CITY COUNCIL

FROM: J. BENJAMIN CHAMP, AICP, EDFP, ASLA
ASSISTANT CITY MANAGER / COMMUNITY DEVELOPMENT DIRECTOR

SUBJECT: ORDINANCE REZONING R-4 PLANNED UNIT DEVELOPMENT TO I-2 LIGHT INDUSTRIAL

BACKGROUND:

The Planning and Zoning Commission and the City Council worked with Dee Zee Manufacturing in 2014 on the approval of a site plan for parking and building improvements to property at 1460 Sloans Way. Dee Zee has had a presence on Sloans Way for many years with facilities for storage and tool and die operations and in 2015, the company began construction of a new 80,000 square foot building to provide additional tool and die space. The building and associated new parking will be complete in calendar year 2016. An additional 9,000 square foot building was shown on the approved site plan in the northeast corner of the site along with future parking expansion. Dee Zee is now contemplating construction of the next building but is proposing to modify the site plan for a larger 36,000 square foot building and associated new parking. The architect for the project, FEH Design, is recommending a pre-cast concrete system for the wall construction of the new building. Two steps will be needed as part of the approval project for the additional building and parking. A standard site plan process will be needed for the building which will come at a later date and a change of zoning is being requested.

As a part of the project, the owner has requested that areas of their property be assigned zoning to match the adopted Future Land Use Plan of the City's Comprehensive Plan. The owner of the property, T-JAD LLC has requested that the northern 1.6 acres of the property have the zoning modified from the existing R-4 Planned Unit Development to I-2 Light Industrial.

The statement of intent for the Light Industrial district according to the City's adopted Zoning Ordinance is as follows:

The I-2 District is intended and designed to provide areas of the City suitable for activities and use of a light industrial nature. It is not intended that any new residential development be permitted in the I-2 District.

The property requesting zoning assignment is zoned R-4 while the vast majority of the site is zoned I-2. This property sliver was once under separate ownership when the zoning assignment was done previously. The updated future land use plan of the new Comprehensive Plan shows the entire Dee Zee site as Office/Light Manufacturing which correlates to the request for I-2 Light Industrial Zoning. The Planning and Zoning Commission has reviewed the request with a recommendation for approval. Following is the second reading of an ordinance to assign the I-2 designation to the property.



ALTERNATIVES:

Not approve the second reading of the ordinance for the zoning change. However, the change would assign a zoning designation matching the City's adopted future land use plan.

FINANCIAL CONSIDERATIONS:

N/A

RECOMMENDATION:

Approve the third reading of the ordinance for the zoning change.

ORDINANCE NO. 806

**AN ORDINANCE AMENDING THE CODE OF ORDINANCES OF THE CITY OF PLEASANT HILL, IOWA
1998, BY AMENDING ZONING DESIGNATION TO SPECIFIC PROPERTIES**

BE IT ENACTED by the Pleasant Hill City Council of the City of Pleasant Hill, Iowa:

WHEREAS, a rezoning request has been proposed from R-4 Planned Unit Development to I-2 Light Industrial for the property legally described as follows:

Part of Parcel "K" of that Plat of Survey filed in Book 15226 at Page 75 in the Office of the Recorder for Polk County, Iowa, being part of the 100 foot vacated railroad right-of-way through Lot 2 of the Official Plat of the SE ¼ of Section 34, Township 79 North, Range 23 West, lying North of Lot 1 in Haws Estates Plat 2, an Official Plat, now included in and forming a part of the City of Pleasant Hill, Polk County, Iowa, and being more particularly described as follows:

Beginning at the Northwest corner of said Lot 1 in Haws Estates Plat 2, a point on the West line of said Parcel "K"; thence North 00°15'05" East, 111.24 feet along the West line of said Parcel "K" to the Northwest corner of said Parcel "K"; thence North 64°14'38" East, 696.30 feet along the North line of said Parcel "K" to the Northeast corner of said Parcel "K"; thence South 00°00'26" West, 110.89 feet along the East line of said Parcel "K" to the North line of said Lot 1 in Haws Estates Plat 2; thence South 64°14'07" West, 696.88 feet along the North line of said Lot 1 in Haws Estates Plat 2 to the point of beginning.

Containing 1.60 acres, more or less.

WHEREAS, a public hearing was held on Tuesday, June 28, 2016, at 6:30 p.m. at Pleasant Hill City council chambers, Pleasant Hill, Iowa, in accordance with Code of Iowa; and,

WHEREAS, the City Council of Pleasant Hill, Iowa, has the authority to grant this request and has found it to be consistent with the comprehensive plan for the City; and

WHEREAS, the Official Zoning Map for the City of Pleasant Hill, Iowa has been amended, per Chapter 165, Section 165.05 Boundaries; Map, City Code, 1998, City of Pleasant Hill, Iowa;

BE IT ENACTED by the City Council of Pleasant Hill, Iowa:

SECTION 1. ZONING. The property is rezoned from R-4 Planned Unit Development to I-2 Light Industrial for the property legally described as follows:

Part of Parcel "K" of that Plat of Survey filed in Book 15226 at Page 75 in the Office of the Recorder for Polk County, Iowa, being part of the 100 foot vacated railroad right-of-way through Lot 2 of the Official Plat of the SE ¼ of Section 34, Township 79 North, Range 23 West, lying North of Lot 1 in Haws Estates Plat 2, an Official Plat, now included in and forming a part of the City of Pleasant Hill, Polk County, Iowa, and being more particularly described as follows:

Beginning at the Northwest corner of said Lot 1 in Haws Estates Plat 2, a point on the West line of said Parcel "K"; thence North 00°15'05" East, 111.24 feet along the West line of said Parcel "K" to the Northwest corner of said Parcel "K"; thence North 64°14'38" East, 696.30 feet along the North line of said Parcel "K" to the Northeast corner of said

Parcel "K"; thence South 00°00'26" West, 110.89 feet along the East line of said Parcel "K" to the North line of said Lot 1 in Haws Estates Plat 2; thence South 64°14'07" West, 696.88 feet along the North line of said Lot 1 in Haws Estates Plat 2 to the point of beginning.

Containing 1.60 acres, more or less.

SECTION 2. SEVERABILITY CLAUSE. If any such section, provision, or part of this ordinance shall be adjudged invalid or unconstitutional, such adjudication shall not affect the validity of the ordinance as a whole or any section, provision or part thereof not adjudged invalid or unconstitutional.

SECTION 3. WHEN EFFECTIVE. This ordinance shall be in effect from and after its final passage, approval, and publication, as provided by law.

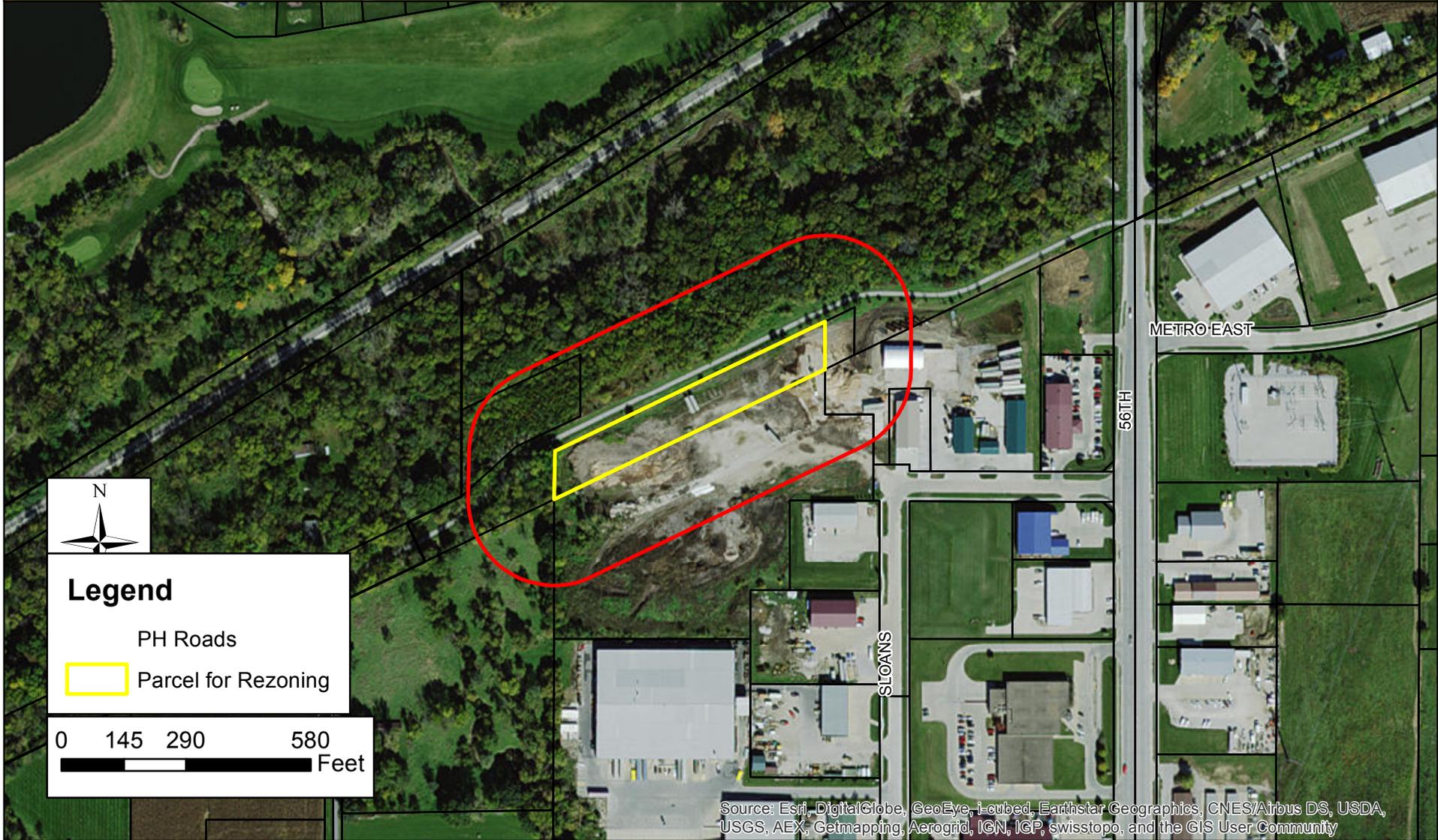
PASSED AND APPROVED by the Pleasant Hill City Council on _____, 2016.

Sara Kurovski, Mayor

ATTEST:

Dena Spooner, City Clerk/Finance Director

Pleasant Hill
Iowa



Source: Esri, DigitalGlobe, GeoEye, i-cubed, Earthstar Geographics, CNES/Airbus DS, USDA, USGS, AEX, Getmapping, Aerogrid, IGN, IGP, swisstopo, and the GIS User Community

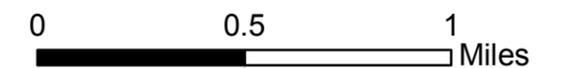
Created by City of Pleasant Hill Community Development Department
5160 Maple Dr, Suite A, Pleasant Hill, IA 50327
(515) 309-9461

CITY OF PLEASANT HILL, IOWA ZONING MAP

Community Development Department
5160 Maple Drive, Suite A
Pleasant Hill, IA 50327
Tel (515) 309-9461 Fax (515) 309-9458
www.pleasanthilliowa.org

DISCLAIMER: This Zoning Map is provided for informational purposes "as is" without warranties of any kind either express or implied or any representation of accuracy, timeliness or completeness. This map is dynamic and is subject to change. To obtain an official zoning determination or to see the Official Zoning Map of Pleasant Hill, contact the Community Development Department. For questions regarding parcel ownership and legal descriptions, please contact the Polk County Auditor.

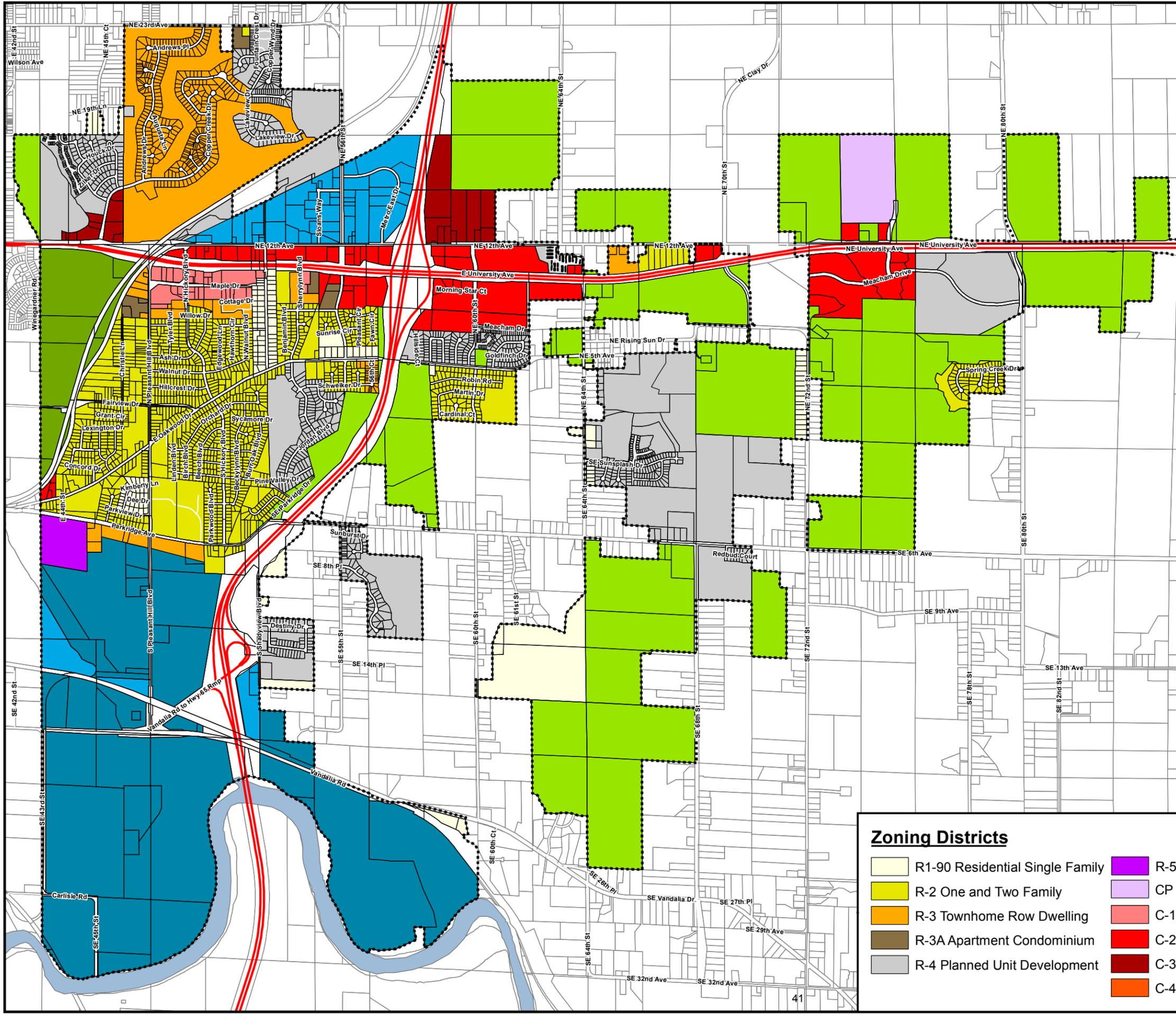
The City of Pleasant Hill does not guarantee the content of the information contained on its web pages. The City of Pleasant Hill assumes no liability for any damages or loss of any kind that might arise from the use of or inability to use the City's website and/or materials contained on it. The City also retains the right to change any content on its website without notice.

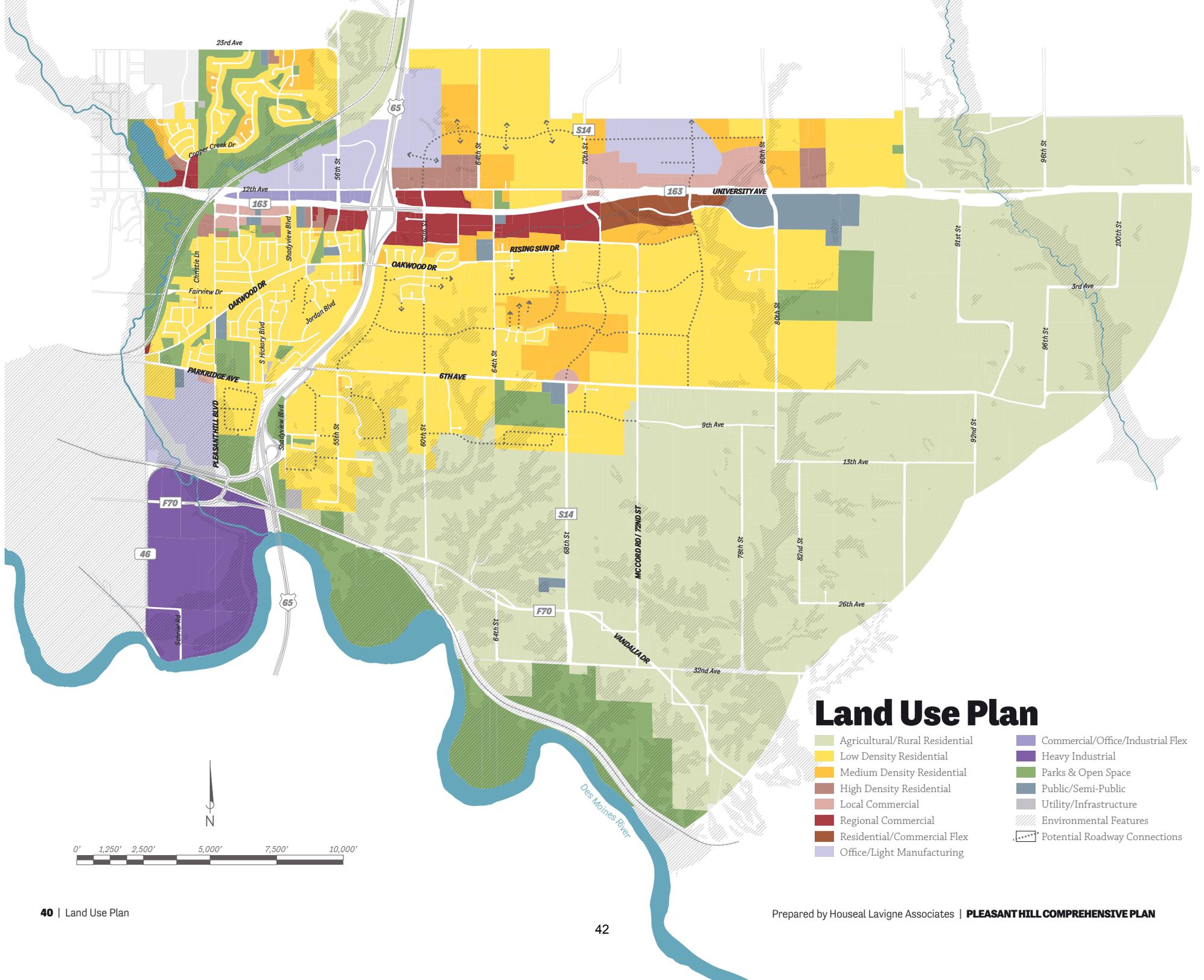


Updated July 14, 2015

Zoning Districts

- | | | |
|---|--|--|
|  R1-90 Residential Single Family |  R-5 Mobile Home Park |  I-1 Limited Industrial |
|  R-2 One and Two Family |  CP Commerce Park |  I-2 Light Industrial |
|  R-3 Townhome Row Dwelling |  C-1 Local Commercial |  I-3 Heavy Industrial |
|  R-3A Apartment Condominium |  C-2 General Commercial / Highway Service |  A-1 Agricultural |
|  R-4 Planned Unit Development |  C-3 Planned Commercial |  U-1 Floodplain |
| |  C-4 Planned Office Park | |





Land Use Plan

- Agricultural/Rural Residential
- Low Density Residential
- Medium Density Residential
- High Density Residential
- Local Commercial
- Regional Commercial
- Residential/Commercial Flex
- Office/Light Manufacturing
- Commercial/Office/Industrial Flex
- Heavy Industrial
- Parks & Open Space
- Public/Semi-Public
- Utility/Infrastructure
- Environmental Features
- Potential Roadway Connections



**CITY OF PLEASANT HILL, IOWA
CITY COUNCIL AGENDA COMMUNICATION**

DATE: July 26, 2016
TO: Mayor and Council
FROM: Donald Sandor, City Manager
SUBJECT: Resolution to approve change in parking on Constitution Boulevard

BACKGROUND:

City staff has received comments regarding the parking arrangement on Constitution Boulevard. Currently the parking is allowed on the east side of the street and prohibited on the west side of the street. All the mailboxes are on the east side of the street which results in fewer parking places to allow for the mailboxes, or on occasion the mailboxes being blocked by vehicles. By moving the parking to the west side and prohibiting the parking on the east side the mailboxes will not be affected and more on street parking will be available.

The no parking signs were already moved as a trial and letters were sent to the residents to get their opinion on the change. Of the 22 letters sent only 3 residents have responded as of this writing, 2 in favor of the change and 1 opposed.

ALTERNATIVES:

Not approve the change in parking.

FINANCIAL CONSIDERATIONS:

N/A

RECOMMENDATION:

Approve resolution

RESOLUTION 072616-04

**A RESOLUTION TO DESIGNATE PARKING AND NO PARKING PROVISIONS ON
CONSTITUTION BOULEVARD**

WHEREAS, Constitution Boulevard currently allows for parking on the east side of the street and has no parking on the west side of the street; and

WHEREAS, it has been determined due to the location of mailboxes and other factors the parking on Constitution Boulevard should be allowed on the west side of the street and prohibited on the east side of the street; and

WHEREAS, Chapter 69, Section 69.08 of the Code of Ordinances for the City of Pleasant Hill, Iowa, states that no parking areas are established by City Council through a resolution;

**NOW THEREFORE BE IT RESOLVED BY THE CITY COUNCIL OF PLEASANT HILL,
IOWA** the following be amended as no parking areas:

Parking is prohibited on the east side of Constitution Boulevard.

BE IT FURTHER RESOLVED THAT:

Parking is hereby permitted on the west side of Constitution Boulevard.

BE IT FURTHER RESOLVED THAT any previous resolution approved by the City Council of the City of Pleasant Hill, Iowa that conflicts with the provisions of this resolution is hereby repealed.

Passed and Approved this 26th day of July, 2016

Sara Kurovski, Mayor

Dena Spooner, City Clerk/Finance Director



**CITY OF PLEASANT HILL, IOWA
CITY COUNCIL AGENDA COMMUNICATION**

DATE: July 26, 2016
TO: Mayor and Council
FROM: Donald Sandor, City Manager
SUBJECT: Resolution to approve SRO agreement with SEP School District

BACKGROUND:

The City of Pleasant Hill entered into an agreement with Southeast Polk School district to provide two school resource officers (SRO), one for the high school and one for the middle school, starting with the 2009-2010 school year. The police officers also teach a drug prevention program in the district. The school district and city police department are both pleased with the working arrangement that has developed during the past school years, and would like to continue with the agreement for the 16-17 school year. The contact between the police officers and the students is beneficial in reducing and solving crimes.

There are some changes to the agreement from the FY 15-16. In past years the school district paid the City 75% of the salary and benefit costs of the two officers. In the FY 15-16 agreement the agreement was changed to 70% with the school district providing \$10,000 to offset cost of equipment and vehicles used by the SRO officers due to the loss of the vehicles from Deery Brothers. This change has proven to be cumbersome for record keeping for both entities, and the proposed agreement for FY 16-17 is to go back to the prior arrangement of 75% of salary and benefits which worked well since the start of the agreements in FY 09-10.

ALTERNATIVES:

Not continue with the program. The city hired two police officers in 2009 to fill in for the two officers assigned to the SRO duties. If the SRO program was not continued the City would have to consider reducing the police department staff.

FINANCIAL CONSIDERATIONS:

The school district will pay the City 75% of salary and benefits of the two SRO officers.

RECOMMENDATION:

The SEP School Board is scheduled to approve the agreement at their July meeting. It is recommended the City Council approve the resolution for the amended law enforcement services (SRO) agreement with SE Polk School District for the 2016-17 school year.

RESOLUTION #072616-05

**A RESOLUTION APPROVING THE AMENDED LAW ENFORCEMENT SERVICES
(SRO) AGREEMENT BETWEEN SOUTHEAST POLK COMMUNITY SCHOOL
DISTRICT AND THE CITY OF PLEASANT HILL**

WHEREAS, the Pleasant Hill City Council has an approved Law Enforcement Services Agreement between the City of Pleasant Hill and Southeast Polk Community School District; and

WHEREAS, this amended agreement establishes the terms and conditions for the Pleasant Hill Police Department to provide law enforcement services to the Southeast Polk District Office, Junior High, Senior High, Spring Creek and elementary schools for the 2016-2017 school year.

THEREFORE, this amended agreement is hereby approved.

Adopted July 26, 2016

Sara Kurovski, Mayor

ATTEST:

Dena Spooner, City Clerk/Finance Director

LAW ENFORCEMENT SERVICES AGREEMENT

PARTIES

This agreement is made and entered into by and between the City of Pleasant Hill (City) and the Southeast Polk Community School District (District).

PURPOSE

It is the purpose of the agreement to establish the terms and conditions for the Pleasant Hill Police Department to provide law enforcement services to the facilities and grounds of Southeast Polk District Office, Junior High, Senior High, and Spring Creek and to provide educational programming at elementary schools consisting of Delaware, Four Mile, Mitchellville, and Runnells.

TERMS AND CONDITIONS

Pursuant to the provisions in Chapter 28E, 2005 Code of Iowa, it is hereby agreed by the parties as follows:

1. City agrees that the Pleasant Hill Police Department shall provide the following services within the facilities and grounds of the District Office, Southeast Polk Junior High, Senior High, Spring Creek and elementary schools located in the city limits of the City of Pleasant Hill:
 - a. Enforcement of state laws.
 - b. Enforcement of local ordinances.
 - c. Coordination, collaboration and provision of security during school hours.
 - d. Coordination and provision of security during sporting events, activities, special events, and other related extracurricular events, as requested by the district.
 - e. Teaching and assisting with drug prevention programs at elementary schools in the City of Pleasant Hill and other schools as indicated in the Purpose.
 - f. Provision of short programs covering law enforcement related subjects, as requested by the district.
 - g. Monitoring the parking lots during high traffic times.
 - h. Work in coordination with the juvenile court.
 - i. Daily interacting with the students, parents, and faculty to develop positive relationships.
 - j. Other duties as determined by mutual agreement of the Pleasant Hill Police Department and the district, including attendance at certain SEP School Board meetings when notified by the District within 48 hours of any such meeting and as agreed to by the Chief of Police of Pleasant Hill or the Chief's designee. The need for the presence of law enforcement during a School Board meeting will be determined by the District based on the meeting's subject matter or other events leading up to a meeting that may be controversial to the Board, District staff or the public.
2. Law enforcement will provide a minimum of two patrol vehicles and two patrol persons within the facilities and grounds of the district for 40 hours per week for a period of 39 weeks (180 school days). One of the police department staff will be assigned to the high school property and one will be assigned to the junior high school. The final schedule decisions shall be made by the city.
3. The district agrees that the City of Pleasant Hill is not responsible for providing continuous surveillance for any twenty-four hour period, unless in the opinion of the city, the threat of criminal activity warrants such surveillance.
4. The number of hours of service provided, or the number of patrol vehicles, or the number of patrol persons, may be increased or decreased upon mutual agreement of both parties.
5. Upon the occurrence of an emergency requiring the police department to withdraw the patrol person(s) or patrol vehicle(s) assigned to the District and the services cannot be returned within 2.0 hours, the city agrees to provide substitute personnel in the absence of the regular school resource officer.
6. Patrol persons assigned to the district as a result of the agreement shall, where applicable, file charges under the municipal ordinances. If the municipality has no ordinance, the charge may be filed under the applicable state statute. The police department or patrol person shall retain discretion at all times to determine whether or not it is appropriate to file charges of any type.
7. The police department shall make annual reports to the district at its July School Board meeting, including a summary of the law enforcement activities occurring within the district.
8. The district agrees that its officers, agents, and employees shall cooperate fully with the city in the performance of the city's duties.

9. Assignment of duties, discipline of city employees, and all matters incident to the performance of the duties of city employees shall remain the responsibility of the city and its officers, employees, and commissions. The district shall provide requested information and reports to facilitate the city's assignment and supervision of personnel.

10. The city shall be responsible for the payment of salary wages and/or any other compensation or benefits to any city employee providing services under this agreement unless otherwise expressly agreed upon by the parties. Except as otherwise specified in this agreement, the district shall not be liable for compensation to any city employee for worker's compensation claim for injury or sickness occurring while the employee undertakes duties in fulfillment of this agreement.

11. Any cost increases to the city occurring as a result of actions taken by the United States Government or the State of Iowa which increases the costs of wages, insurance for employees, or other benefits shall be mutually agreed upon by both parties.

PAYMENT

12. The district agrees to pay the above city the following amounts over the term of this agreement for the services agreed upon above.

The district and the city shall share in the anticipated wage and benefit costs for the two officers assigned to the high school and junior high. The district's share shall be 75% and the city's share shall be 25% of the expected annual salary and benefits. The Contract Sum for the 2016-2017 school year is estimated to be \$144,913. Payments shall be made in equal monthly installments from July 2016 through May 2017 and initiated by invoice by the city, in an amount not to exceed \$12,076 per month for wage and benefit costs. The twelfth and final payment in June will be adjusted to reflect actual payroll costs for the school resource officers assigned to the district based on the terms of this agreement. The city will submit payroll system costing reports to the district that summarizes wage and benefit costs for the year to support the final reconciliation payment.

13. In the event the city is unable to perform according to the agreement, the city shall refund the district any payment(s) made for the period of non-performance in proportion to the contract price.

14. Each party shall allow access to all records, documents, and papers necessary for the financial auditing of the parties' transactions. Appropriate records, documents, and papers necessary to conduct a financial audit shall be maintained a minimum of three years.

15. Each party shall be responsible for its own employees and their actions and hold the other party harmless in the event of any liability that may arise through intentional or negligent acts of its own employees, officers, or agents.

PERIOD OF THE AGREEMENT

16. This agreement shall become effective upon signing by both parties and shall remain in effect until June 30, 2017. Extensions to this agreement may be made by consent of both parties.

17. Either party may terminate this agreement, with or without cause, by providing written notice to the other party not less than sixty days prior to the termination date.



Board President
Southeast Polk Community School District

Sara Kurovski, Mayor
City of Pleasant Hill

ATTEST:

Dena Spooner, City Clerk/Finance Director



CITY OF PLEASANT HILL, IOWA
CITY COUNCIL AGENDA COMMUNICATION

DATE: JULY 26, 2016

TO: MAYOR & CITY COUNCIL

FROM: J. BENJAMIN CHAMP, AICP, EDFP, ASLA
ASSISTANT CITY MANAGER / COMMUNITY DEVELOPMENT DIRECTOR

SUBJECT: CONTRACT FOR COMMUNITY SURVEY WITH ETC INSTITUTE

BACKGROUND:

During the budgeting process for the current fiscal year, the City Council prioritized funding to perform a community survey. An outside consultant is needed for this process in order to perform a statistically valid survey that can be replicated for tracking and possible comparison with similar communities. Staff prepared a Request for Qualifications (RFQ) and four responses were received. Following review of the submissions and reference checks with other Iowa communities, the attached contract with ETC Institute was developed. The survey will be completed over the next three months and will include a combination of mail, phone, email and online formats with a goal of 300 completed surveys for compilation in a final report. Selected questions will also have the capability to be geocoded to help determine if differences in results occur from portions of the community. Following is a copy of the contract, the company's response to the RFQ, and a resolution that approves the contract with ETC Institute in the amount of \$14,690.

ALTERNATIVES:

Not approve the contract or perform the survey. However, the project would be abandoned or delayed and with results not available to assist in the next budgeting process.

FINANCIAL CONSIDERATIONS:

Funds have been budgeted for the project.

RECOMMENDATION:

Approve the resolution approving a contract with ETC Institute for a community survey.

RESOLUTION #072616-06

A RESOLUTION APPROVING A CONTRACT WITH ETC INSTITUTE FOR COMMUNITY SURVEY

WHEREAS, the Pleasant Hill City Council recognizes the need to provide high quality services to the community; and

WHEREAS, the City Council has budgeted funds to perform a statistically valid community survey to gauge citizen sentiments and assist in prioritizing budgeting and services;

WHEREAS, a the City utilized a request for qualifications process and has selected ETC Institute to perform the survey;

THEREFORE, BE IT RESOLVED, that the City Council of Pleasant Hill, Iowa, in Polk County, Iowa, does hereby approve the attached contract with ETC Institute for a community survey.

ADOPTED this 26th day of July, 2016.

Sara Kurovski, Mayor

ATTEST:

Dena Spooner, City Clerk/Finance Director

Contract for Services and Scope of Work

Between ETC Institute and the City of Pleasant Hill, Iowa

ARTICLE I: SCOPE OF SERVICES

1. **Overview of Services to Be Performed.** ETC Institute will design and administer a citizen survey for the City of Pleasant Hill, Iowa. The survey will be designed and administered during August and September of 2016. The final report will be completed in October 2016.
2. **Maximum fixed fee.** The total fee for the project is \$14,690 to design and administer the survey, and provide the final report.
3. **ETC Institute's responsibilities.** The tasks that will be performed by ETC Institute as part of this agreement include the following:
 - ✓ finalizing the methodology for administering the survey based on input from the City.
 - ✓ designing a survey instrument that is up to 13-16 minutes in length (approx. 6 pages).
 - ✓ selecting a random sample of households to be surveyed
 - ✓ conducting a pretest of the survey instrument
 - ✓ creating the online survey
 - ✓ completing 300 surveys by a combination of mail, phone, e-mail, and online (ETC Institute's costs include all labor, postage and printing associated with the administration of the survey). The results of a random sample of 300 completed surveys will have a precision of at least +/- 5.5% at the 95% level of confidence.
 - ✓ conducting data entry and quality control review for all completed surveys
 - ✓ conducting benchmarking analysis showing how the results of selected questions for the City of Pleasant Hill compare to other comparable communities in ETC's benchmarking database.
 - ✓ conducting importance-satisfaction analysis to identify the types of improvements that will have the most impact on satisfaction with City services.
 - ✓ GIS maps that show geocoded survey results for selected questions on the survey
 - ✓ completing a final report that will include an executive summary, charts and graphs, benchmarking analysis, importance-satisfaction analysis, GIS maps, and tables showing the results to all questions on the survey, and a copy of the survey instrument.

4. Responsibilities for the City of Pleasant Hill will include the following:
- ✓ approving the survey instrument
 - ✓ providing a cover letter for the mail version of the survey
 - ✓ provide GIS shapefiles for the boundaries of the City

ARTICLE II: PAYMENT FOR SERVICES

1. The total fee for the services as described in Article I would be \$14,690.

ARTICLE III: MISCELLANEOUS PROVISIONS

1. Change in Scope. The Scope of Services for this contract shall be subject to modification or supplement upon the written agreement of the contracting parties. Any such modification in the Scope of Services shall be incorporated in this agreement by supplemental agreement executed by the parties.
2. Termination of Contract. This agreement may be terminated by either party upon written notice. If the contract is terminated by the City, the City shall reimburse ETC Institute for the full value of any tasks that have been performed through the date of the termination notice.
3. Rights to Use the Data. ETC Institute has the right to use the data as a component of ETC Institute’s DirectionFinder® benchmarks, but ETC Institute will not release specific results for the City of Pleasant Hill without written approval from the City.

IN WITNESS WHEREOF, the parties hereto have caused this agreement to be signed by their duly authorized officers.

_____, _____
 City of Pleasant Hill

Date _____

Chris Tatham, CEO
 ETC Institute

Date _____

A Proposal to Conduct a Community Survey for Pleasant Hill, Iowa

...helping organizations make better decisions since 1982

June 29, 2016

Submitted to the City of Pleasant Hill, Iowa

by:

ETC Institute

725 W. Frontier Lane,
Olathe, Kansas
66061





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June, 29, 2016

City of Pleasant Hill, Iowa

Community Development Department
5160 Maple Drive, Suite A
Pleasant Hill, Iowa 50327
Pleasanthilliowa.org

Subject: A Proposal to Conduct a Community Survey for Pleasant Hill, Iowa

Dear Members of the Selection Committee:

ETC Institute is pleased to respond to your RFP to design and facilitate a statistically significant survey to assess resident's satisfaction with the quality and level of services provided by the City, and to identify community priorities. ETC Institute has experience in working with local governments to determine citizen satisfaction with various City operations and departments as well as the overall services within the community. In response to your RFP, you will find enclosed all the required elements as set forth in the RFP. To ensure the success of this survey, we have assembled a superior team for this project.

This proposal is intended to be completely responsive to the RFP and has been organized as follows:

- Cover Letter
- Section 1: Firm Overview
- Section 2: Scope of Work
- Section 3: Similar Projects & References
- Section 4: Team Qualifications
- Section 5: Required Statements
- Section 6: Budget

Firm Overview

ETC Institute is recognized as a national leader in the design and administration of market research for local governments. Since 1982, ETC Institute has completed research projects for organizations in 49 states. ETC Institute has designed and administered more than 2,000 statistically valid surveys and our team of professional researchers has moderated more than 1,000 focus groups and 2,000 stakeholder meetings. During the past five years alone, ETC Institute has administered surveys in more than 500 cities and counties across the United States. ETC Institute has conducted research for more major U.S. cities than any other firm.

ETC Institute Has the Ability to Compare Pleasant Hill's Performance with Other Communities. Our firm maintains national and regional benchmarking data for citizen surveys that provide comparative norms for over 80 local governmental services. Unlike some comparative databases that use comparative data from secondary sources, ETC Institute's data is from surveys that were all administered by ETC Institute. This ensures that the results for Pleasant Hill are directly comparable to other communities. ETC Institute's database only includes data from surveys that have been administered during the past three years. This ensures that our comparative norms are truly representative of existing attitudes and expectations regarding the delivery of local governmental

services. ETC Institute's benchmarking database contains numerous communities with a population similar to the City of Pleasant Hill.

ETC Institute Has the Most Updated and Innovative Analytical Tools to Help the City Understand and Utilize Survey Data. Today, city officials have limited resources which need to be targeted to activities that are of the most benefit to their citizens. Two of the most important criteria for decision making are (1) to target resources toward services of the highest importance to citizens; and (2) to target resources toward those services where citizens are the least satisfied. The Importance-Satisfaction (IS) rating is a unique tool that allows public officials to better understand both of these highly important decision making criteria for each of the services they are providing. The Importance-Satisfaction rating is based on the concept that cities will maximize overall citizen satisfaction by emphasizing improvements in those service categories where the level of satisfaction is relatively low and the perceived importance of the service is relatively high. This analysis tool helps our client to identify specific drivers of satisfaction.

ETC Institute also has the capabilities to generate maps of the survey results. GIS Mapping is used to show how residents in different areas of a community rate City services.

ETC Institute is a Full-Service Market Research Company. ETC Institute has a research center equipped with five dozen call stations, state-of-the-art focus group facilities, and a mail processing center capable of processing more than 30,000 pieces of mail per day. ETC Institute also has extensive capabilities for the administration of surveys in Spanish. We employ 20 employees that are fluent in Spanish. If the City selects ETC Institute for this project, all of the work will be done in-house by ETC Institute staff. This will ensure that the highest levels of quality are maintained.

A Few Good Reasons to Select Our Team

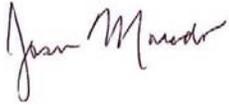
- ✓ **ETC Institute is familiar with the area.** ETC Institute has conducted community surveys for numerous cities throughout the State of the Iowa. Some of the communities in Iowa where ETC Institute has conducted surveys include: Ames, Cedar Rapids, Clive, Davenport, Des Moines, Iowa City, Johnston, Knoxville, Marshalltown, Polk County, Sioux City, Waukee, West Des Moines, and others.
- ✓ **ETC Institute guarantees that we will be very responsive to your needs.** ETC Institute administered a survey to organization that had used our services. Among the 151 clients who responded to the survey, 100% were satisfied with the service they received and 100% indicated they would recommend our firm to other organizations. The reason ETC Institute's customer satisfaction levels are so high is due to our commitment to the needs of our clients. We routinely go beyond the contractual requirements of a project to ensure the goals and objectives of our clients are achieved.
- ✓ **ETC Institute's most senior professionals will be managing this project on a daily basis.** By having experienced, senior personnel lead the day-to-day management of each task, ETC Institute will ensure that your organization receives the highest level of service possible and that high standard of quality control are maintained. The City will receive priority for resources from our firm and we will ensure that the project is accomplished according to your schedule. To ensure your success, we have assembled a team of the very best market researchers and experts to assist with the design of surveys, the development of the sampling plans, the administration of the surveys, and the analysis of the data collected. Our team has unparalleled expertise in project management, survey design, sampling methodology and survey administration.

Perhaps our organization's greatest strength is our intangible commitment to the overall success of this project. You will not find an organization that is more committed to your success than ETC Institute. **No firm is better suited to help you understand and use community survey data than ETC Institute.** Our experience with

market research for local governments is second to none, and clients in 49 states can attest to our commitment and attention to customer satisfaction. We will do everything we can, without hesitation, to be responsive to your needs during this study, and we will continue to be your partner after the project is completed to facilitate your success over time. If you have any additional questions, please do not hesitate to call us at (913) 829-1215.

We appreciate your consideration of our proposal and look forward to your decision.

Best Regards,



Jason Morado
Senior Project Manager, ETC Institute
725 W Frontier Lane Olathe, KS 66061
Phone 913.829.1215 Fax 913.829.1591
jmorado@etcinstitute.com
www.etcinstitute.com

Section 1

Firm Overview



Firm Overview

ETC Institute is a 94-person market research firm that specializes in the design and administration of market research for governmental organizations. Our major areas of emphasis include customer satisfaction surveys, community planning surveys, business surveys, transportation surveys, employee surveys, voter opinion surveys, parks and recreation surveys, focus groups, and stakeholder interviews. Since 1982, ETC Institute has completed research projects for organizations in 49 states. ETC Institute has designed and administered more than 2,500 statistically valid surveys and our team of professional researchers has moderated more than 1,000 focus groups and 2,000 stakeholder meetings. During the past five years alone, ETC Institute has administered surveys in more than 700 cities and counties across the United States. **ETC Institute has conducted research for more major U.S. cities than any other firm.** Some of the large communities where ETC Institute has conducted surveys include:

- Atlanta, Georgia
- Austin, Texas
- Broward County, Florida
- Buffalo, New York
- Charlotte, North Carolina
- Cincinnati, Ohio
- Colorado Springs, Colorado
- Columbus, Ohio
- Dallas, Texas
- DeKalb County, Georgia
- Denver, Colorado
- Des Moines, Iowa
- Detroit, Michigan
- Durham, North Carolina
- Dupage County, Illinois
- Fairfax County, Virginia
- Fort Worth, Texas
- Fort Lauderdale, Florida
- Fulton County, Georgia
- Houston, Texas
- Indianapolis, Indiana
- Kansas City, Missouri
- King County, Washington
- Las Vegas, Nevada
- Los Angeles, California
- Louisville, Kentucky
- Mesa, Arizona
- Miami-Dade County, Florida
- Nashville, Tennessee
- Norfolk, Virginia
- Oakland, California
- Oklahoma City, Oklahoma
- Phoenix, Arizona
- Portland, Oregon
- Providence, Rhode Island
- Raleigh, North Carolina
- San Antonio, Texas
- San Bernardino County, California
- San Diego, California
- San Francisco, California
- St. Paul, Minnesota
- St. Louis, Missouri
- Tucson, Arizona
- Tulsa, Oklahoma
- Virginia Beach, Virginia
- Washington, D.C.
- Westchester County, New York
- Wayne County, Michigan

Our Research is Implementation Oriented: ETC Institute’s clients do not usually hire ETC Institute just to gather data. They use our services because they know we are focused on helping them achieve their short and long range objectives. A good measurement of our ability to help our clients implement their goals and objectives involves the values of new projects that have been funded as a result of our work. During the past five years, the results of our market research have led to more than \$3 billion in new funding for state, municipal and county governments as well as numerous nonprofit organizations. Projects that have been funded include a wide range of transportation improvements, community redevelopment projects, improvements to schools and health care institutions, water and electrical utility improvements, tourism attractions, neighborhood improvements, downtown revitalization projects, open space acquisition and park improvements, and the development of numerous specialized leisure facilities such as community centers, aquatic centers, and sports facilities. Our ability to help our clients integrate survey research with community planning decisions helps our clients maximize the value of their investment in our services.

Our Research Helps Community Leaders Balance the Needs of the General Public with Special Interest Groups. Special interest groups often dominate local-decision making processes because they actively participate in community meetings and share their ideas with local officials. While input from special interest groups is important, the needs of the general public can be overlooked if community leaders only have input from well organized groups and community activists. ETC Institute’s surveys are designed to ensure the needs of the entire community are represented.

Accomplishments/Awards

Small Business of the Year. ETC Institute was awarded the Greater Kansas City Chamber of Commerce’s “*Top 10 Small Business of the Year Award*”. ETC Institute was selected from more than 1,700 nominees for the award. Commitment to quality and superior customer service were two of the reasons the firm was selected.

Best Place to Work. ETC Institute was also selected as one of the “Best Places to Work in Greater Kansas City” by the Kansas City Business Journal. ETC Institute received special recognition for our commitment to having a diverse work environment with regard to race/ethnicity, gender, faith, physical ability, and age.

Kansas City’s Top 100 Fastest Growing Companies. For three consecutive years, ETC Institute was selected as one of the “Top 100 Fastest Growing Companies in the Kansas City Area” by Ingram’s Kansas City Business Journal.

America’s Fastest-Growing Private Companies. ETC Institute recently ranked 3459 among the “Top 5000” fastest growing private companies.

Market Research Services Provided

ETC Institute provides a host of market research services including the following:

Focus Groups and Stakeholder Interviews

ETC Institute has facilitated focus groups and stakeholder interviews for organizations across the United States. Focus groups have been conducted for a wide range of assessments, public policy initiatives, strategic and long range planning efforts, visioning plans, comprehensive planning efforts, parks and recreation master plans, transportation plans, health care strategic plans, bi-state planning efforts, customer satisfaction initiatives, and numerous state, regional, and national associations.

Survey Research

ETC Institute is nationally recognized for our expertise in survey research. We have been helping non-profit and local governmental organizations use surveys as a guiding force for setting measurable community level goals and priorities for more than two decades. During the past two years alone, ETC Institute has designed and administered market research assessments on behalf of clients in more than 40 states

On-Line (Web-based) Market Research

ETC Institute can help organizations gather input via the Internet with our on-line market research division. Internet-based surveys are suitable for a wide range of purposes including: customer satisfaction surveys, employee surveys, business surveys, and other purposes.

Consensus Building Workshops

At the end of a project, ETC Institute can facilitate workshops with senior managers and/or elected officials. The workshop is designed to build consensus around “top priorities” for the City, based on the results of the survey. The workshop helps set the stage for acceptance of the recommendations as well as action that will lead to the implementation of initiatives that will support the recommendations.

Surveys of Underserved/Environmental Justice Groups

ETC Institute understands the importance of gathering data from traditionally underserved populations. During the past two years, ETC Institute has administered more than 75,000 surveys to traditionally underserved populations. Our extensive experience in the recruitment of traditionally underserved populations to participate in surveys ensures that our clients get accurate data for a wide range of difficult to reach populations **including non-English speaking persons**, persons with mental and physical disabilities, inner city and rural poor, and the elderly. ETC Institute has the capability of administering surveys in more than 20 languages, including: English, Spanish, Russian, Mandarin, and Cantonese.

Secondary Data Analysis

ETC Institute has had extensive experience conducting primary and secondary research efforts for a wide range of governmental organizations in major metropolitan areas for over 30 years. ETC Institute has the expertise to perform needs assessment research that adheres to rigorous standards for impartiality and addresses the issues most valuable to decision-makers.

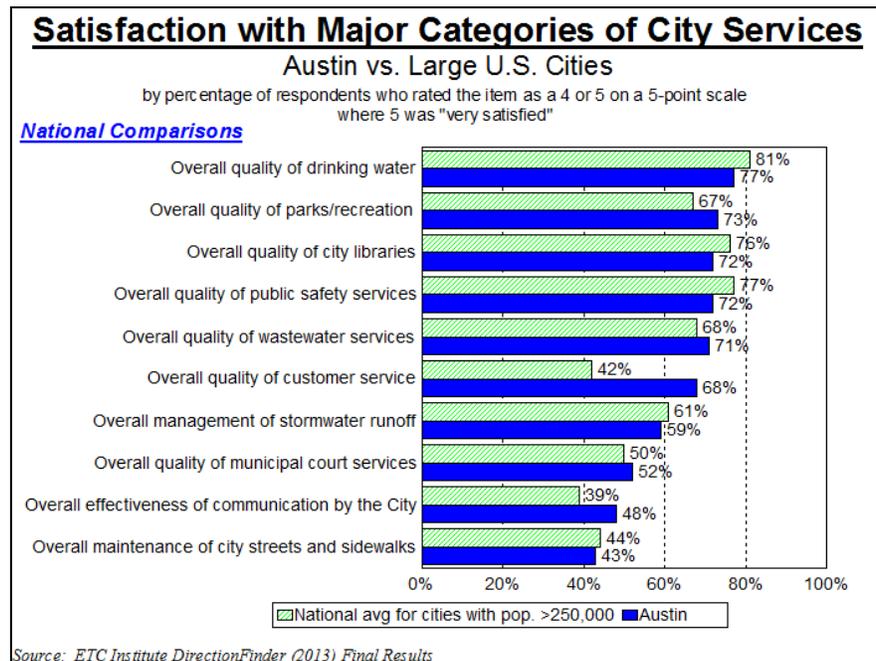
Benchmarking Analysis (Normative Comparisons)

Benchmarking analysis is a highly effective tool that helps decision-makers interpret the meaning of community survey data. If 64% of residents are satisfied with the condition of city streets, is that good or bad? Without comparative data, it is difficult to know. ETC Institute maintains **national** and **regional benchmarking data** for more than 80 types of local governmental services, including the following:

- Public safety (police, fire, ambulance)
- Maintenance/public works
- Planning
- Communications
- Code enforcement
- Transportation and traffic flow
- Parks and recreation
- Utilities (water, sewer, etc.)
- Public health services
- Library services

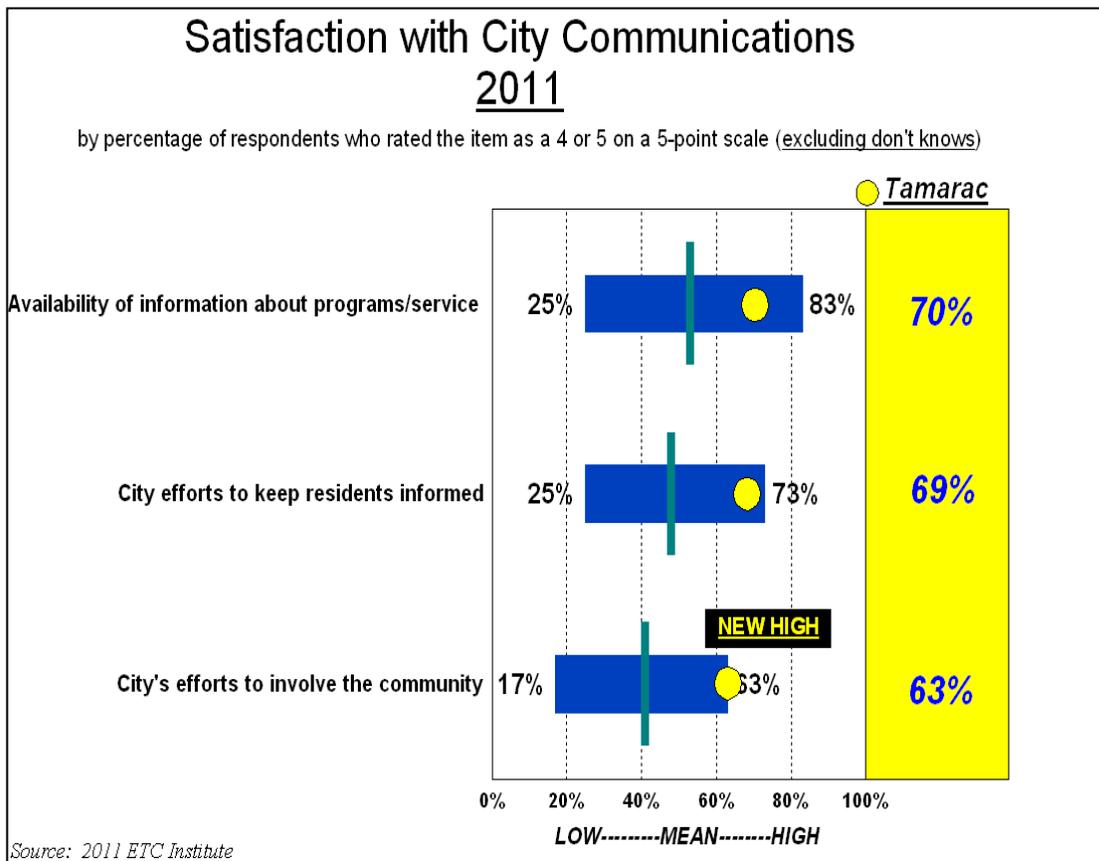
Benchmarking data can help local governments understand how their results compare to similar communities. For example, 48% of the residents in the City of Austin were “very satisfied” or “satisfied” with the overall effectiveness of communication by the City. Without comparative data, city leaders might have wondered whether 48% was an acceptable rating. As the chart below shows, 48% is actually a relatively high rating for this issue among large cities in the U.S. Based on the results of national research conducted by ETC Institute for large U.S. cities with populations of 250,000 or more, the average satisfaction rating with the overall effectiveness of communication provided by large U.S. cities is 39%.

Since November 1999, more than 250 cities and counties in more than 38 states have used ETC Institute’s Benchmarking database to set and monitor progress toward a wide range of organizational goals. Most participating city and counties conduct the survey on an annual or biennial basis.



ETC Institute's experience with customer satisfaction research for city and county governments provides our clients with a unique capability for interpreting the meaning of survey results. Without benchmarking data, it would be easy to make mistakes in the interpretation of survey results. A good example of the value of benchmarking was evident in Tamarac's 2011 Citizen Survey. Without benchmarking data, officials in the City of Tamarac might think the County is scoring poorly in ratings of how well the City is involving the community (see chart below). Compared to other communities of a similar size in the United States, ETC Institute's benchmarking data showed that Tamarac was actually performing very well.

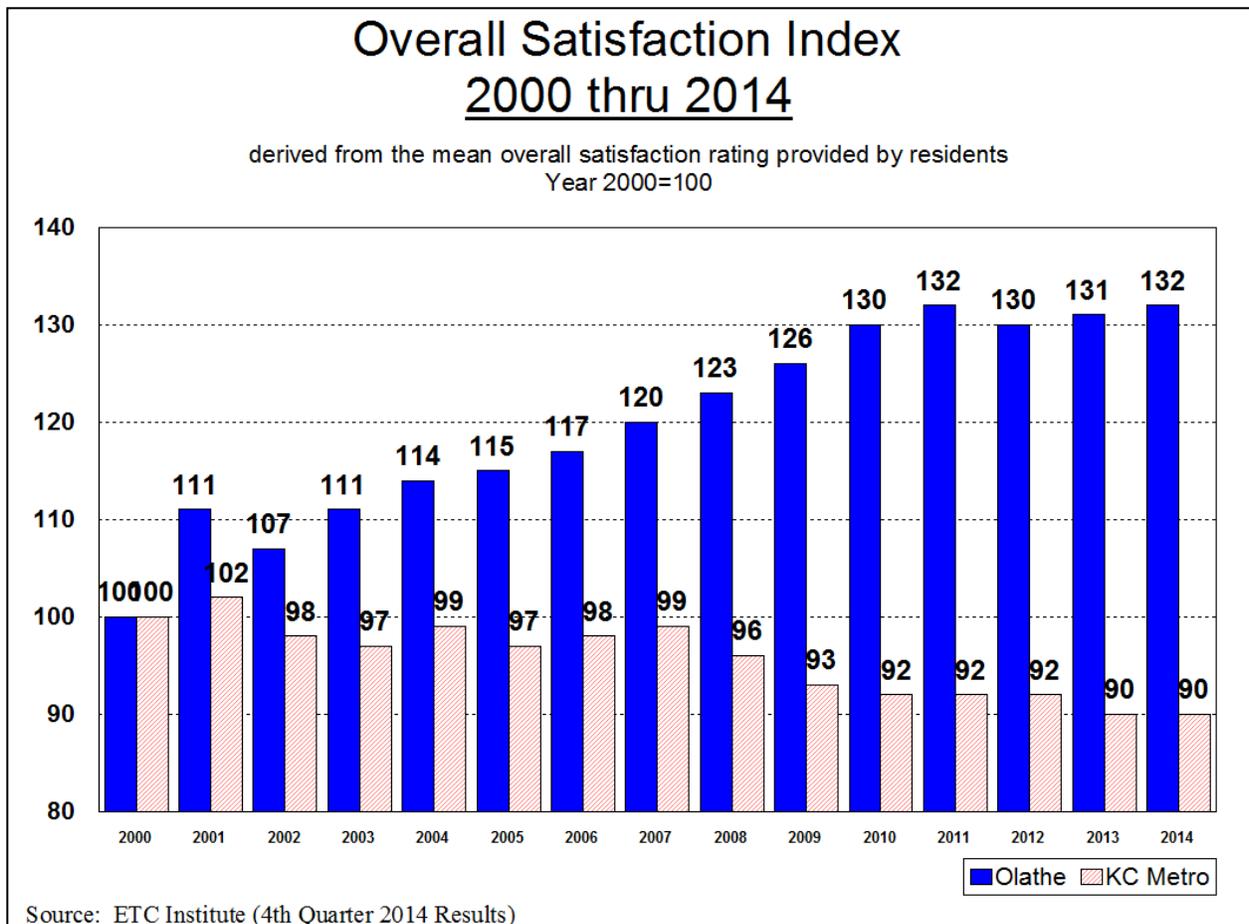
The national average for satisfaction with City efforts to involve the community in medium-sized communities (population of 20,000 to 199,999) was 41%, which meant that Tamarac rated 22% above the national average. The dots on the chart below show the ratings for the City of Tamarac. The percentage to the left of the horizontal bar shows the lowest rating among the cities that are included in ETC Institute's database; the percentage to the right of the horizontal bar shows the highest rating among this group of cities; the vertical bar in the center marks the national average based on the results of a national survey that is administered annually by ETC Institute. As the chart shows, Tamarac set a new high among other medium-sized communities where ETC Institute's DirectionFinder Survey has been administered.



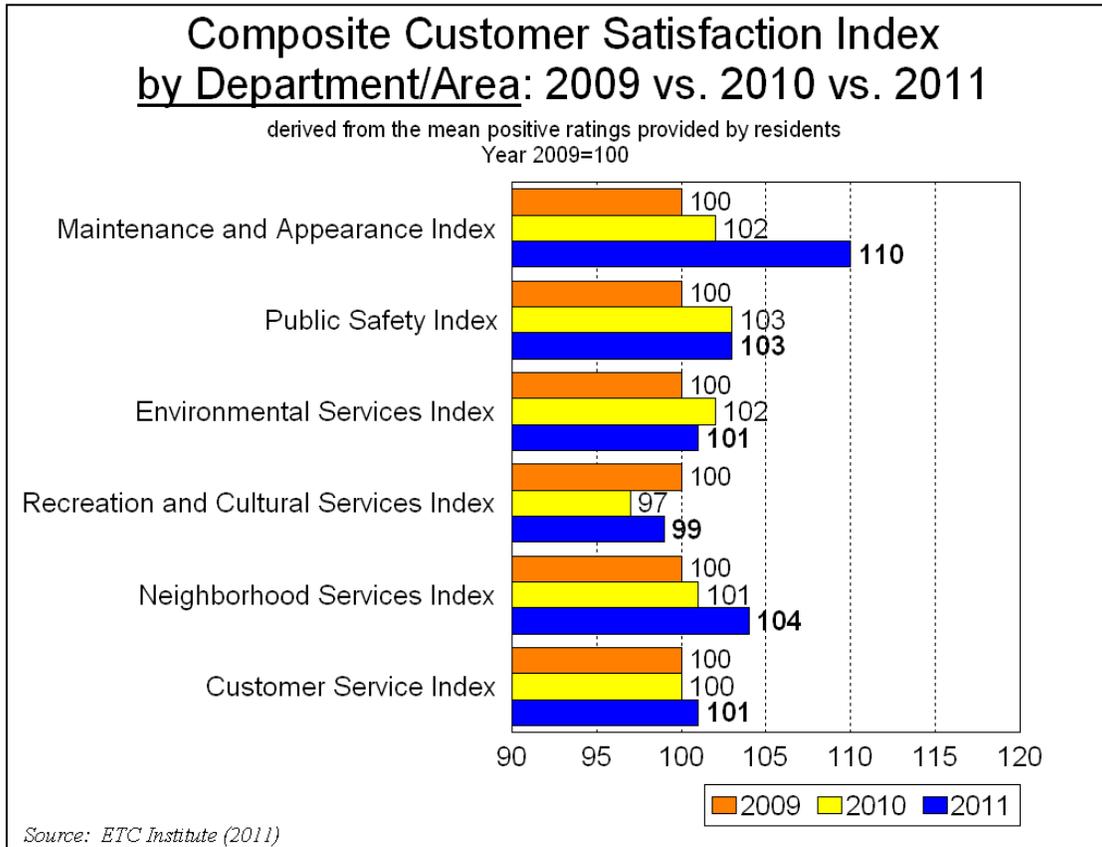
Our research has shown that cultural norms often influence customer satisfaction survey results on city services regardless of how well the service is delivered. Another example of this is that residents almost always rate the maintenance of city streets lower than the quality of fire services even in communities that have good streets and major problems with fire services. Without benchmarking data, it is difficult to isolate the influences that cultural norms have on public perceptions about local governmental services, which can lead to faulty conclusions and recommendations.

Benchmarking Performance Over Time

The chart below shows an example of a composite customer satisfaction index that is used by the City of Olathe to track its overall performance in more than 50 categories of service delivery. The index works like the Consumer Price Index (CPI). The index is a function of the City’s composite performance in 53 areas relative to the Base Year of 2000. Changes in the index from one year to the next shows how overall satisfaction with city services has changed relative to the base year. The data is compared to regional trends which are shown as a composite index for the Kansas City region. This allows the City of Olathe to see how its performance changes compared to other cities in the area. Outside of a small decline in 2002 and 2012, the City has continually seen improvement in satisfaction levels.



Another example of composite satisfaction indices that ETC Institute has developed to help city and county governments track performance over time is shown in the chart on the following page. These indices were developed for the City of Austin, TX to track their performance in 6 major service areas. The chart shows that the City improved in 5 of the 6 service areas accessed on the survey from 2009.



Importance-Satisfaction Analysis

Importance-Satisfaction (I-S) Analysis is a tool that allows public officials to use survey data as a decision-making resource. The Importance-Satisfaction analysis is based on the concept that public agencies will maximize overall satisfaction by emphasizing improvements in those service categories where the level of satisfaction is relatively low and the perceived importance of the service is relatively high.

Importance-Satisfaction Rating is a tool that is used by ETC Institute to help public officials use survey data to establish organizational priorities. More than 175 governmental agencies currently use ETC Institute’s I-S Rating. The Importance-Satisfaction Rating is based on the concept that organizations will maximize overall customer satisfaction by emphasizing improvements in those service categories where the level of satisfaction is relatively low and the perceived importance of the service is relatively high.

The next table below offers an example of the I-S Rating from the 2014 City of Dallas Community Survey. The table shows that the City of Dallas could maximize resident satisfaction with parks and

recreation services by investing in City parks, walking and biking trails and the appearance/maintenance of parks. Investments in the City’s golf courses would have the least impact on overall satisfaction with the City’s parks and recreation system.

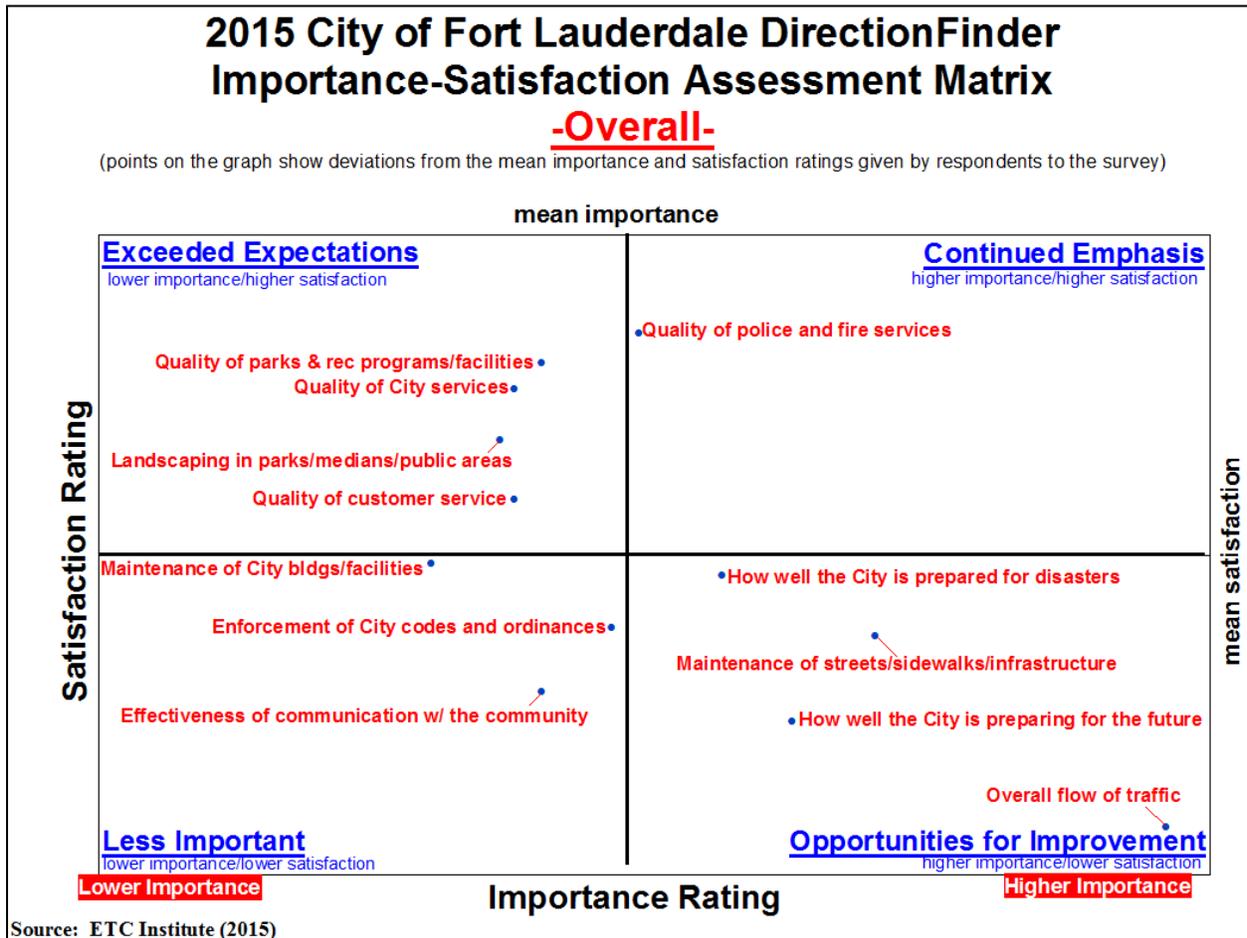
2014 Importance-Satisfaction Rating City of Dallas Park and Recreation Services						
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Walking and biking trails in the City	35%	2	60%	7	0.1400	1
City parks	36%	1	71%	2	0.1044	2
Appearance/maintenance of parks	29%	3	65%	3	0.1015	3
Medium Priority (IS <.10)						
Outdoor swimming facilities	15%	8	35%	14	0.0975	4
Recreation programs or classes	17%	4	58%	10	0.0714	5
Range/variety of recreation programs/classes	15%	7	54%	12	0.0690	6
Recreation centers/facilities	16%	5	59%	8	0.0656	7
Outdoor athletic facilities	15%	6	59%	9	0.0615	8
Ease of registering for recreation programs/events	9%	11	55%	11	0.0405	9
Accessibility of parks	12%	9	70%	2	0.0360	10
Accessibility of recreation centers/facilities	10%	10	64%	4	0.0360	11
Indoor swimming facilities	5%	14	36%	13	0.0320	12
Appearance of recreation centers/facilities	8%	12	62%	6	0.0304	13
City golf courses	7%	13	62%	5	0.0266	14

ETC Institute began using Importance-Satisfaction analysis in the 1980’s to allow governmental organizations the ability to assess the quality of service delivery. During the past 30 years, ETC Institute has continually refined the analysis to maximize its usefulness as a decision-making tool. The methodology for calculating the Importance-Satisfaction Matrix and the Importance-Satisfaction Rating will be provided if ETC Institute is selected for this study. ETC Institute will develop

Importance-Satisfaction matrices to display the perceived importance of core services against the perceived quality of service delivery. The two axes on the matrices will represent Satisfaction and Importance. The I-S (Importance-Satisfaction) matrix allows public officials to analyze the survey data as described and shown below and on the following page.

- **Continued Emphasis (above average importance and above average satisfaction).** This area shows where the City is meeting customer expectations. Items in this area have a significant impact on the customer’s overall level of satisfaction. The City should maintain (or slightly increase) emphasis on items in this area.
- **Exceeding Expectations (below average importance and above average satisfaction).** This area shows where the City is performing significantly better than customers expect the organization to perform. Items in this area do not significantly impact the customer’s overall level of satisfaction. The City should maintain (or slightly decrease) emphasis on items in this area.

- Opportunities for Improvement (above average importance and below average satisfaction).**
 This area shows where the City is not performing as well as residents expect the City to perform. This area has a significant impact on customer satisfaction. The agency should DEFINITELY increase emphasis on items in this area.
- Less Important (below average importance and below average satisfaction).** This area shows where the City is not performing well relative to the agency’s performance in other areas; however, this area is generally considered to be less important to residents. This area does not significantly impact the customer’s overall level of satisfaction because the items rated are less important to residents. The City should maintain current levels of emphasis on items in this area.



Internal Capacity and Resources

Unlike many firms who outsource data collection activities, ETC Institute has in-house capabilities for performing all data collection tasks. This provides our clients with two advantages. First, we are able to directly control the scheduling of all research activities to ensure that all surveys are completed on time.

Second, our senior research professionals are able to directly monitor the administration of the survey, which allows our team to understand anomalies in the data collection process which could later compromise the analysis and interpretation of the data.

ETC Institute's in-house resources will allow the project team to monitor all phases of the survey administration process, which will ensure that the highest standards of quality are maintained. In-house services include:

Mail Center. Our Pitney Bowes mail processing and postage metering system is capable of processing up to 30,000 pieces of mail per day, including surveys, postcard reminders, thank you letters, and other information sent to survey participants. We maintain a return-reply permit with the U.S. Post Office, which allows us to provide survey respondents with postage-paid return envelopes.

Call Center. Research efforts to date range in size from several hundred surveys to more than 15,000 surveys. Since 1998, ETC Institute has surveyed more than 1.5 million residents on behalf of 700 cities and counties in 49 states. ETC Institute's market research accuracy and attention to client needs is unparalleled. The new call center is equipped with 40 interviewing stations that can easily be expanded to accommodate 100 interviewers. Daily survey administration capabilities include:

- 1,960 completed 5-minute surveys per day
- 1,430 completed 10-minute surveys per day
- 1,020 completed 15-minute surveys per day
- 780 completed 20-minute surveys per day

Foreign Languages. In-house foreign language translation and telephone recruitment services for more than 20 languages, including Spanish, Mandarin, Cantonese, and Russian.

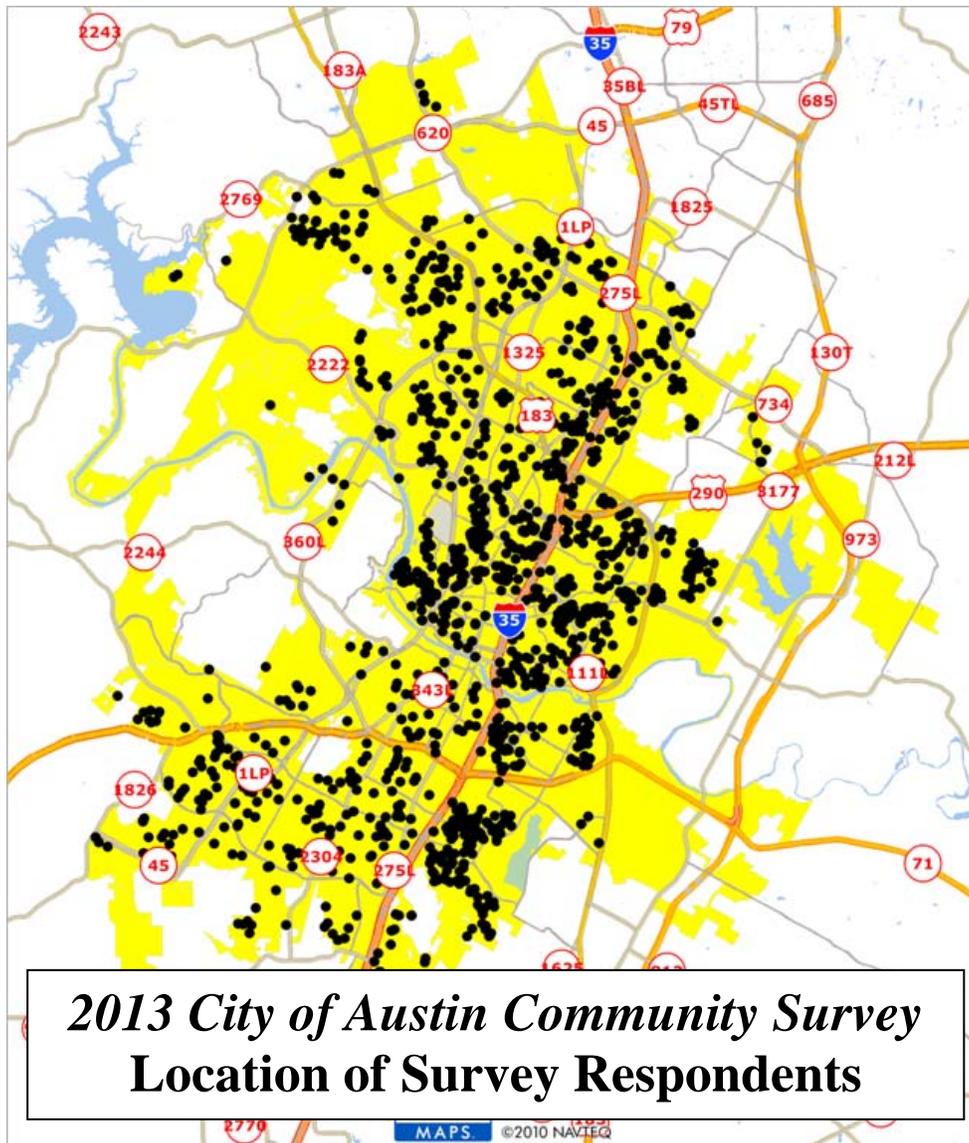
Quality Control. ETC Institute's quality control procedures for the administration of market research were recently reviewed and accepted by the U.S. Office of Management and Budget for our work with the National Park Service.

Geocoding Experience and Capabilities

ETC Institute staff has successfully geocoded survey results for dozens of market research projects in the past three years.

Our GIS team will bring highly developed and current skills in automated information collection, data cleanup and manipulation, state-of-the-art geocoding, and database development to this assignment. Our planners and technicians routinely support transportation planning, customer satisfaction analysis, parks and recreation planning and other planning and modeling efforts around the country.

The map below shows the physical distribution of respondents from a survey conducted for Austin, Texas in 2013. The dots show the location of respondents based upon geocoded latitude and longitude coordinates of their home address.



Over the past ten years, our GIS team has geocoded a wide range of address information including:

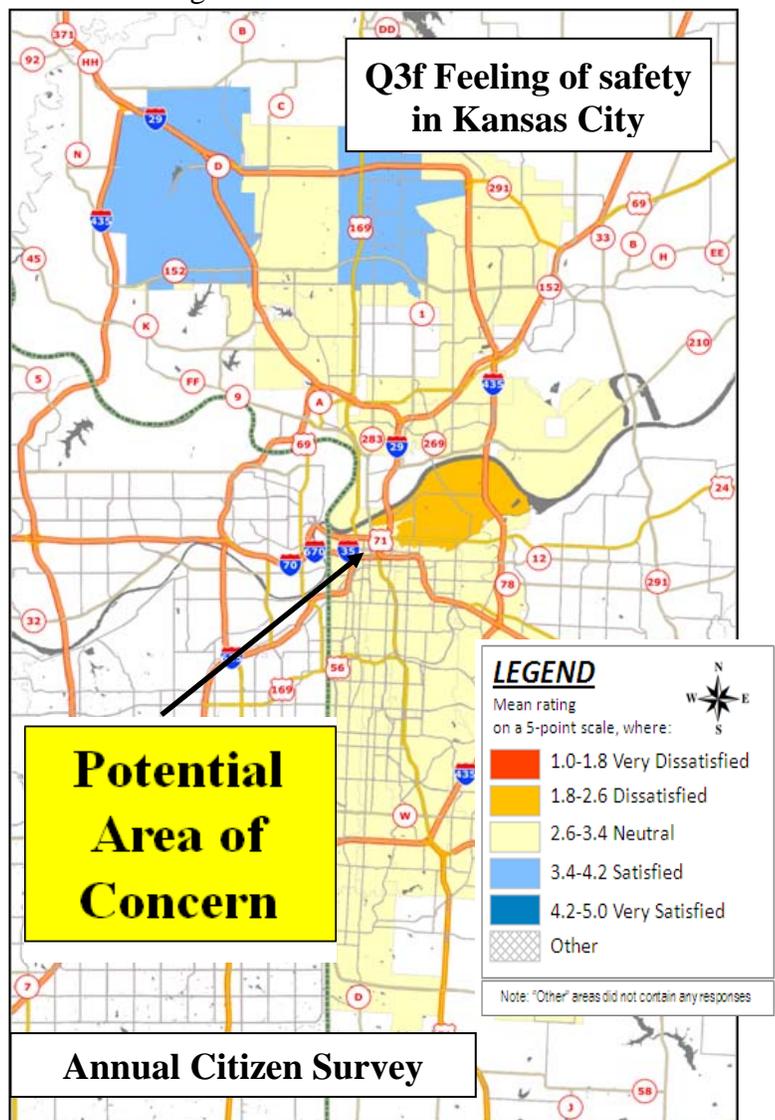
- Areas of satisfaction and dissatisfaction with the delivery of city and county services

- Origins and destinations for household travel and roadside intercept surveys
- Visitor destinations for tourism-related projects
- Locations of residents who are satisfied or dissatisfied with the quality of city services
- Locations of residents who have needs for various types of parks and recreation programs and facilities
- Locations of persons who are likely to support various election issues
- Locations of persons who have experienced flooding in their homes
- Locations of businesses and non-profit organizations who would support stormwater fees and many other types of data
- Locations of support and opposition to voter initiatives

GIS maps not only provide our clients with a visual representation of the areas of the City that are surveyed, but they also show areas where residents have the greatest and least amount of satisfaction with various services. The map below shows levels of satisfaction with the feeling of safety in Kansas City, Missouri. Areas in blue identify areas with high levels of satisfaction. Areas in orange identify areas with lower levels of satisfaction. The map shows that residents living in the central area of Kansas City feel less safe than residents in other areas of the City.

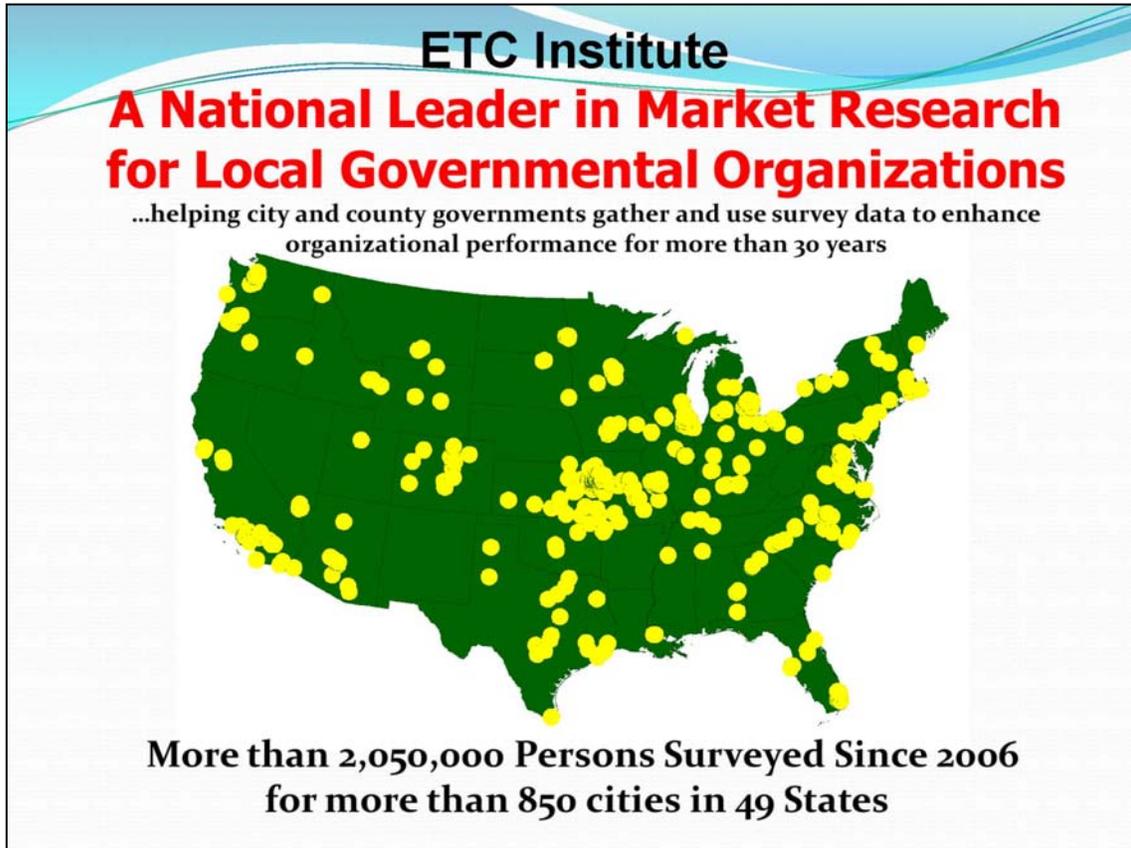
Our GIS technicians have developed an exceptional working relationship that benefits our clients. This technology has helped to improve data reliability and gives our team the ability to deliver a top quality product on time and on budget.

At ETC Institute, we accurately geocode (provide longitude and latitude) lists of addresses, intersections, place names, tourist attractions, transit stops, and almost any other location records anywhere in the U.S. with very high match rates. Our record “hit” rates are well above the industry average thanks to our well-thought-out, systematic, and rigorous record quality assurance process (REQAP), which begins at the survey design stage and continues until the last record has been geocoded and verified.



National Experience

ETC Institute is the nation’s leading firm in the field of customer-oriented market research for local governmental organizations. In addition to the locations that have been described on the previous pages, ETC Institute has conducted surveys in more than 850 communities across the United States. The map below shows some of the locations where ETC Institute has conducted surveys since 1999. Since it would take hundreds of pages to provide descriptions of all of our community survey experience, we have simply listed many of the locations where we have conducted surveys below and on the following pages.



Communities Where ETC Institute Has Conducted Surveys

- Ames, Iowa
- Anniston, Alabama
- Arapaho County, Colorado
- Aspen, Colorado
- Atchison, Kansas
- Athens-Clark County, Georgia
- Atlanta, Georgia
- Auburn, Alabama
- Auburn, California
- Augusta, Georgia
- Aurora, Colorado
- Austin, Texas
- Ballwin, Missouri
- Bartlesville, Oklahoma
- Baton Rouge, Louisiana
- Battle Creek, Michigan
- Beaumont, Texas
- Bellevue, Washington
- Bend, Oregon
- Bensenville, Illinois
- Billings, Montana
- Bloomington, Indiana
- Blue Springs, Missouri
- Boerne, Texas
- Bonner Springs, Kansas
- Booneville, Missouri
- Branson, Missouri
- Brentwood, Missouri

- Bridgeport, Connecticut
- Broward County, Florida
- Brownsville, Texas
- Brunswick, Maine
- Buffalo, New York
- Burien, Washington
- Butler, Missouri
- Burbank, California
- Cabarrus County, North Carolina
- Calgary, Canada
- Canon City, Colorado
- Carmel, Indiana
- Carol Stream, Illinois
- Casa Grande, Arizona
- Casper, Wyoming
- Castle Rock, Colorado
- Cedar Rapids, Iowa
- Champaign, Illinois
- Chandler, Arizona
- Chanute, Kansas
- Charlotte, North Carolina
- Chapel Hill, North Carolina
- Charleston, South Carolina
- Charlottesville, Virginia
- Cherry Hills Village, Colorado
- Chesterfield, Missouri
- Chickasha, Oklahoma
- Claremont, New Hampshire
- Clay County, Missouri
- Clayton, Missouri
- Clear Creek County, Colorado
- Clearwater, Florida
- Clive, Iowa
- Coconut Creek, Florida
- Coeur d' Alene, Idaho
- Coffeyville, Kansas
- Colorado Springs, Colorado
- Columbia, Missouri
- Columbus, Ohio
- Columbus, Georgia
- Crested Butte, Colorado
- Creve Coeur, Missouri
- Culpeper County, Virginia
- Daniel Boone Regional Library
- Davenport, Iowa
- Deerfield, Illinois
- Dekalb, Georgia
- Denver, Colorado
- Dent County, Missouri
- Derby, Kansas
- Des Peres, Missouri
- Des Moines, Iowa
- Des Plaines, Illinois
- Detroit, Michigan
- Dilworth, Minnesota
- Downers Grove, Illinois
- DuPage County, Illinois
- Durango, Colorado
- Durham, North Carolina
- Durham County, North Carolina
- East Baton Rouge, Louisiana
- East Providence, Rhode Island
- Eastern Rio Blanco, Colorado
- Eau Claire, Wisconsin
- Edina, Minnesota
- Edmonds, Washington
- Elk Grove Village, Illinois
- Emporia, Kansas
- Erie, Colorado
- Everett, Washington
- Eureka, Missouri
- Eudora, Kansas
- Excelsior Springs, Missouri
- Fairfax County, Virginia
- Fargo, North Dakota
- Farmington, Minnesota
- Fayetteville, North Carolina
- Ferguson, Missouri
- Fergus Falls, Minnesota
- Flagstaff, Arizona
- Florence, Alabama
- Fort Benning, Georgia
- Fort Bragg, North Carolina
- Fort Buchanan, Puerto Rico
- Fort Campbell, Kentucky
- Fort Lauderdale, Florida
- Fort Leavenworth, Kansas
- Fort Morgan, Colorado
- Fort Rucker, Alabama
- Fort Stewart, Georgia
- Fort Wayne, Indiana
- Fort Worth, Texas
- Fredericksburg, Virginia
- Freeland, Michigan
- Freeport, Illinois
- Ft. Wayne, Indiana
- Fulton County, Georgia
- Galveston, Texas
- Garden City, Kansas
- Gardner, Kansas
- Gladstone, Missouri
- Glencoe, Illinois
- Glendale, Arizona
- Glendale, California
- Glenview, Illinois
- Godfrey, Illinois
- Grand Rapids, Michigan
- Grandview, Missouri

- Greenville, North Carolina
- Greenville County, South Carolina
- Guilford County, North Carolina
- Hallandale Beach, Florida
- Harrisonville, Missouri
- Hazelwood, Missouri
- Henderson, Nevada
- Hernando, Mississippi
- High Point, North Carolina
- Hood County, Texas
- Hopewell, Virginia
- Houston, Texas
- Huron, Ohio
- Idaho Falls, Indiana
- Indianapolis, Indiana
- Indio, California
- Imperial County, California
- Independence, Missouri
- Issaquah, Washington
- Jackson, Wyoming
- Jackson County, Missouri
- Jacksonville, North Carolina
- Jefferson City, Missouri
- Johnson County, Kansas
- Johnston, Iowa
- Joplin, Missouri
- Jordan, Minnesota
- Kalamazoo, Michigan
- Kansas City, Kansas
- Kansas City, Missouri
- Kennesaw, Georgia
- Kent, Washington
- Key Biscayne, Florida
- King County, Washington
- Kingman, Kansas
- Kirkwood, Missouri
- Knoxville, Iowa
- Lake Havasu, Arizona
- Lake Oswego, Oregon
- Lake St. Louis, Missouri
- Lansing, Kansas
- Las Vegas, Nevada
- Lawrence, Kansas
- Lawrenceburg, Indiana
- Leavenworth, Kansas
- Leawood, Kansas
- Lee's Summit, Missouri
- Lemont, Illinois
- Lenexa, Kansas
- Liberty, Missouri
- Lincoln County, North Carolina
- Lindenhurst, Illinois
- Lisle Park District, Illinois
- Long Beach, California
- Longview, Texas
- Los Angeles County, California
- Louisville, Kentucky
- Loveland, Ohio
- Lubbock, Texas
- Lucas County, Ohio
- Lyndhurst, Ohio
- Macomb Township, Michigan
- Manhattan, Kansas
- Manheim Township, Pennsylvania
- Marquette, Michigan
- Marshall, Missouri
- Marshalltown, Iowa
- Martha's Vineyard, Massachusetts
- Martinsville, Virginia
- Marysville, Missouri
- McAllen, Texas
- Mecklenburg County, North Carolina
- Meeker, Colorado
- Meridian, Idaho
- Merriam, Kansas
- Mesa, Arizona
- Mesa County, Colorado
- Miami, Florida
- Miami County, Kansas
- Miami Dade County, Florida
- Midwest City, Oklahoma
- Mission, Kansas
- Missouri City, Texas
- Modesto, California
- Montgomery County, Maryland
- Montrose, Colorado
- Moon Township, Pennsylvania
- Mooresville, NC
- Moorhead, Minnesota
- Morgantown, West Virginia
- Morris County, New Jersey
- Morris Township, New Jersey
- Mount Dora, Florida
- Mount Pleasant, Michigan
- Mount Prospect, Illinois
- Mundelein Park District, Mundelein, Illinois
- Munster, Indiana
- Murray, Kentucky
- Naperville, Illinois
- Nashville, Tennessee
- Natick, Massachusetts
- New Braunfels, Texas
- New Haven, Connecticut
- New Ulm, Minnesota
- Newport, Rhode Island
- Newton, Kansas
- Northbrook, Illinois
- Norfolk, Virginia

- Norman, Oklahoma
- North Long Beach, California
- Northville, Michigan
- Oak Grove, Missouri
- Oak Park Village, Illinois
- Oakland County, Michigan
- O'Fallon, Missouri
- Oklahoma City, Oklahoma
- Okonee County, South Carolina
- Oldham, Kentucky
- Olathe, Kansas
- Olivette, Missouri
- Ontario, Oregon
- Orange County, California
- Ormond Beach, Florida
- Ottawa, Kansas
- Overland Park, Kansas
- Owensboro, Kentucky
- Pasadena, California
- Palm Desert, California
- Palm Springs, California
- Paola, Kansas
- Perryville, Missouri
- Peoria, Arizona
- Phelps County, Missouri
- Pinellas County, Florida
- Pine Bluff, Arkansas
- Pinehurst, North Carolina
- Pitkin County, Colorado
- Pittsburg, Kansas
- Platte City, Missouri
- Platte County, Missouri
- Pleasant Hill, Missouri
- Plano, Texas
- Polk County, Iowa
- Port Arthur, Texas
- Portland, Oregon
- Prairie Village, Kansas
- Pratt, Kansas
- Princeton, New Jersey
- Providence, Rhode Island
- Provo, Utah
- Pueblo, Colorado
- Queen Creek, Arizona
- Radnor, Pennsylvania
- Raleigh, North Carolina
- Ramsey, Minnesota
- Raymore, Missouri
- Raytown, Missouri
- Richmond, California
- Richmond, Virginia
- Richmond Heights, Ohio
- Riverside, Missouri
- Riverside County, California
- Riverton, Wyoming
- Rock Hill, Missouri
- Rock Island, Illinois
- Rocky Mount, North Carolina
- Rockville, Maryland
- Roeland Park, Kansas
- Rogers, Arkansas
- Rolla, Missouri
- Roseville, Minnesota
- Round Rock, Texas
- Rutland, Vermont
- Saharita, Arizona
- Salem, Oregon
- San Antonio, Texas
- San Bernardino County, California
- San Diego, California
- San Francisco, California
- Schaumburg, Illinois
- Scott County, Kentucky
- Shawnee, Kansas
- Shawnee, Oklahoma
- Sheridan, Wyoming
- Sherman, Texas
- Sherwood, Oregon
- Shoreline, Washington
- Si View Metro Park District, Washington
- Sioux Falls, South Dakota
- South Burlington, Vermont
- South Euclid, Ohio
- Spartanburg, South Carolina
- Spring Hill, Kansas
- Springdale, Arkansas
- Springfield, Missouri
- St Charles, Missouri
- St. Francis County, Missouri
- St Joseph, Missouri
- St Louis, Missouri
- St. Louis County, Missouri
- St Peters, Missouri
- St. Paul, Minnesota
- Sugar Land, Texas
- Superior, Colorado
- Surprise, Arizona
- Syracuse, New York
- Tamarac, Florida
- Tempe, Arizona
- The Colony, Texas
- The University of Columbia Missouri
- The Woodlands, Texas
- Topeka, Kansas
- Town of Normal, Illinois
- Upper Providence, Pennsylvania
- Tucson, Arizona
- Tulsa, Oklahoma

- Turlock, California
- Tuskegee, Alabama
- University Place, Washington
- Upper Dublin, Pennsylvania
- Urbana, Illinois
- Vancouver, Washington
- Ventura County, California
- Victor, New York
- Vinita, Oklahoma
- Virginia Beach, Virginia
- Waco, Texas
- Warrensburg, Missouri
- Washington, D.C.
- Waterford, Michigan
- Wauke, Iowa
- Waukesha, Wisconsin
- Wayne County, Michigan
- Weatherby Lake, Missouri
- Wentzville, Missouri
- West Des Moines, Iowa
- West Fargo, North Dakota
- Westchester, Ohio
- Westchester County, New York
- Westlake, Texas
- Westland, Michigan
- Wheeling, Illinois
- Wichita, Kansas
- Wilmington, North Carolina
- Windsor, Colorado
- Winfield, Kansas
- Winnetka, Illinois
- Woodinville, Washington
- Wyandotte County, Kansas
- Yuma County, Arizona

Section 2

Scope of Work

Overview

For over 30 years ETC Institute has been helping local governments use community surveys as a guiding force for setting community priorities and improving organizational effectiveness for more than two decades. Since 2006, ETC Institute has conducted survey research for more than 850 cities and counties and in 49 states. During the past five years alone ETC Institute has administered surveys in 12 of the 20 largest U.S. cities and 11 of the 20 largest U.S. counties. ETC Institute also has extensive experience in administering surveys to communities with a population of less than 20,000 residents.

Our ability to help organizations succeed is based on an approach that adheres to the following:

- **Continuity.** ETC Institute understands the importance of monitoring residents' perceptions and how they change over time in the City's planning process. We intend to implement a research process that will allow data from previous surveys to be used as benchmarks for assessing current and future performance. This will involve using many of the same questions and response choices from previous surveys to ensure that the data is comparable. It will also involve a review of the goals and objectives of the survey research to ensure that the research process is designed to meet these objectives.
- **Strategic Value.** In order for survey research to serve as a powerful tool for decision-making, community leaders must see value in the results. Our approach is designed to ensure that the information gathered meets the informational needs of decision-makers in order to encourage community leaders to use the survey data as part of their decision-making process. If the survey results have strategic value, they will inherently become part of the process for setting short- and long-term priorities for the City. For example, a review of the City of Fort Worth's strategic plan by ETC Institute led to the creation of a series of questions that now link the City's annual citizen survey with the City's strategic plan. In addition to using the results of their annual citizen survey, the City of Fort Worth also used the data to help set budgetary priorities.
- **Performance Measurement.** Since the results of the survey will be used to help guide City decisions, the survey instrument and data analysis methodology will be designed in a manner that generates objective performance measurements. The survey will be designed to provide objective feedback for the City so that departmental managers can understand the needs of citizens and improve public infrastructure. ETC Institute will work with the City to refine existing performance indices and develop new performance indices that allow City leaders to objectively assess the change in their performance from previous surveys.

Our ability to combine our skills in customer satisfaction research with our understanding of local government issues makes our team ideally qualified for this project. While many organizations are good at doing survey research, most corporate and university researchers are not particularly good at helping city leaders use the data they collect. For example, in 2001, the City of Oklahoma City conducted a customer satisfaction survey for the first time. Although the survey data was rich with findings, the firm that was hired by the City did not present the results in a manner that was meaningful to city staff and members of the City Council. As a result, the value of the survey research was limited, and the City did not repeat the survey for a few years. In 2005, the City of Oklahoma City heard about the usefulness of ETC Institute's DirectionFinder® Survey from other cities that were using our services, so they hired ETC

Institute to conduct a community survey. Since 2005, the City of Oklahoma City has used ETC Institute's services to conduct six additional surveys. Our survey data is now actively used by the City's staff and elected officials to set city priorities.

Our Philosophy Regarding Customer Expectations and Customer Satisfaction

Our internal philosophy about customer expectations and customer satisfaction is fairly simple. ***We believe that we must set the example for customer service ourselves if we are going to give advice about customer satisfaction to others.*** The best way to see if ETC Institute actually sets a good example for customer service is to call the references we have provided.

With regard to our external philosophy about customer expectations and customer satisfaction, we believe that customer satisfaction is a function of both (1) expectations and (2) quality. A person with very low expectations may be very satisfied with a mediocre product. On the other hand, a person with very high expectations may be disappointed in a product that most people would like.

For example, suppose that someone from the year 1950 arrived to see an Interstate highway for the first time. With its wide shoulders, medians, good signage, long sight distances, and passing lanes, a person from 1950 would probably be overwhelmed with the quality and safety provided by this new "super" highway.

On the other hand, a person who has lived with Interstates all their life might not immediately value the safety benefits of an Interstate highway. A person who does not know a world without Interstate highways would have a very different set of expectations for the Interstate system than a person who has never seen one.

Today's consumer of governmental services does not get on Interstate 35 and say, "wow – look at the sight distance on this highway" or "I really like that extra passing lane" like a person from 1950 would. Today's consumer is looking at things like smoothness, striping, signage, and other factors in addition to safety.

There are two ways to increase customer satisfaction: (1) increase the quality of service or (2) lower expectations. Historically, cities have only pursued the first strategy. In order to know which strategy is really the best course of action to pursue, the City of Pleasant Hill will need to know what its residents expect. The results of this study will provide data that our team will use to help the City determine the best way to manage customer expectations and increase overall satisfaction with city services.

The following pages highlight ETC Institute's methodology to conduct the 2016 community survey for the City of Pleasant Hill.

PHASE I: DEVELOP THE SURVEY AND SAMPLING PLAN

Task 1.1: Design Survey Questionnaire. Once selected for the project, ETC Institute will meet with the City via phone to discuss the goals and objectives for the project. To facilitate the survey design process, ETC Institute will also provide the City with sample surveys created for similarly sized projects to ensure consistency when comparing finalized results. At this time, ETC Institute's analysis tools will also be discussed and our firm will suggest which tools would be best for the City to use. Based on input from the City, ETC Institute will develop a first draft of the survey.

ETC Institute's will work closely to ensure that the City's input is utilized to create a survey that best fits the needs of the City. The finalized survey will assess city services, program planning, budgeting, and goal setting. It is anticipated that 3-4 drafts of the survey will be prepared before the survey is approved by the City.

Task 1.2: Design Sampling Plan. As part of this task, the sampling plan for the survey will be finalized and the project manager will discuss which methodology is best to conduct the surveys. ETC Institute has included the following sampling plan for your consideration.

- **Random Sample of 300 completed surveys:** This is the sample size required to achieve results that have a precision of at least ± 5.5 at the 95% level of confidence. The results would be representative of the City as a whole, while ensuring they are statistically significant.

As the total number of completed surveys increases, the precision of the survey improves. Cost is a function of two major variables: (1) the length of the survey and (2) the number of completed surveys. ETC Institute will work with City staff to find the right combination of these two variables to maximize your investment in our services.

Also as part of Task 1.2, ETC will deliver a work plan for the project that contains a project schedule that shows when all phases of the project will be completed. In addition, the work plan will identify ETC Institute's strategy for ensuring that the sample is representative of the City of Pleasant Hill's population, including but not limited to geography, age, race/ethnicity, and gender.

Deliverable Task 1.1-1.2: The approved community survey instrument, and a description of the sampling plan.

Task 1.3: Conduct Pilot Test. Once the survey is approved, ETC Institute will test the survey with at least 20 residents before the survey is administered. Any problems or issues that are identified will be reported to the City and corrective action will be recommended and taken as appropriate.

Deliverable Task 1.3: A summary of the findings from the pilot test.

PHASE 2: ADMINISTER THE SURVEY

Task 2.1: Administer the Survey. Once the final survey instrument is approved, ETC Institute will administer the survey methodology finalized by the City. ETC Institute has the capabilities of administering the survey by mail, phone, or Internet alone. **However, we recommend using a combination of mail, phone, and Internet.** Given the negative impact that Caller ID has had on phone survey response rates in recent years and the need to ensure that diverse populations are well represented, we offer the combination mail/phone/Internet to maximize the overall level of response. Even if people do not respond by mail, people who receive the mailed version of the survey are significantly more likely to respond to the survey by phone or online because they know the survey is legitimate. The mailed survey will include a cover letter (on City letterhead) that will explain the importance of the survey, encourage participation, and include a link to the online survey for citizens who prefer that option.

The following are the procedures that will take place for the mail/phone/Internet combination methodology. All of the procedures described below would be delivered in-house at our main office:

- ETC Institute will test the community survey with at least 20 residents before the surveys are administered. Any problems or issues that are identified will be reported to the City and corrective action will be recommended and taken as appropriate.
- ETC will work with the City to develop a communication plan for the survey. As part of this task, ETC Institute will provide the City with sample press releases that can be used to notify the public about the survey. Advance publicity can significantly enhance the response rate.
- Phone interviewers working in ETC Institute's call center will rehearse the phone version of the survey. In addition, all ETC Institute interviewers will complete ***our in-house training program*** (described in more detail later in this scope of work) and will review the protocol for the administration of the survey with a supervisor. Special attention will also be paid to the treatment of non-English speaking respondents, ***particularly those who speak Spanish***. ETC Institute has over 20 Spanish speaking interviewers that will be assigned to work on this project.
- ETC Institute will mail a copy of the survey instrument and a postage-paid return envelope to each of the households that were selected for the survey. The survey will include a letter on City letterhead that explains the purpose of the survey and that indicates all survey responses will remain anonymous. Even if residents do not respond to the mailed version of the survey, sending the survey prior to contacting residents by phone or e-mail increases the response rate because residents know the survey is legitimate. Portions of the cover letter and survey can be translated into Spanish to provide Spanish speaking residents with assurances about the legitimacy of the survey.
- The cover letter will list a toll-free number that residents can call if they have questions about the survey. The cover letter will also contain a link to an online version of the survey, for those who prefer to complete the survey online.
- Approximately 7-10 days after the surveys are mailed, ETC Institute will e-mail a link to the online survey to households that received a survey in the mail. These e-mail follow-ups will significantly increase the response rate. This will ***greatly reduce the probability***

that the results are affected by non-response bias. Non-response bias can be a major drawback to surveys that are administered by mail alone or phone alone. When completing the online survey, residents are required to enter their home address at the end of the survey to validate their response. This is how ETC Institute can track and only include responses from residents who were randomly selected for the survey. This will also ensure that no more than one survey is completed per household.

- Phone follow-ups will be concentrated on demographic and geographic areas where the response to the mail and online survey is low. This will ensure the survey is representative of the entire City both demographically and geographically.

Open Internet Option: *In addition to offering the survey to randomly sampled residents, the City may consider the incremental cost of also offering the same web survey to the general public. This would provide the City a comparable survey to offer as part of the City’s public outreach process. Through the use of specific design features, ETC can distinguish between the random sample responses and the general public responses.*

Ensuring Representation for Non-English Speaking Populations. ETC Institute has designed and administered surveys in some of the nation’s most diverse communities including: San Bernardino County (CA), Arlington County (VA), Miami-Dade County (FL), Cameron County (TX), Yuma County (AZ), Long Beach (CA). More than one-third of the residents in several of these communities were foreign-born. We will guarantee that the results of the survey are statistically representative of the City.

In order to ensure that the non-English speaking residents of a community are well represented, ETC Institute is able to do the following:

- The cover letter that is sent with the mailed version of the survey can contain information that is translated into other languages.
- ETC Institute will establish a toll-free phone number that non-English (and English) speaking residents can call. Non-English speaking interviewers from our firm will be available to administer the survey over the phone. Other languages can be made available if needed.
- A demographic question will be included in the survey that asks which languages other than English are spoken in the home. This will allow us to ensure that non-English speaking populations are well represented in the sample.

Getting Participation from Residents Who Do Not Speak English

During the past decade ETC Institute has been very successful at getting participation from residents who do not speak English. ETC Institute has the ability to translate surveys into more than 20 languages, including Russian, Cantonese, Mandarin, and Spanish. Our firm routinely conducts surveys in communities that have a high percentage of non-English speaking residents, such as Arlington County (VA) where 36% of the population is foreign-born, or Miami-Dade County, where more than 60% of the population is Hispanic and 10% is Creole, and Long Beach (CA), where approximately one-fifth of the population speaks Khmer (Cambodian). If the City hires ETC Institute for this project, City leaders can be assured that our translation services will be first rate.

Data Management and Quality Control. ETC Institute has an ongoing quality control and quality assurance program in place. This program has been developed and refined through our experience with hundreds of studies that involved the design and administration of surveys, focus groups, and other data collection services such as those requested in this RFP.

Our quality assurance program is directly monitored by the company President, Dr. Elaine Tatham, and the company's vice-president, Christopher Tatham. The program is designed to give clients "error free" results, and all employees at ETC Institute are directly involved in the program. Dr. Elaine Tatham and Chris Tatham are active members of the Market Research Association. The quality control methods used by ETC Institute have been reviewed by external organizations including the American Water Works Association Research Foundation and the United States Office of Management and Budget.

Core Elements of ETC Institute's Quality Assurance Process:

- **Training of phone interviewers.** All phone interviewers are required to complete ETC Institute's in-house training program. The program teaches new employees the appropriate methods for conducting interviews, how to respond to different situations that may occur, and how to properly record responses. All interviewers work directly under the supervision of an experienced supervisor.
- **Comprehensive survey design and review process.** All survey instruments will be reviewed by all senior members of ETC Institute's team to ensure that all issues are adequately addressed.
- **Pre-test.** A pre-test will be conducted prior to the administration of all surveys. This will ensure that the survey instruments are understood as designed.
- **Data entry fields will be limited to specific ranges to minimize the probability of error.** The data processing system that will be used by our firm for the study alerts data entry personnel with an audible alarm if entries do not conform to these specifications.
- **ETC Institute will select at least 10% of the records at random for verification.** A supervisor will match records in the databases against the corresponding survey to ensure that the data entry is accurate and complete.
- **Double data entry will be completed for all surveys.** The data from all surveys will be entered into two independent databases by different people. The two databases will then be merged. The process will identify all records that do not match. All discrepancies will be corrected. The double data entry method ensures that survey data is 99.99% accurate.
- **Sampling Methodology.** Demographic questions will be included on each of the survey instruments. The demographic data will be used to monitor the distribution of the respondents to ensure that the responding population for each survey is representative of the universe for each sample.
- **Coordination.** Since many senior professionals will be assigned to this project, the project team will conduct a coordination meeting via a telephonic conference call every one-two

weeks to ensure that adequate progress is being made in all areas. Face-to-face meetings with the Project Management Team will be made an average of at least once per month during the development of the survey.

Deliverable Task 2: ETC Institute will provide a copy of the overall results to each question on the community survey.

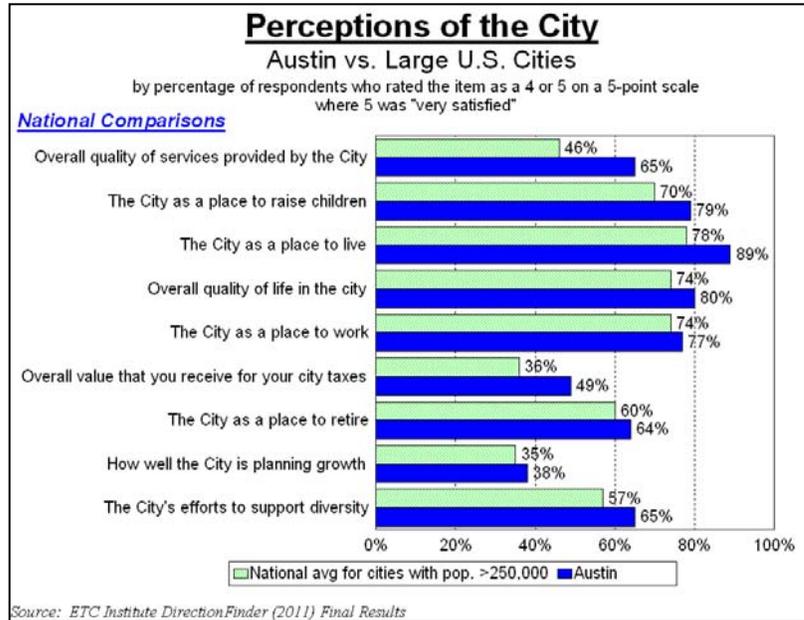
PHASE 3: SURVEY ANALYSIS AND REPORT

Task 3.1: Analyze the Survey Results. Following the completion of the survey, ETC Institute will perform data entry, editing, and verification of all survey responses. The analysis tools that will be included in this project are provided on the following pages:

Task 3.1A: Benchmarking Analysis

Benchmarking analysis is a highly effective tool that helps decision-makers interpret the meaning of community survey data. If 64% of residents are satisfied with the condition of City streets, is that good or bad? Without comparative data, it is difficult to know. ETC Institute maintains **national** and **regional benchmarking data** for more than 80 types of local governmental services, including the following:

- Public safety (police, fire, ambulance)
- Maintenance/public works
- Planning
- Communications
- Code enforcement
- Transportation and traffic flow
- Parks and recreation
- Utilities (water, sewer, etc.)
- Public health services
- Library services



Benchmarking data can help local governments understand how their results compare to similar communities. For example, 65% of the residents in the City of Austin were “very satisfied” or “satisfied” with the overall quality of City services. Without comparative data, City leaders might have wondered whether 65% was an acceptable rating. As the chart above shows, 65% is actually a relatively high rating for this issue among large cities in the U.S. Based on the results of national research conducted by ETC Institute for large U.S. cities with populations of 250,000 or more, the average satisfaction rating with the overall quality of services provided by the City was 46%.

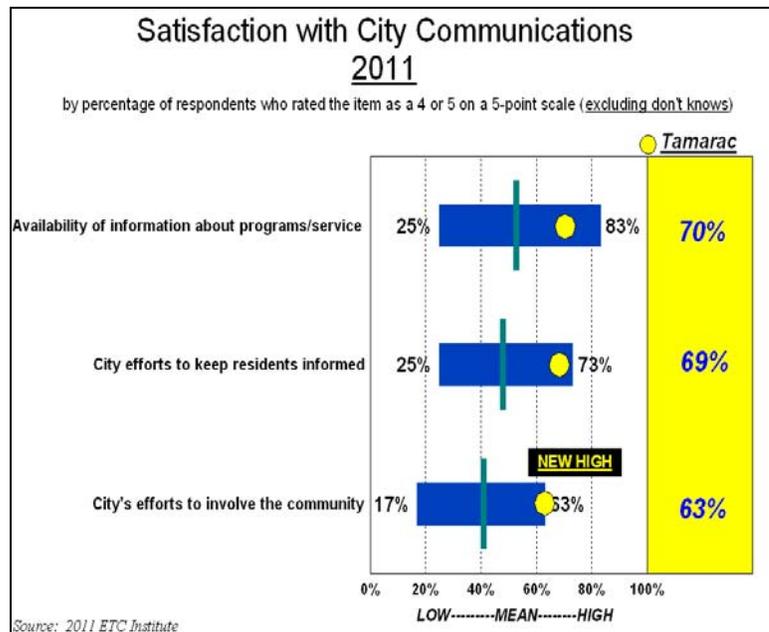
Since November 1999, more than 250 cities and counties in more than 38 states have used ETC Institute’s Benchmarking database to set and monitor progress toward a wide range of organizational goals. Most participating City and counties conduct the survey on an annual or biennial basis.

ETC Institute's experience with customer satisfaction research for City and county governments provides our clients with a unique capability for interpreting the meaning of survey results. Without benchmarking data, it would be easy to make mistakes in the interpretation of survey results. A good example of the value of benchmarking was evident in Tamarac’s 2011 Customer

Satisfaction Survey. Without benchmarking data, officials in the City of Tamarac might think the City not scoring very well in their efforts to involve the community (see chart below).

Compared to other communities of a similar size in the United States, ETC Institute’s benchmarking data showed that Tamarac was actually performing very well. The national average for satisfaction with the City’s efforts to involve the community for residents living in communities with a population of 20,000 to 199,999 was 41%, which meant that Tamarac rated 22% above the national average for medium sized communities and set a new high in our database. The dots on the chart below show the ratings for the City of Tamarac. The percentage to the left of the horizontal bar shows the lowest rating among the cities that are included in ETC Institute’s database; the percentage to the right of the horizontal bar shows the highest rating among this group of cities; the vertical bar in the center marks the national average based on the results of a national survey that is administered annually by ETC Institute.

Our research has shown that cultural norms often influence customer satisfaction survey results on City services regardless of how well the service is delivered. Another example of this is that residents almost always rate the maintenance of City streets lower than the quality of fire services even in communities that have good streets and major problems with fire services. Without benchmarking data, it is difficult to isolate the influences that cultural norms have on public perceptions about local governmental services, which can lead to faulty conclusions and recommendations.



Task 3.1B: Conduct Importance-Satisfaction Priorities Analysis (Optional)

Importance-Satisfaction (I-S) Analysis is a tool that allows public officials to use survey data as a decision-making resource. The Importance-Satisfaction analysis is based on the concept that public agencies will maximize overall satisfaction by emphasizing improvements in those service categories where the level of satisfaction is relatively low and the perceived importance of the service is relatively high.

Importance-Satisfaction Rating is a tool that is used by ETC Institute to help public officials use survey data to establish organizational priorities. More than 175 governmental agencies currently use ETC Institute’s I-S Rating. The Importance-Satisfaction Rating is based on the concept that organizations will maximize overall customer satisfaction by emphasizing improvements in those service categories where the level of satisfaction is relatively low and the perceived importance of the service is relatively high.

ETC Institute began using Importance-Satisfaction analysis in the 1980's to allow governmental organizations the ability to assess the quality of service delivery. During the past 30 years, ETC Institute has continually refined the analysis to maximize its usefulness as a decision-making tool. The methodology for calculating the Importance-Satisfaction Matrix and the Importance-Satisfaction Rating will be provided if ETC Institute is selected for this study.

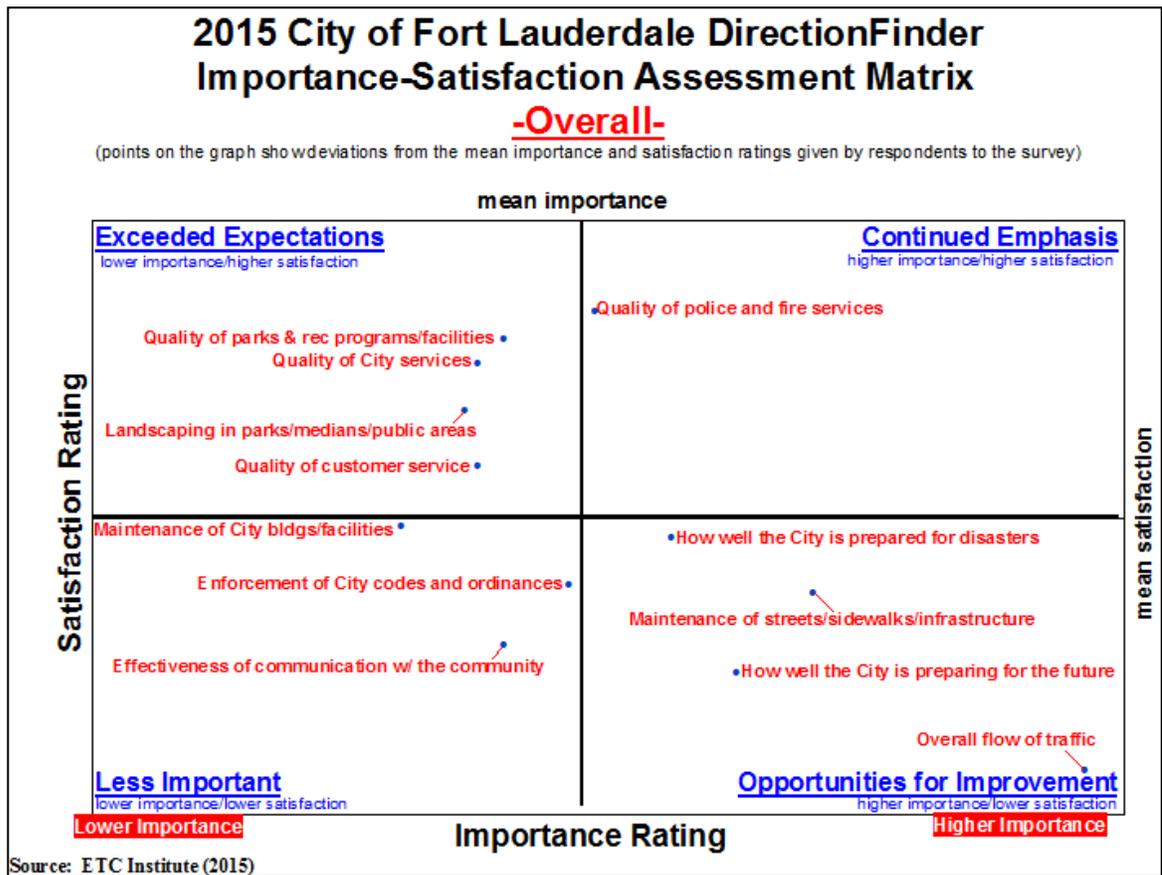
The table below offers an example of the I-S Rating from the 2014 City of Dallas Community Survey. The table shows that the City of Dallas could maximize resident satisfaction with parks and recreation services by investing in walking and biking trails, City parks, and the appearance/maintenance of parks. Investments in the City's golf courses would have the least impact on overall satisfaction with the City's parks and recreation system.

2014 Importance-Satisfaction Rating						
City of Dallas						
Park and Recreation Services						
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Walking and biking trails in the City	35%	2	60%	7	0.1400	1
City parks	36%	1	71%	2	0.1044	2
Appearance/maintenance of parks	29%	3	65%	3	0.1015	3
Medium Priority (IS <.10)						
Outdoor swimming facilities	15%	8	35%	14	0.0975	4
Recreation programs or classes	17%	4	58%	10	0.0714	5
Range/variety of recreation programs/classes	15%	7	54%	12	0.0690	6
Recreation centers/facilities	16%	5	59%	8	0.0656	7
Outdoor athletic facilities	15%	6	59%	9	0.0615	8
Ease of registering for recreation programs/events	9%	11	55%	11	0.0405	9
Accessibility of parks	12%	9	70%	2	0.0360	10
Accessibility of recreation centers/facilities	10%	10	64%	4	0.0360	11
Indoor swimming facilities	5%	14	36%	13	0.0320	12
Appearance of recreation centers/facilities	8%	12	62%	6	0.0304	13
City golf courses	7%	13	62%	5	0.0266	14

ETC Institute will develop **Importance-Satisfaction matrices** to display the perceived importance of core services against the perceived quality of service delivery. The two axes on the matrices will represent Satisfaction and Importance. The I-S (Importance-Satisfaction) matrix allows public officials to analyze the survey data as described and shown below.

- **Continued Emphasis (above average importance and above average satisfaction).** This area shows where the City is meeting customer expectations. Items in this area have a significant impact on the customer's overall level of satisfaction. The City should maintain (or slightly increase) emphasis on items in this area.
- **Exceeding Expectations (below average importance and above average satisfaction).** This area shows where the City is performing significantly better than customers expect the organization to perform. Items in this area do not significantly impact the customer's overall level of satisfaction. The City should maintain (or slightly decrease) emphasis on items in this area.

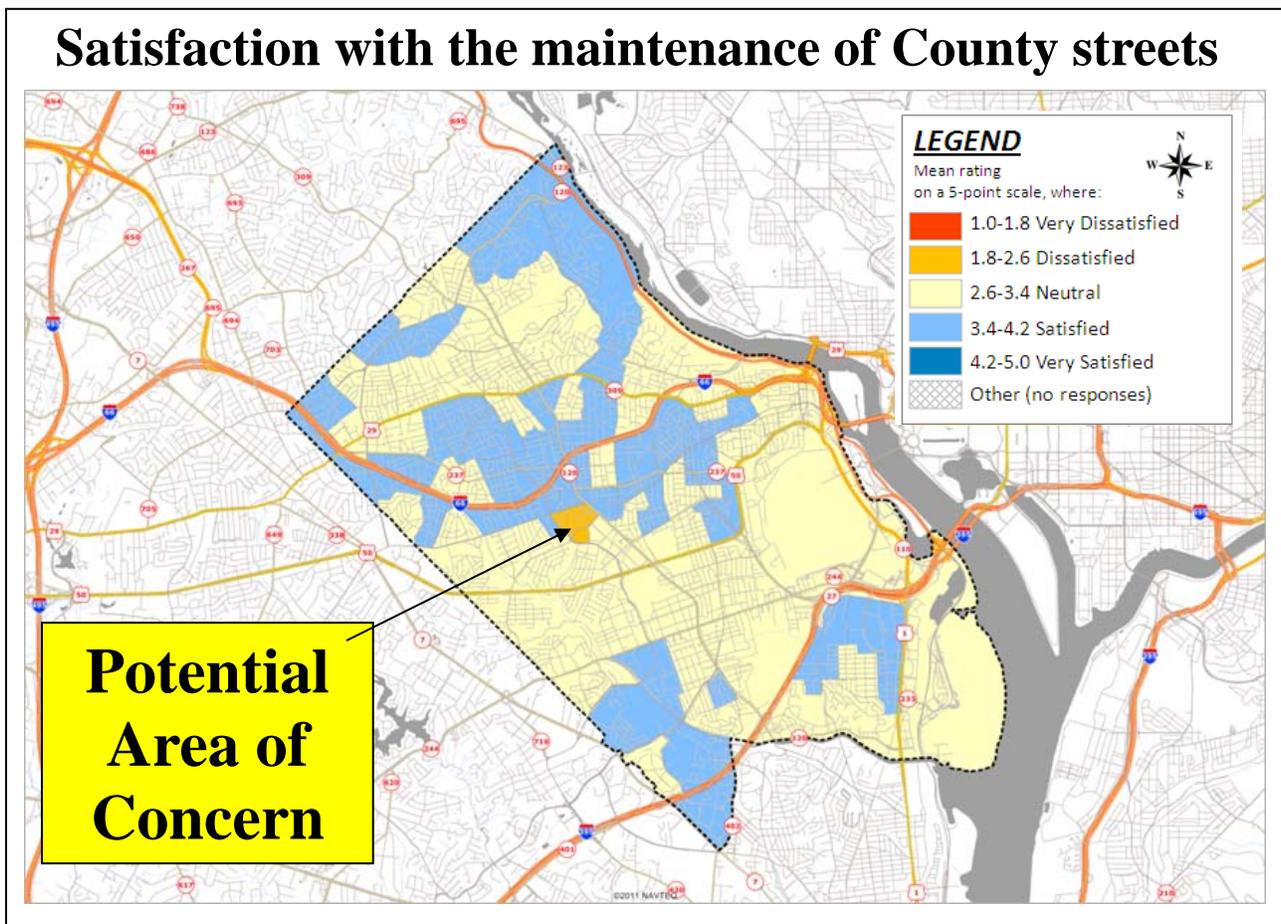
- **Opportunities for Improvement (above average importance and below average satisfaction).** This area shows where the City is not performing as well as residents expect the City to perform. This area has a significant impact on customer satisfaction. The agency should DEFINITELY increase emphasis on items in this area.
- **Less Important (below average importance and below average satisfaction).** This area shows where the City is not performing well relative to the agency’s performance in other areas; however, this area is generally considered to be less important to residents. This area does not significantly impact the customer’s overall level of satisfaction because the items rated are less important to residents. The City should maintain current levels of emphasis on items in this area.



Task 3.1C: GIS Mapping

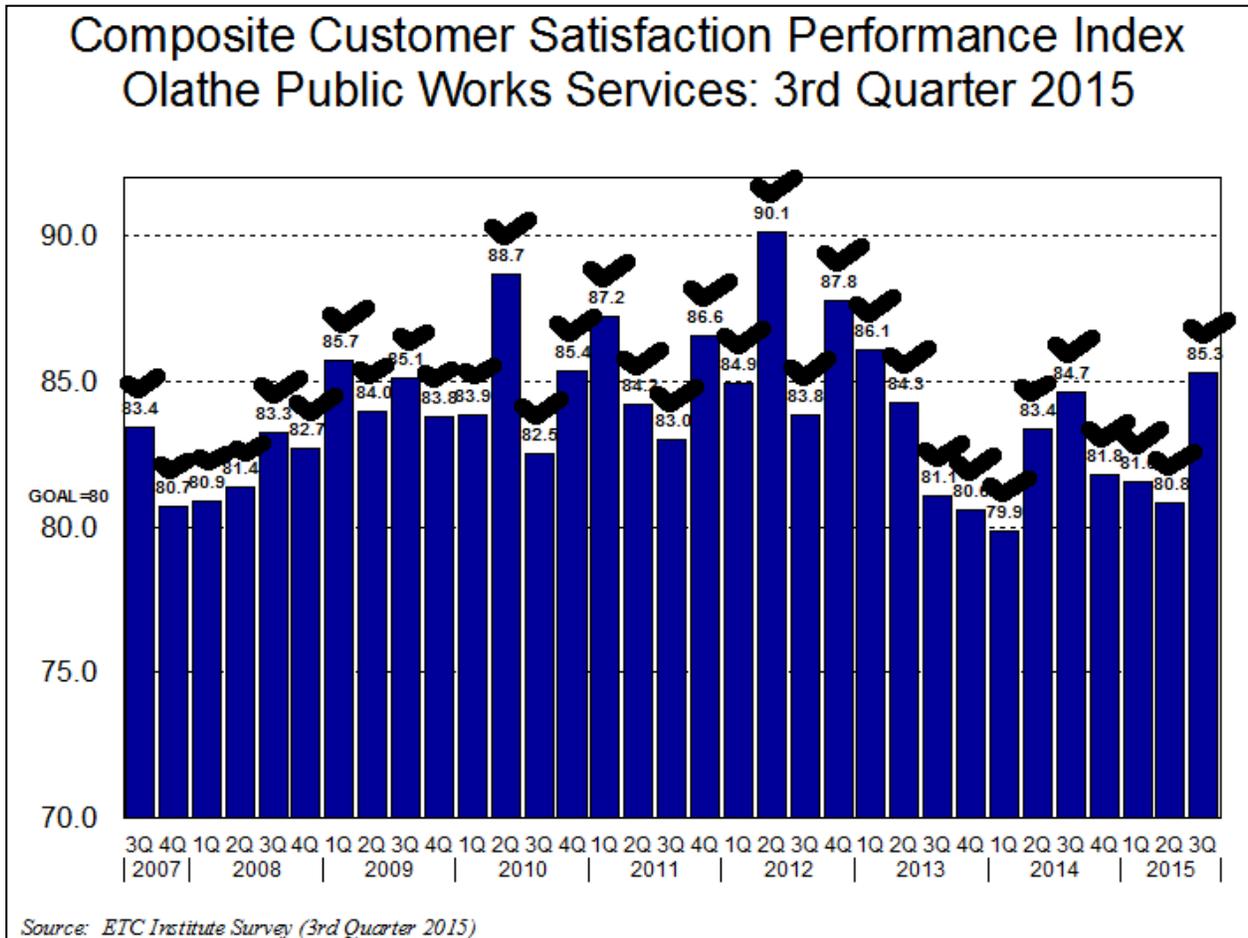
ETC Institute will prepare maps that show the results of specific questions on the survey. ETC Institute will geocode the home address of resident survey respondents to latitude and longitude coordinates. This allows our team to generate maps that visually show how satisfied residents are with the delivery of City services in different parts of the City. ETC Institute can create maps that show which parts of the City have the lowest and highest concentrations of satisfaction.

GIS mapping is an effective tool for communicating the results of the survey to elected officials and the general public. For example, the following map identifies areas in Arlington County, Virginia where residents were dissatisfied with the maintenance of County streets. The shaded colors on the map correspond to the level of satisfaction. Areas of blue indicate higher levels of satisfaction, yellow areas indicate neutrality and orange or red areas indicate dissatisfaction.

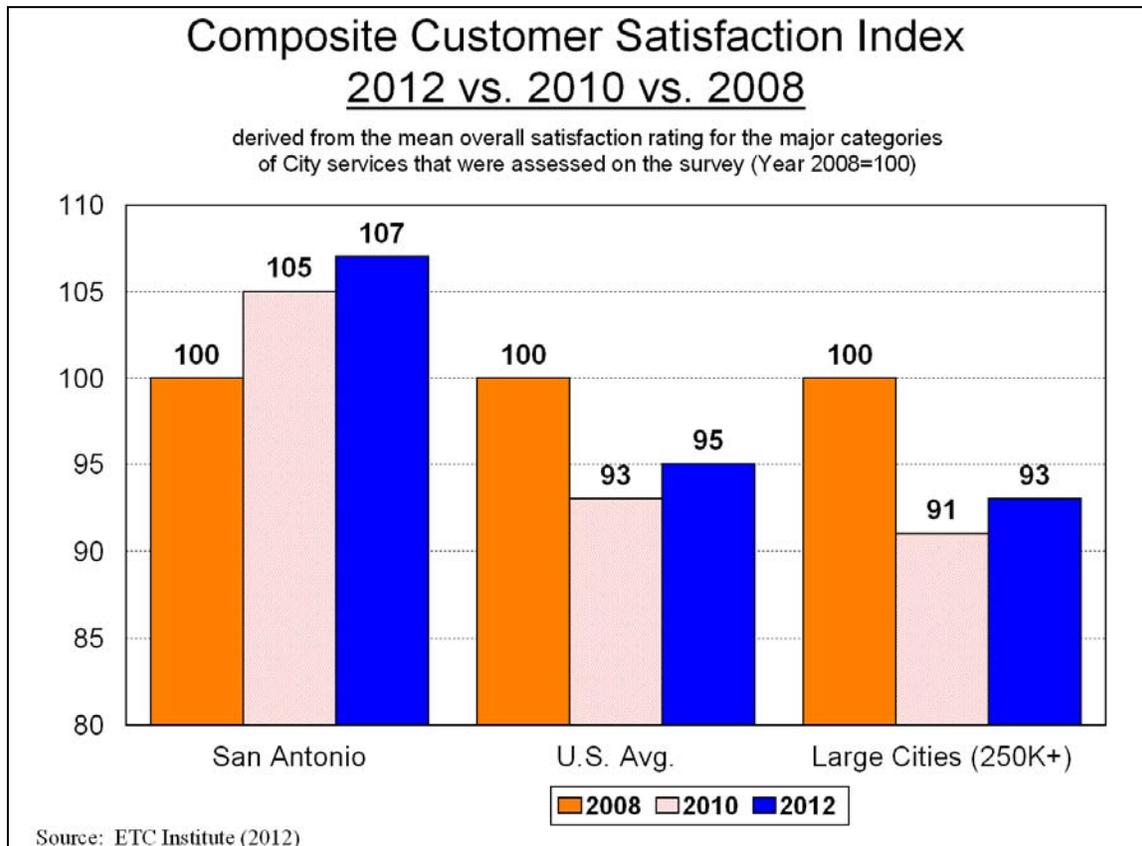


Task 3.1D: Develop Performance Indices (Optional)

If desired, ETC Institute can also develop performance indices for the City that can be used to objectively measure the overall performance of the City in key areas over time. The chart below shows the composite performance index that is generated from quarterly customer satisfaction survey data collected by ETC Institute for the City of Olathe’s Municipal Services Department. The composite rating reflects the Department’s performance in 22 areas of customer service. In this example, the Department has set a goal of achieving a composite rating of at least 80.00. The checkmarks show when Olathe achieved this objective.



The chart on the following page is another example of a composite customer satisfaction index that is used by the City of San Antonio to track its overall performance. The index works like the Consumer Price Index (CPI). It is a function of the City’s composite performance in 13 major areas relative to the Base Year of 2008. Changes in the index from one year to the next shows how overall satisfaction with City services has changed relative to the base year. The data is compared to national trends which are shown as a composite index for the U.S. and Large U.S. Cities with a population greater than 250,000. This allows the City of San Antonio to see how its performance changes compared to other cities of a similar size.



Task 3.2: Prepare Final Report. At a minimum, Task 3.2 will include the completion of the following items:

- The development of a final written report that includes, at a minimum, the following:
 - an executive summary that includes a background of the survey, a description of the survey methodology and major findings
 - charts and graphs for all questions on the survey
 - benchmarking analysis that shows how the City compares to other communities both regionally and nationally
 - importance-satisfaction analysis which will include tables and matrices that show the top priorities for the City for the upcoming year
 - tables showing the results for all questions on the survey, including all demographic questions and any open-ended questions
 - GIS maps that show geocoded survey results for selected questions on the survey
 - cross-tabulations that show the results for key demographic groups, and other variables as desired by the City
 - copy of the survey instrument
- ETC Institute can make a formal on-site presentation of the survey results to City

officials and/or staff, or for a reduced fee present the results via webinar to City officials and/or staff.

- ETC Institute will also prepare a 1-2 page press briefing document that the City can use to discuss the findings with the press and other interested groups.

Deliverable Task 3: ETC Institute will prepare and submit 1 copy of the draft report for the City to review. Once the City provides feedback on the draft report, ETC Institute will prepare 10 bound copies of the final report. The reports will include a table of contents, will be tabbed and the pages will be numbered. An electronic copy of the final report will be made available to the City. ETC Institute will also provide the City with the raw survey data in an Excel spreadsheet, or other format requested by the City.

Project Schedule

ETC Institute's research plan listed below is based on the project timeline provided in the RFP. Since the surveys will be administered in-house, the completion date for the project is completely within our control. If desired, we can meet a more ambitious timeline and are available to start at a date most convenient for the City.

August 2016

- Agreement approved and signed
- Initial discussion with the City to discuss survey goals & objectives
- ETC Institute works with the City to design the survey
- ETC Institute works with the City to develop pre-survey communication materials
- City approves the survey instrument and cover letter

September 2016

- Data collection begins
- Data collection completed

October 2016

- Draft report submitted
- Final report delivered
- Presentation of survey results

Section 3

Similar Projects & References

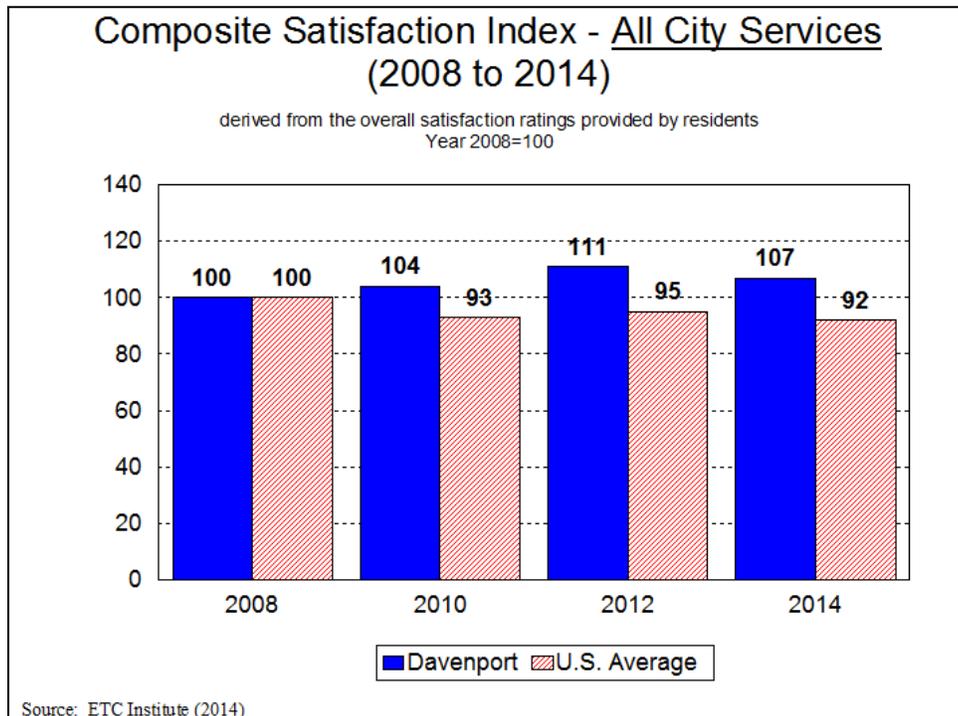
Related Project Summaries

City of Davenport, Iowa

During the fall of 2014, ETC Institute administered a community survey for the City of Davenport, Iowa. The purpose of the survey was to assess citizen satisfaction with the delivery of major City services to gather input about priorities for the community. This was the fourth time ETC Institute has administered a community survey for the City of Davenport; *previous surveys were administered in 2008, 2010, and 2012.*

The seven-page survey was mailed to a random sample of 1,500 households in the City of Davenport. Approximately seven days after the surveys were mailed, residents who received the survey were contacted by phone. Those who indicated that they had not returned the survey were given the option of completing it by phone. A total of 403 households completed the survey. The results for the random sample of 403 households have a 95% level of confidence with a precision of at least +/- 4.9%. There were no statistically significant differences in the results of the survey based on the method of administration (phone vs. mail).

To assess the change in overall satisfaction from previous years, ETC Institute developed a Composite Satisfaction Index for the City. The Composite Satisfaction Index is derived from the mean rating given for all city services that were assessed in 2008, 2010, 2012 and 2014. The chart below shows the Composite Satisfaction Index for 2008, 2010, 2012 and 2014 for the City of Davenport and all U.S. cities. While the Composite Satisfaction Indices for the City of Davenport in 2014 decreased 4 points from 2012, it was still 7 points higher than the base year of 2008. In comparison, the Composite Satisfaction Index for all U.S. cities has still not rebounded to the base year index rating of 100 in 2008. City leaders in Davenport are to be commended for their efforts to sustain high levels of service.

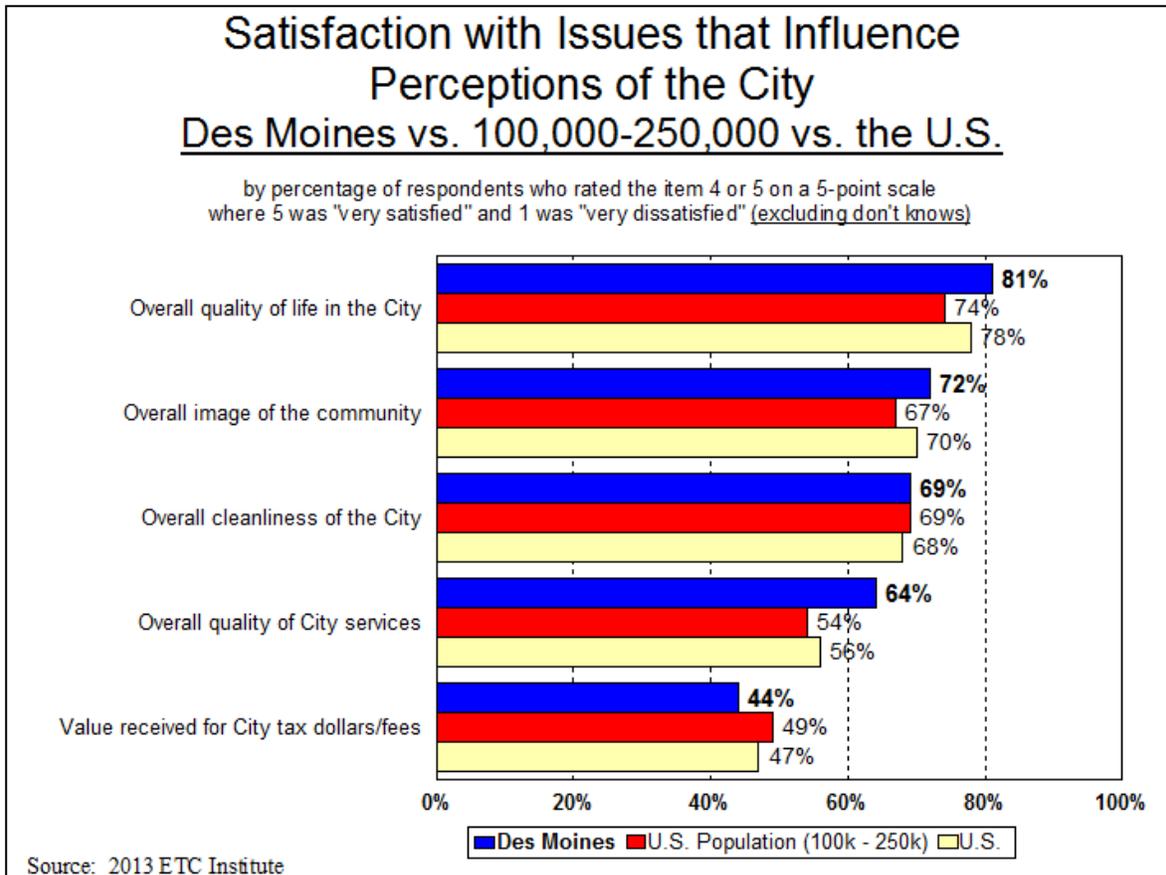


City of Des Moines, Iowa

ETC Institute has administered a *DirectionFinder*® Survey for the City of Des Moines in **2004, 2005, 2006, 2007, 2008, 2009, 2011, and 2013**. The purpose of the surveys was to assess citizen satisfaction with the delivery of major city services and to help determine priorities for improvement.

The 2013 survey was administered by mail and phone to a random sample of 870 residents. The overall results of the survey have a precision of at least +/-3.3% at the 95% level of confidence. In order to better understand how well services are being delivered in different areas of Des Moines, ETC Institute geocoded the home address of respondents to the survey.

Eighty-one percent (81%) of those surveyed *who had an opinion* indicated that they were satisfied with the overall quality of life in Des Moines compared to a national average of 74% among cities with 100,000-250,000 residents (source: ETC Institute’s National *DirectionFinder*® Survey). Seventy-two percent (72%) of those surveyed *who had an opinion* indicated that they were satisfied with the overall quality of image of the city compared to a national average of 67% among cities with 100,000-250,000 residents (source: ETC Institute’s National *DirectionFinder*® Survey).



City of Johnston, Iowa

During November and December of 2015, ETC Institute administered a community survey for the City of Johnston, Iowa. The purpose of the survey was to assess satisfaction with the delivery of major City services to help set community priorities so that tax dollars are spent wisely. This was the second survey ETC Institute administered for the City of Johnston; the first survey was conducted in 2013.

Approximately seven days after the surveys were mailed, residents who received the survey were contacted by phone. Those who indicated that they had not returned the survey or completed it online, were given the option of completing it by phone. A total of 539 households completed a survey. The results for the random sample of 539 households have a 95% level of confidence with a precision of at least +/- 4.2%.

Overall Priorities for the City by Major Category. This analysis reviewed the importance of and satisfaction with major categories of City services. This analysis was conducted to help set the overall priorities for the City. Based on the results of this analysis, the major services that are recommended as the top priorities for investment over the next two years in order to raise the City’s overall satisfaction rating are listed below:

- Overall flow of traffic in the City (IS Rating=0.1369)
- Overall quality of City streets system (IS Rating=0.0870)

The table below shows the importance-satisfaction rating for all 12 major categories of City services that were rated.

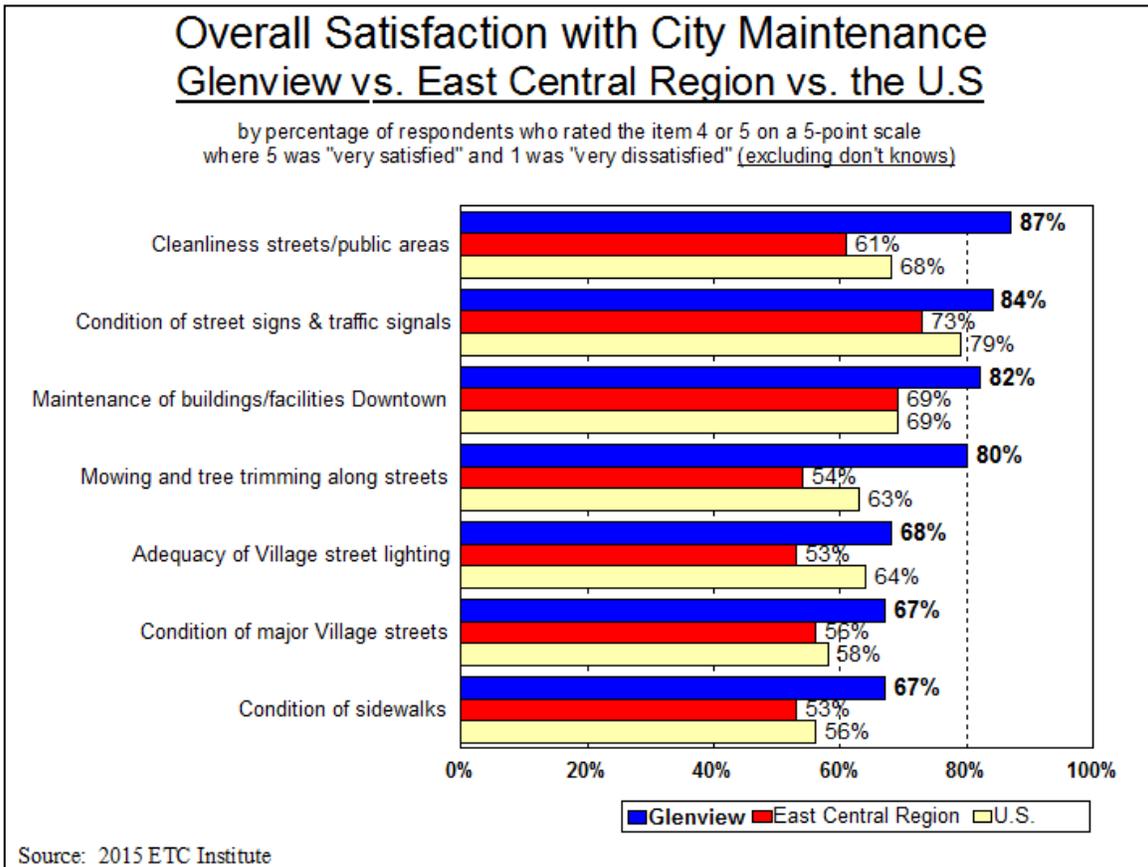
Importance-Satisfaction Rating						
City of Johnston, Iowa						
Major City Services						
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Overall flow of traffic in City	37%	1	63%	11	0.1369	1
Medium Priority (IS <.10)						
Overall quality of City streets system	29%	2	70%	10	0.0870	2
Overall enforcement of property code violations	19%	4	58%	12	0.0798	3
Quality of City parks & rec programs & facilities	25%	3	75%	9	0.0625	4
Effectiveness of City communication w/ the public	11%	7	77%	8	0.0253	5
Quality of City's stormwater drainage system	8%	8	78%	7	0.0176	6
Overall quality of police services	12%	6	89%	2	0.0132	7
Overall quality of fire & EMS	12%	5	90%	1	0.0120	8
Overall quality of City water services	7%	9	85%	5	0.0105	9
Quality of customer received from City employees	4%	10	80%	6	0.0080	10
Overall quality of City's sanitary sewer system	4%	11	85%	4	0.0060	11
Overall maintenance of City buildings/facilities	2%	12	87%	3	0.0026	12

Village of Glenview, Illinois

During April and May of 2015, ETC Institute administered a citizen survey for the Village of Glenview, Illinois. The purpose of the survey was to gather input from citizens as part of the Village’s ongoing effort to involve citizens in long-range planning and budget decisions.

A seven-page survey was mailed to a random sample of 2,500 households throughout the Village of Glenview. The mailed survey included a postage paid return envelope and a cover letter. The cover letter explained the purpose of the survey, encouraged residents to return their surveys in the mail, and provided a link to an online survey for those that preferred to fill out the survey online. Approximately 14 days after the surveys were mailed, residents who received the survey were contacted by phone. Those who indicated that they had not returned the survey by mail or completed it online were given the option of completing it by phone.

The goal was to receive at least 500 completed surveys. This goal was far exceeded, with a total of 678 households completing a survey. The results for the random sample of 678 households have a 95% level of confidence with a precision of at least +/- 3.8%. There were no statistically significant differences in the results of the survey based on the method of administration (mail, phone, online). To ensure that households throughout the Village were well represented, ETC Institute geocoded the home address of respondents to the survey. The map below shows the physical distribution of survey respondents based on the locations of their homes.

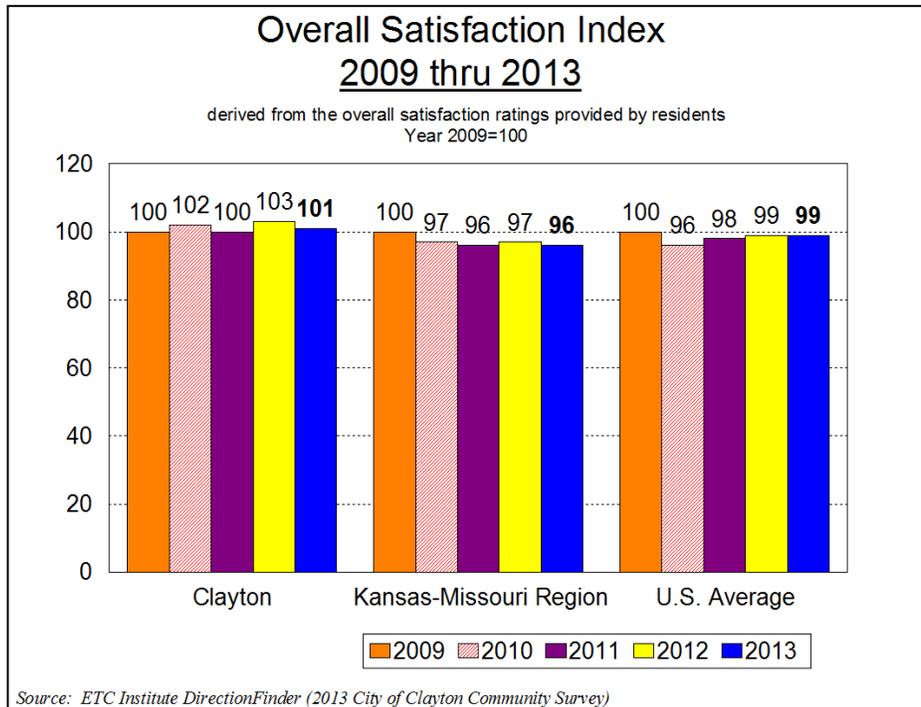


City of Clayton, Missouri

ETC Institute administered *Community Surveys for the City of Clayton in 2009, 2010, 2011, 2012, 2013 and 2015*. ETC Institute also administered *Parks and Recreation Community Surveys for the City of Clayton in 2006, 2010, and 2011*.

The 2013 community survey was administered as part of the City’s on-going effort to assess citizen satisfaction with the quality of city services. A seven-page survey was mailed to a random sample of 1,800 households in the City of Clayton. The mailed survey included a postage-paid return envelope, a cover letter explaining the purpose of the survey and a link to the online version of the survey. Approximately seven days after the surveys were mailed, residents who received the survey were contacted by phone. Those who indicated that they had not returned the survey or completed it online were given the option of completing it by phone. Of the households that received a survey, 434 completed it. The results for the random sample of 434 households have a 95% level of confidence with a precision of at least +/- 4.6%.

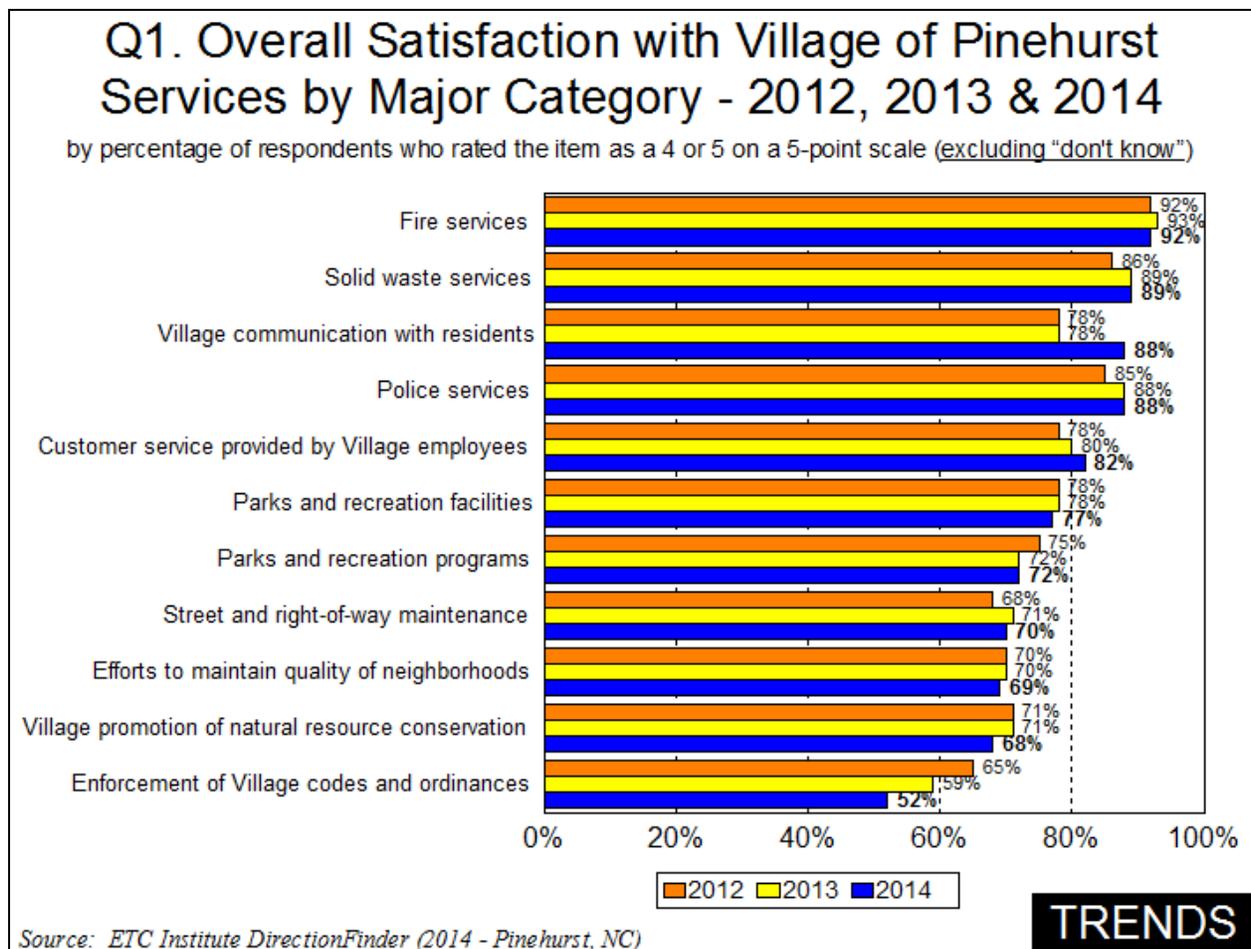
To objectively assess the change in satisfaction from 2009 to 2013, ETC Institute created an Overall Satisfaction Index for the City. The Overall Satisfaction Index is derived from the mean rating given by residents for all major city services that are assessed on the survey. The index is calculated by dividing the mean rating for the current year by the mean rating for the base-year (year 2009) and then multiplying the result by 100. The chart to the right shows how overall satisfaction has changed in the City of Clayton, Kansas-Missouri Region and the U.S. from 2009 to 2013. As the chart to the right shows, Clayton’s Overall Satisfaction Index decreased slightly from 103 in 2012 to 101 in 2013. Despite this slight decrease, the City is still scoring above the initial baseline results of 100 in 2009. In comparison, both the Kansas-Missouri Region and the U.S. still scored below the initial results in 2009.



Village of Pinehurst, North Carolina

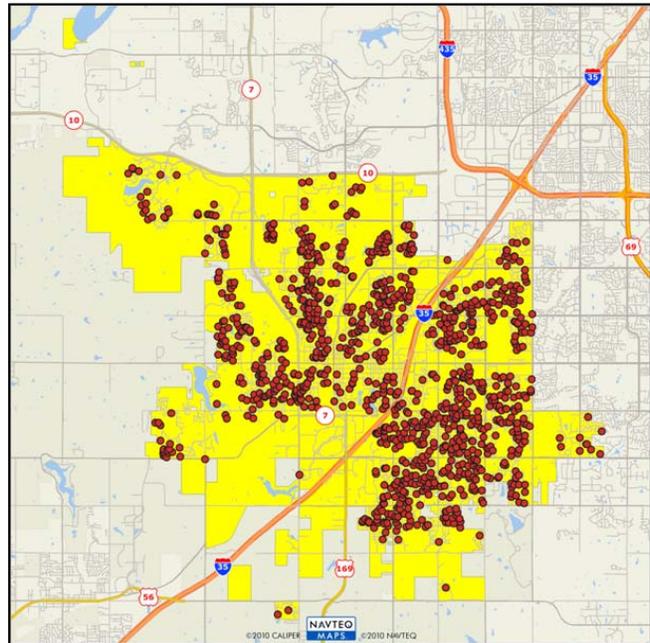
ETC Institute administered *community surveys for the Village of Pinehurst in 2012, 2013, 2014 and 2015*. The 2014 survey was administered as part of an effort to assess citizen satisfaction with the quality of Village services. The results of the survey provide a valuable measurement of changes from previous surveys. The information gathered from the survey will help the Village establish budget priorities and refine policy decisions, based on performance measurement provided by residents.

A seven-page survey was mailed to a random sample of 2,000 households in the Village of Pinehurst. Approximately seven days after the surveys were mailed, residents who received the survey were contacted by phone. Those who indicated that they had not returned the survey were given the option of completing it by phone. Of the households that received a survey, a total of 506 completed the survey. The results for the random sample of 506 households have a 95% level of confidence with a precision of at least +/-4.3%. In order to better understand how well services are being delivered by the Village, ETC Institute geocoded the home address of respondents to the survey. The map to the right shows the physical distribution of survey respondents based on the location of their home



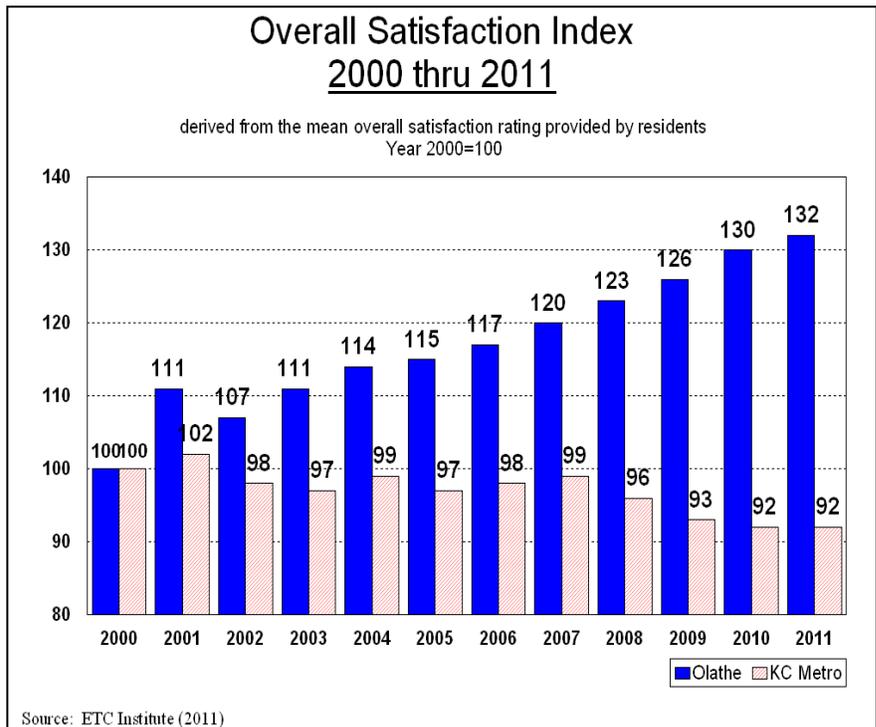
City of Olathe, Kansas

The City of Olathe conducted a citizen survey during March of 2015 to help determine priorities for the community as part of the City’s on-going strategic planning process; this was the sixteenth year the City has administered ETC Institute’s *DirectionFinder®* Survey. **The survey has been conducted annually since 2000, and quarterly since 2013.**



The seven-page survey was mailed to a random sample of 2,500 households in the City of Olathe. Approximately 10 days after the surveys were mailed, residents who received the survey were contacted by phone. Those who indicated that they had not returned the survey were given the option of completing it by phone. Of the 2,500 households that received a survey, a total of 1,226 completed the survey.

The 2012 results for the random sample of 1,226 households have a 95% level of confidence with a precision of at least +/- 2.8%. There were no statistically significant differences in the results of the survey based on the method of administration (phone vs. mail). In order to better understand how well services are being delivered by the city, ETC Institute geocoded the home address of respondents to the survey. The above map shows the physical distribution of survey respondents based on the location of their home.



City of Kansas City, Missouri

ETC Institute administered *community surveys for the City of Kansas City, Missouri in 2000, 2002, 2003, 2004, 2005, 2006, 2008, 2009, 2011, 2012, 2013, 2014, 2015 and 2016*. ETC Institute also administered business surveys for the City of Kansas City, Missouri in 2011, 2012, 2013 and 2014.

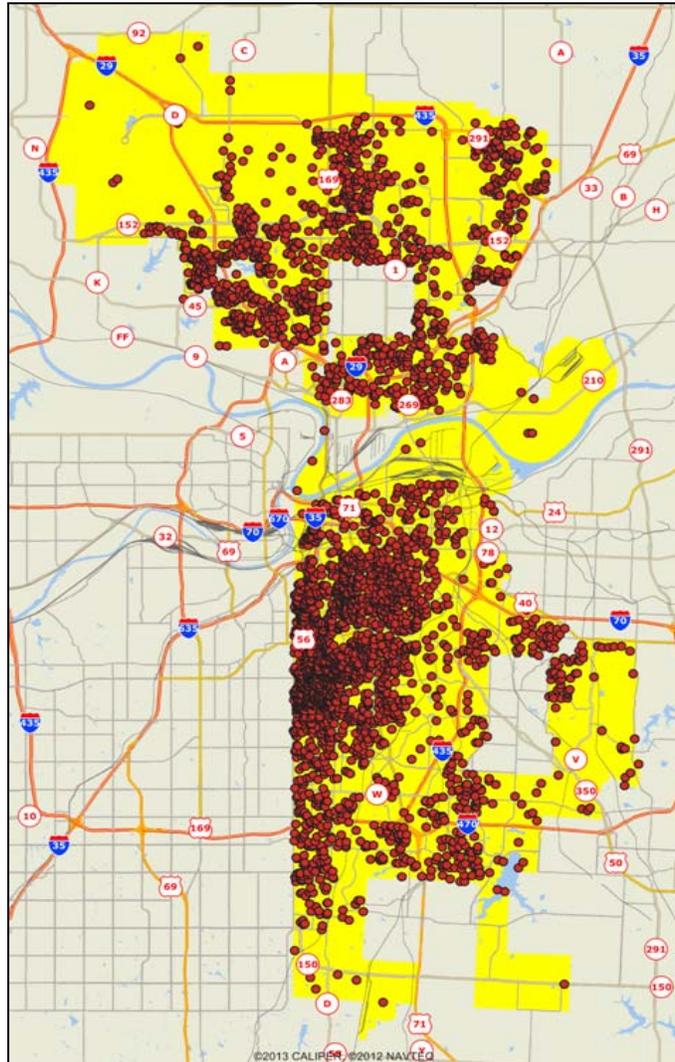
The surveys are used as key components of the City's performance measurement programming, financial resources allocation processes, and overall business planning.

The City of Kansas City, Missouri, was the first large City to participate in ETC Institute's DirectionFinder® Survey. The survey was originally commissioned by the former City Auditor, Mark Funkhouser in 2000. Interestingly, Mark Funkhouser retired as City Auditor in 2006 and used the results of ETC Institute's DirectionFinder® Survey as the foundation of a successful Mayoral Campaign in 2007.

The survey is now administered on a quarterly basis to a random sample of more than 4,000 households in the City of Kansas City, Missouri. The survey is administered by mail, Internet and telephone. A target sample of 2,250 households is selected at random from all households in KCMO each quarter.

The sample is designed to ensure the completion of at least 1,000 surveys per quarter. Of these, at least 150 surveys are completed in each of the six City Council Districts each quarter; a total of 600 surveys are completed in each of the six City Council Districts annually.

The total number households that completed the 2012-13 survey was 4,108, (a 46% response rate). The results for the random sample of 4,108 surveys have a precision of at least +/-1.5%.

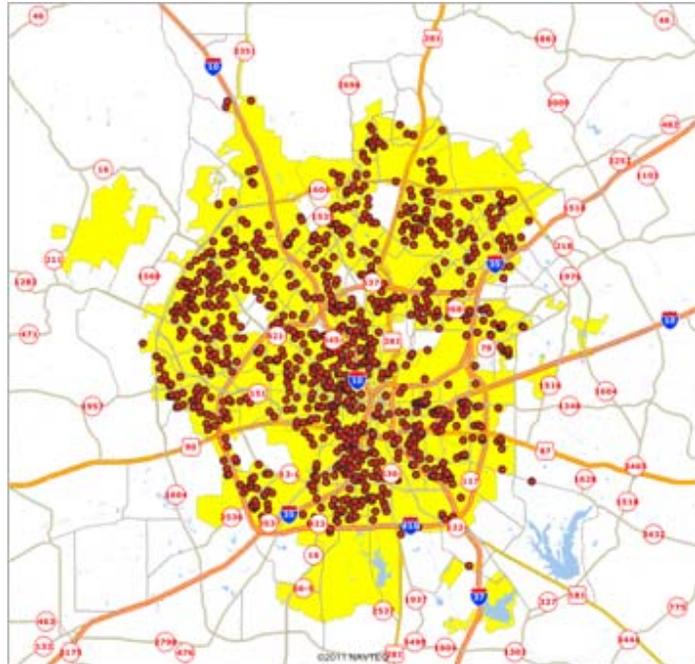


City of San Antonio, Texas

ETC Institute has administered *community surveys for the City of San Antonio in 2010, 2012 and 2014, and employee surveys in 2011 and 2013*. ETC Institute also administered a business survey for the City of San Antonio in 2012.

The purpose of the community surveys was to objectively assess resident satisfaction with the delivery of city services and to gather input about priorities for the City.

The 2012 survey was administered in English and Spanish to a random sample of 1,011 residents by phone. At least 100 surveys were completed in each of the City’s ten council districts. The results for the random sample of 1,011 households have a 95% level of confidence with a precision of at least +/- 3%.



To assist the City in understanding the 2012 survey results, ETC Institute also conducted a 2010-2012 Benchmarking Analysis. The analysis provided comparisons to the National Average (San Antonio was compared to results of a survey conducted by ETC in April 2011 of U.S. cities with populations of 250,000 or more) and comparisons to cities of similar size (Dallas, Fort Worth, Houston, Austin, Oklahoma City, Indianapolis and Kansas City, Missouri). As the table below shows, the City of San Antonio had the highest or second highest level of satisfaction in all of the areas shown in the table below.

Satisfaction Ratings for the Five Largest Texas Cities						
Service	Houston	Fort Worth	Austin	Dallas	San Antonio	San Antonio Rank
Fire	89%	88%	87%	86%	99%	1st
Library	Not asked	80%	74%	78%	88%	1st
Solid Waste	74%	71%	82%	73%	79%	2nd
3-1-1/Customer Service	53%	60%	70%	50%	77%	1st
Parks	52%	63%	76%	50%	75%	2nd
Police	59%	77%	71%	56%	73%	2nd
Animal Care	42%	49%	61%	36%	55%	2nd
Code	40%	46%	41%	40%	54%	1st
Public Works	39%	36%	42%	33%	48%	1st

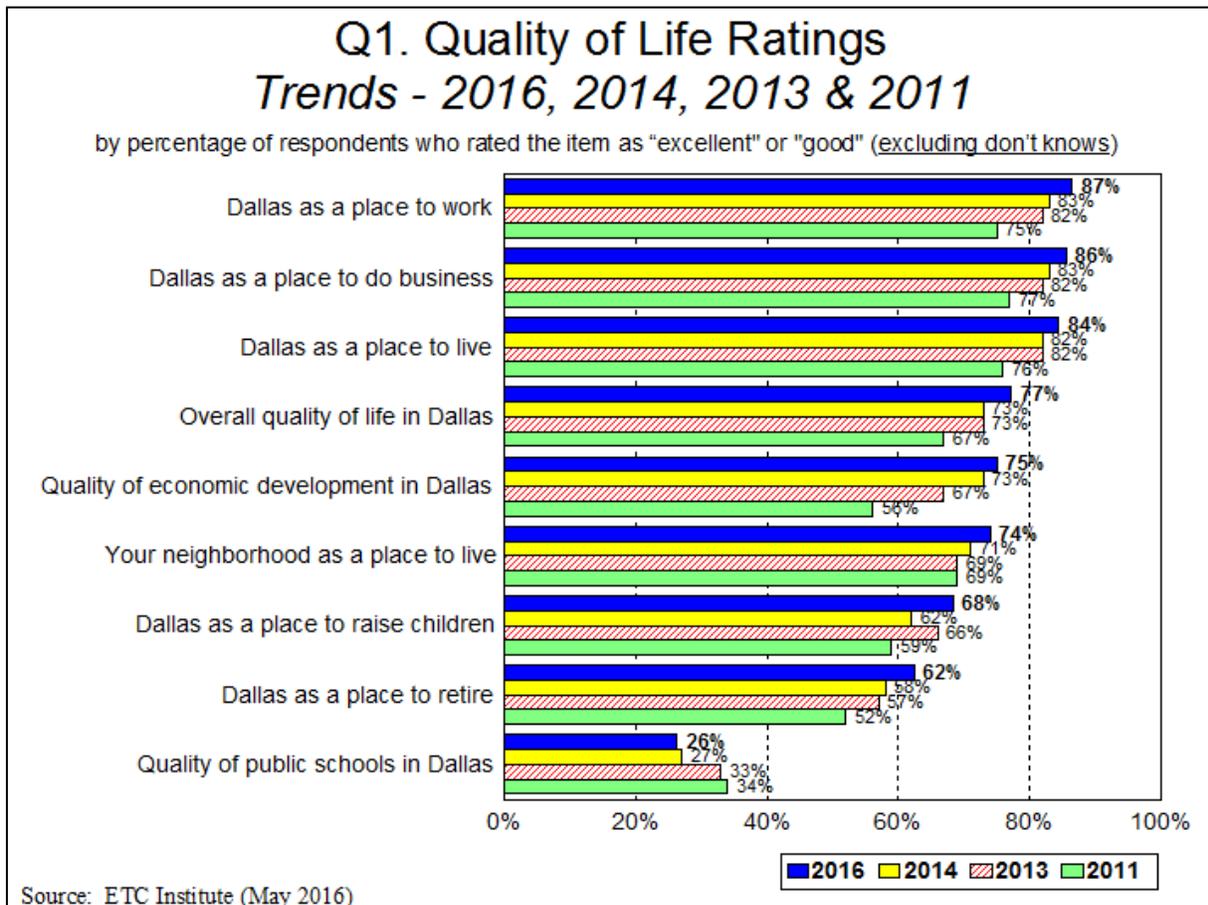
City of Dallas, Texas

ETC Institute administered *community surveys for the City of Dallas in 2009, 2011, 2013, 2014, and 2016*. The purpose of the surveys was to assess citizen satisfaction with the delivery of major city services to help improve the quality of city services and to determine priorities for the community. ETC Institute also administered a business survey for the City of Dallas in 2015.

The most recent survey was mailed to a random sample of 10,000 households in the City of Dallas. Approximately seven days after the surveys were mailed; residents who received the survey were contacted by phone. Those who indicated that they had not returned the survey were given the option of completing it by phone. A total of 1,512 households completed the survey.

The results for the random sample of 1,512 households have a 95% level of confidence with a precision of at least +/- 2.5%. In order to better understand how well services are being delivered by the City, ETC Institute geocoded the home address of respondents to the survey. The map above shows the physical distribution of survey respondents based on the location of their home.

To provide the City with additional resources to more fully understand the survey data, ETC Institute created trend charts to show how ratings of the City have changed over time. The results of the 2016 survey showed that perceptions of the City have improved in most areas since 2011.

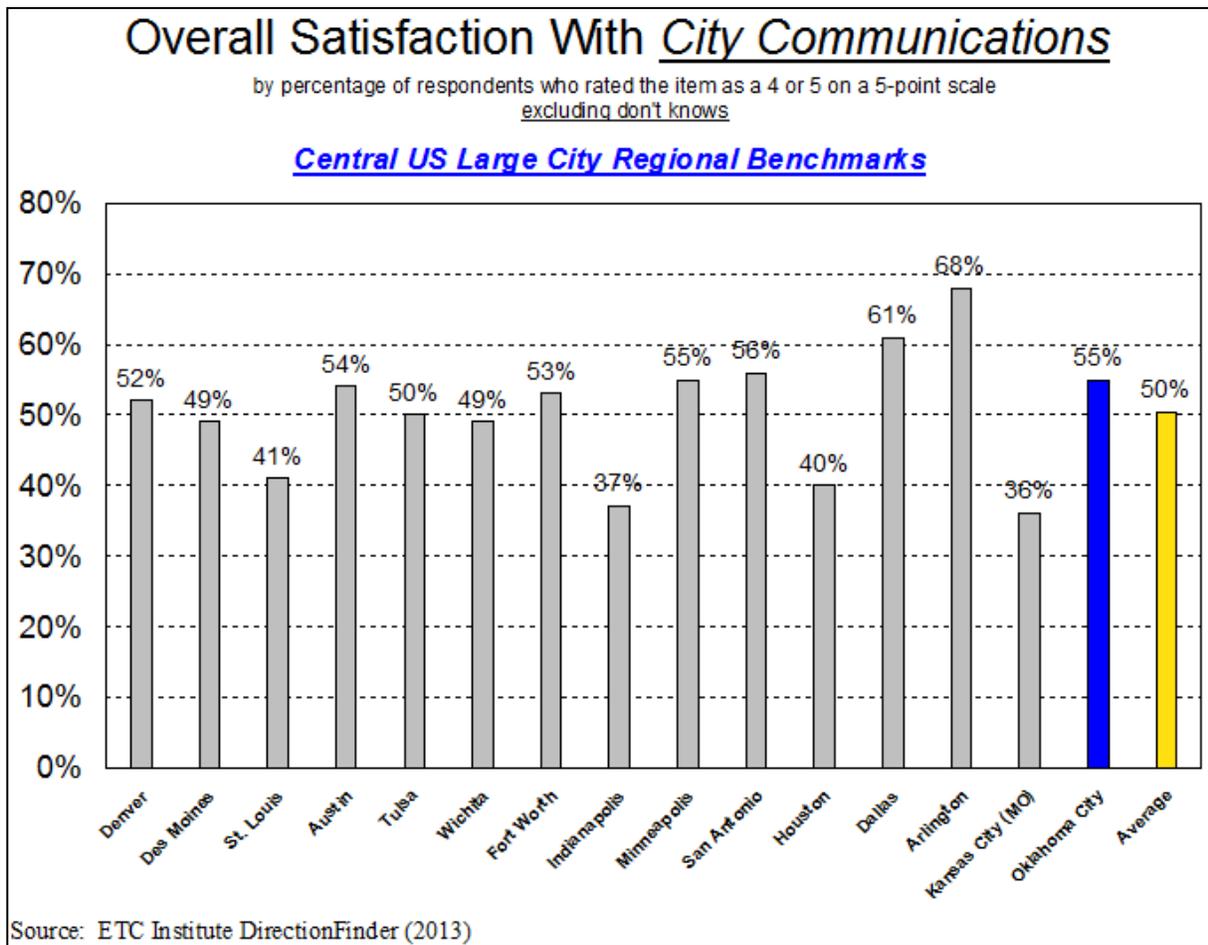


City of Oklahoma City, Oklahoma

ETC Institute administered *community surveys for the City of Oklahoma City in 2005, 2007, 2008, 2009, 2011, 2013, 2014, and 2016*. ETC Institute also administered a business survey for the City of Oklahoma City in 2014.

In 2013 a six-page survey was mailed to a random sample of 3,000 households in the City of Oklahoma City. Approximately seven days after the surveys were mailed; residents who received the survey were contacted by phone. Those who indicated that they had not returned the survey were given the option of completing it by phone. A total of 1,236 households completed the survey. The results for the random sample of 1,236 households have a 95% level of confidence with a precision of at least +/- 2.8%. In order to better understand how well services are being delivered by the City, ETC Institute geocoded the home address of respondents to the survey. The map below shows the physical distribution of survey respondents based on the location of their home

ETC Institute conducted benchmarking analysis, and compared the results for Oklahoma City large communities both nationally and regionally. The chart below shows how the City compares to selected large communities in the central U.S. in regards to City communications.



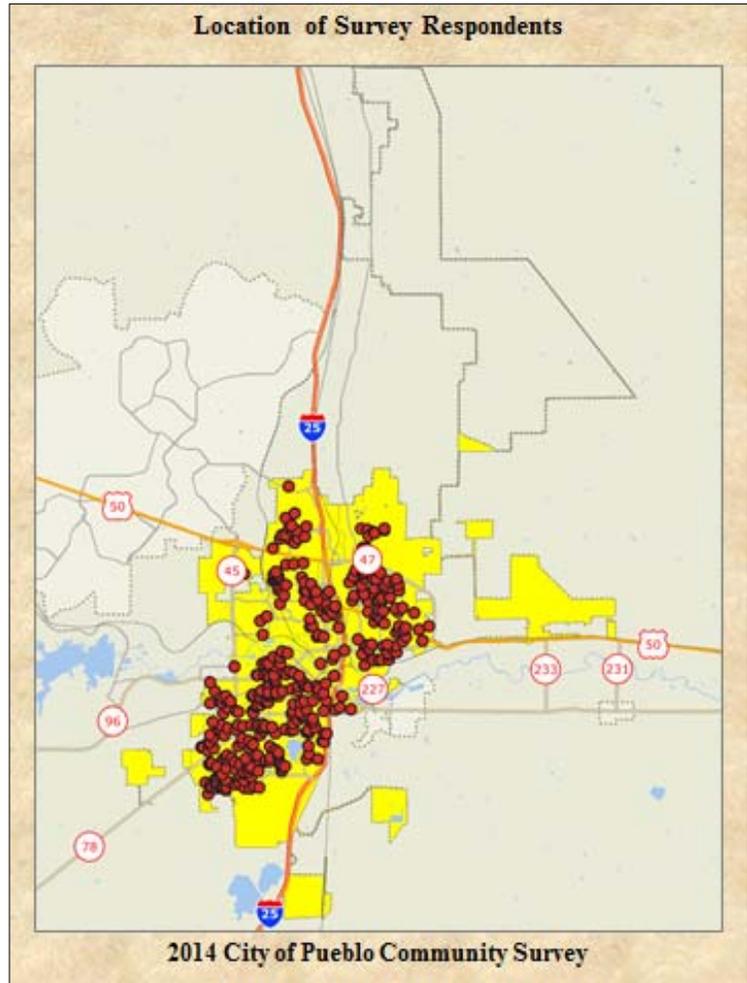
City of Pueblo, Colorado

ETC Institute administered the third *DirectionFinder*® survey for the City of Pueblo during the summer of 2014. The first survey was administered during the same time period in 2010. These surveys were administered as part of the City's effort to assess citizen satisfaction with the quality of services. The information gathered from the surveys will help the City establish budget priorities and refine policy decisions.

Resident Survey. A seven-page survey was mailed to a random sample of 1,500 households in the City of Pueblo. Approximately seven days after the surveys were mailed, residents who received the survey were contacted by phone. Those who indicated that they had not returned the survey were given the option of completing it by phone. Of the households that received a survey, 413 completed the survey. The results for the random sample of 413 households have a 95% level of confidence with a precision of at least +/-5%.

In order to better understand how well services are being delivered by the City, ETC Institute geocoded the home address of respondents to the survey. The map on the right shows the physical distribution of survey respondents based on the location of their home.

The City of Pueblo has contracted with ETC Institute to conduct its fourth *DirectionFinder*® survey in 2016.



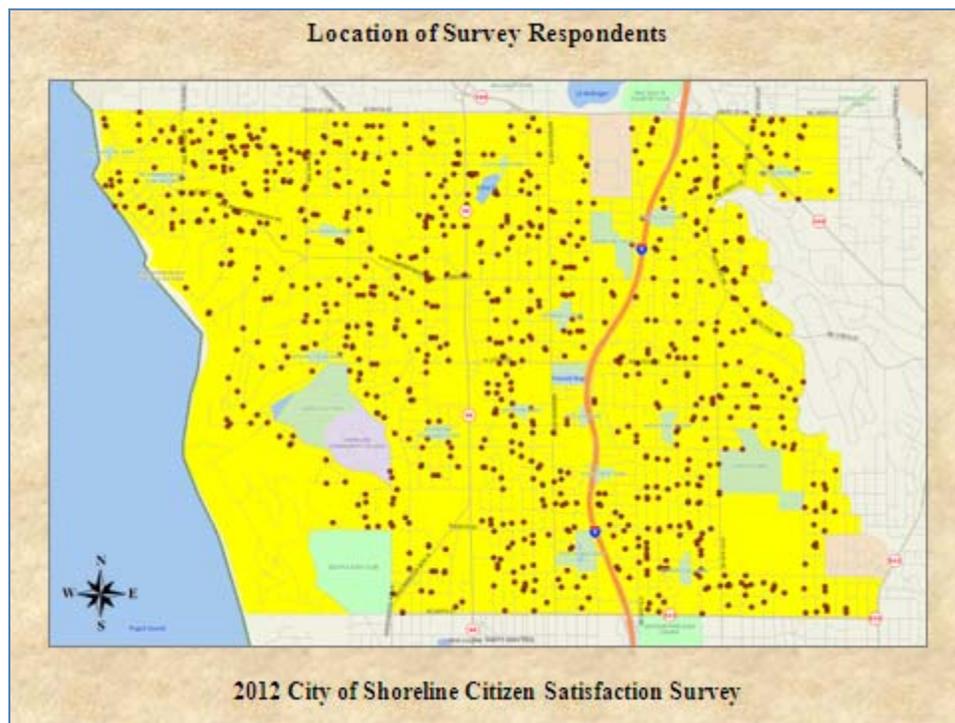
City of Shoreline, Washington

The City of Shoreline, Washington solicited ETC Institute to conduct DirectionFinder® Surveys for the City of Shoreline in **2004, 2006, 2008, 2010, 2012 and 2014**. The purpose of the surveys was to help determine priorities for the community as part of the City's strategic planning process. Shoreline is a suburb of the Seattle Metropolitan Area. ETC Institute also administered Parks and Recreation Community Surveys for the City of Shoreline in **2003, 2010, and 2015**.

The 2012 survey was mailed to a randomly selected sample of households in the City. Approximately 10 days after the surveys were mailed, residents who received the surveys were contacted by phone. Those who indicated that they had not returned the survey were given the option of completing it by phone. A total of 891 residents completed a survey. The results for the random sample of 891 households had a 95% level of confidence with a precision of at least +/- 3.3%. There were no statistically significant differences in the responses to the survey based on the method of administration (phone vs. mail).

Key topics that were addressed on the survey included the following:

- Overall satisfaction with City services
- Overall perceptions of the City
- Quality of parks and recreation
- Quality of emergency services
- Quality of city water/sewer and utilities
- Quality of customer service from City employees
- Maintenance of City streets/buildings/facilities
- Flow of traffic/congestion management



Town of Chapel Hill, North Carolina

ETC Institute administered a community survey for the City of Chapel Hill, North Carolina in **2009, 2011, 2013, and again in 2015**. The survey was administered as part of the Town’s effort to assess citizen satisfaction with the quality of services. The information gathered from the survey will help the Town establish budget priorities and refine policy decisions.

The 2011 survey was administered to 696 randomly selected households in Chapel Hill using a combination of phone and mail. The results have a 95% level of confidence with a precision of +/- 3.7%. There were no statistically significantly differences in the results of the survey based on the method of administration (phone vs. mail).

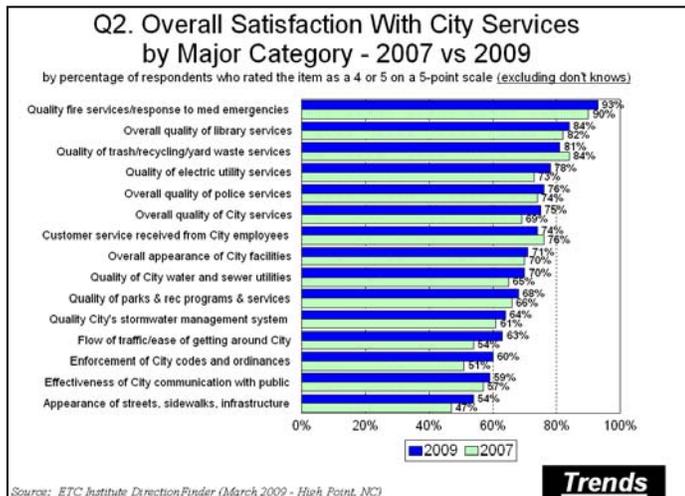
ETC Institute also administered two surveys for Chapel Hill Transit (CHT) during the summer of 2011. The surveys were used to aid in the development of a comprehensive transit plan for Chapel Hill and the surrounding areas, which includes the Town of Carrboro and the University of North Carolina communities. The surveys were designed to gather input from existing and potential users of public transit to find ways to improve the public transportation system in the region. The survey was administered to 418 Chapel Hill and Carrboro residents and 1,675 persons who use public transportation services in Chapel Hill and the surrounding area

City of High Point, North Carolina

ETC Institute administered a survey to residents of High Point, North Carolina **in 2007, 2009, 2011, and again in 2014**. The purpose of the surveys was twofold. First, the surveys were designed to objectively measure citizen satisfaction with city services. Second, the surveys were designed to help the City set priorities for the community.

The 2009 survey was administered by a combination of mail and phone to a random sample of 415 residents. The results have a 95% level of confidence with a precision of +/-4.7%. There were no statistically significantly differences in the results of the survey based on the method of administration (phone vs. mail).

The top three priorities identified from the 2007 survey were: (1) the appearance of streets, sidewalks and infrastructure, (2) flow of traffic/ease of getting around and (3) overall quality of police services. As a results of the City’s continued emphasis on these services, overall satisfaction for all three of these areas improved in the 2009 survey results. The chart to the right shows these findings.

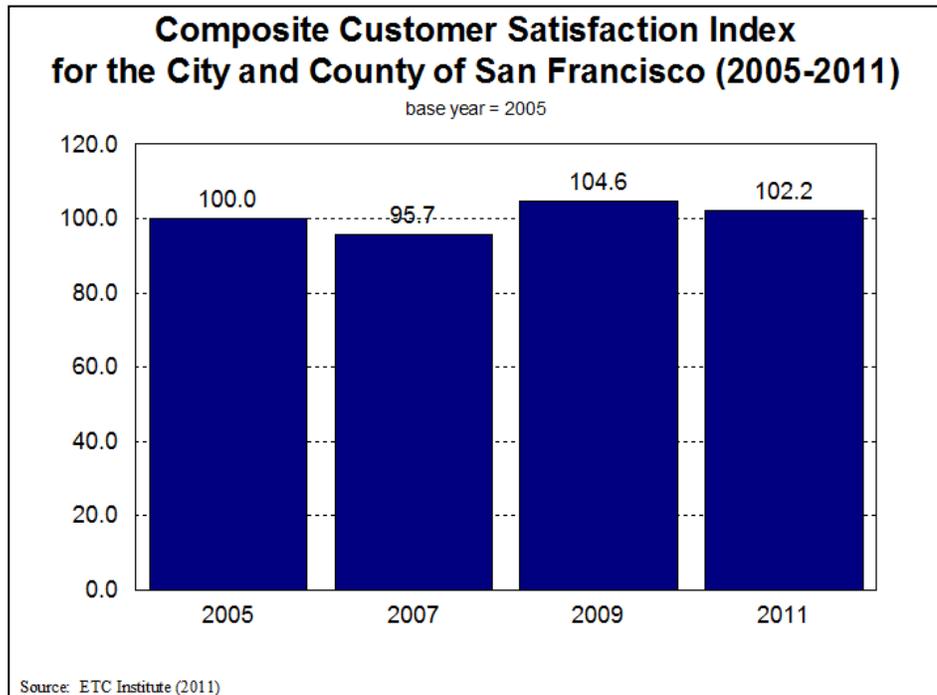


City of San Francisco, California

During May and June 2011, ETC Institute administered a community survey for the City and County of San Francisco. The purpose of the survey was to objectively assess satisfaction among residents with the delivery of various City services that are used by most residents. The survey was administered to a random sample of 3,979 residents. The overall results have a 95% level of confidence with a precision of at least +/- 1.1%.

To broadly assess resident satisfaction with local government services, rather than basing it on a single question, ETC Institute developed a composite customer satisfaction index that includes all services that have been assessed on the survey from 2005 to 2011, including infrastructure (streets/sidewalks),

public safety, Muni services, library services, and parks and recreation. The index was calculated by combining the mean ratings for each service area, then setting 2005 results as the baseline at a level of 100. Values greater than 100 indicate that the City’s performance in these areas has improved since 2005, whereas values less than 100 indicate that the City’s performance has decreased since



2005. As the chart to the right indicates, the City’s customer satisfaction index decreased slightly from 104.6 in 2009 to 102.2 in 2011. Although the Composite Index has declined since 2009, the City’s current rating is still higher than it was in both 2005 and 2007.

Miami-Dade County, Florida

ETC Institute has an on-call market research services contract with Miami-Dade County. ETC Institute has administered seven surveys for Miami Dade County, including our own *DirectionFinder*® Survey in **2003, 2005, 2008 and 2013**. The purpose of the *DirectionFinder*® Survey is to help Miami-Dade County assess resident satisfaction with the delivery of major county services and to help determine priorities for the community as part of the County's ongoing planning process.

The most recent *DirectionFinder*® Survey was administered during the fall of 2008. Based upon the overall planning needs of the County, it was decided that two versions of the survey instrument should be developed. Both versions of the survey were four-pages in length and took the typical respondent about 10-12 minutes to complete.

In October, each version of the survey was mailed to a random sample of 10,000 households in Miami-Dade County. Approximately seven days after the surveys were mailed, residents who received the survey were contacted by phone. Those who indicated that they had not returned the survey were given the option of completing it by phone. Of the 20,000 households that received a survey, 2,788 completed Version 1 and 2,734 completed version 2 for a total of 5,522 completed surveys (a 28% response rate). The survey was administered in English, Spanish, and Creole. The sample was stratified to ensure the completion of at least 400 surveys (200 of each version) in each of the County's thirteen commission districts. The overall results of each version of the survey have a precision of at least +/-2% at the 95% level of confidence. The results for each commission district have a precision of at least +/-6.5% at the 95% level of confidence. There were no statistically significant differences in the results of the survey based on the method of administration (phone vs. mail).

Since first administering the *DirectionFinder*® survey for Miami-Dade County in 2003, overall satisfaction with the quality of services provided by the County has increased 17%. The above chart shows the ratings of residents who were "very satisfied" or "satisfied" with the quality of County services in 2003, 2005 and 2008.

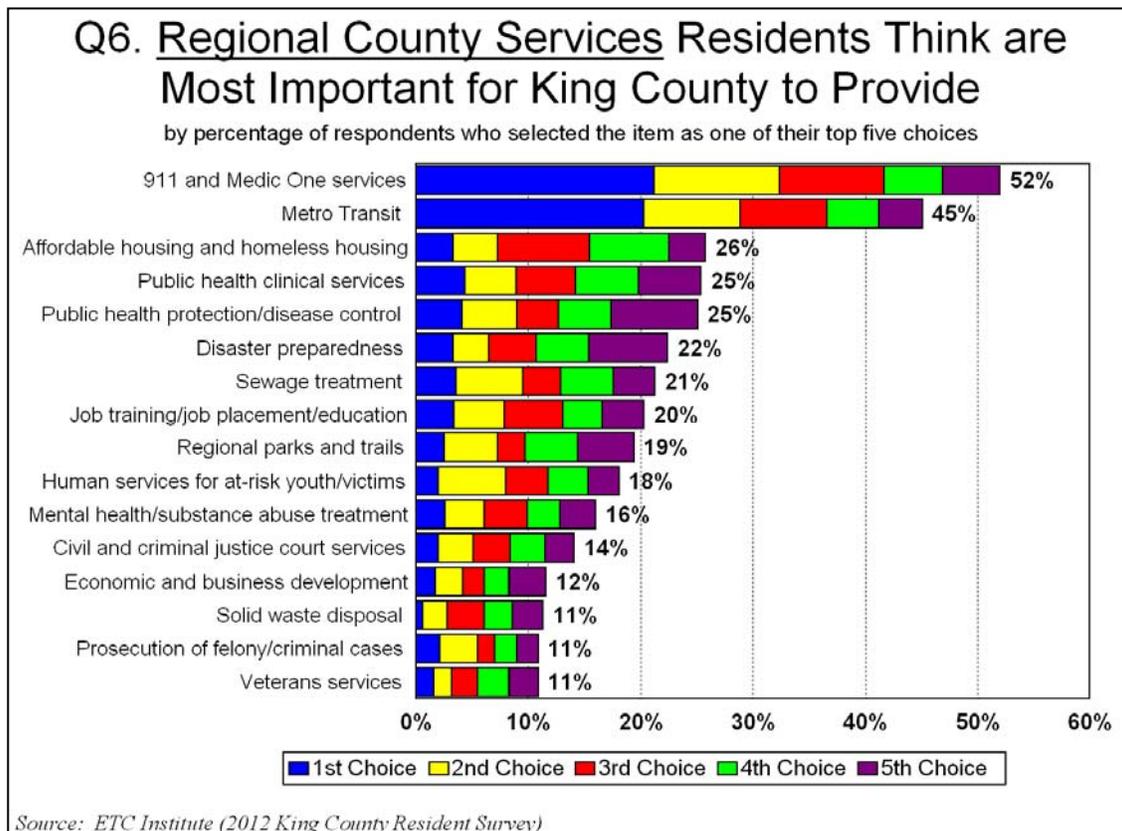
ETC Institute is also administered a Recreation Needs Community Assessment Survey for Miami-Dade County in 2013. The survey will include the administration of more than 8,000 surveys to a randomly selected sample of residents throughout the County.

King County, Washington

King County government provides many different services to the community’s 1.9 million residents. For people who live in one of the County’s 39 cities, the County provides regional services such as disaster preparedness, public health, transit and etc. For other residents, the approximately 350,000 residents who live in King County’s unincorporated areas, both urban and rural, the County provides the same regional services but also provides local services such as road maintenance and land-use planning. To assess satisfaction with both local and regional services, ETC Institute conducted a Customer Satisfaction survey for the County in **2009 and then again in 2012**. The results from the surveys are used as part of the County’s on-going strategic planning process.

The sample for the survey was stratified to obtain statistically valid results from each of the four geographic areas in the County: (1) the City of Seattle, (2) all other incorporated areas in the County excluding Seattle, (3) urban unincorporated areas of the County, and (4) rural unincorporated areas of the County. A seven page survey was mailed to a random sample of 750 households in each of these four areas. Of the 3,000 households that were selected to receive the survey, 277 completed the survey by mail and 747 completed the survey by phone for a total of 1,024 completed surveys. There were at least 250 respondents from each of the four areas. The overall results of the survey have a precision of at least +/-3.0% at the 95% level of confidence. The results for each of the four areas have a precision of at least +/- 6.5% at the 95% level of confidence.

To help the County identify opportunities for improvement, ETC Institue aconducted an Importance-Satisfacion Analysis, Benchmarking Analysis, GIS Mapping and an anlysis of the data by goeographic region.



City of Austin, Texas

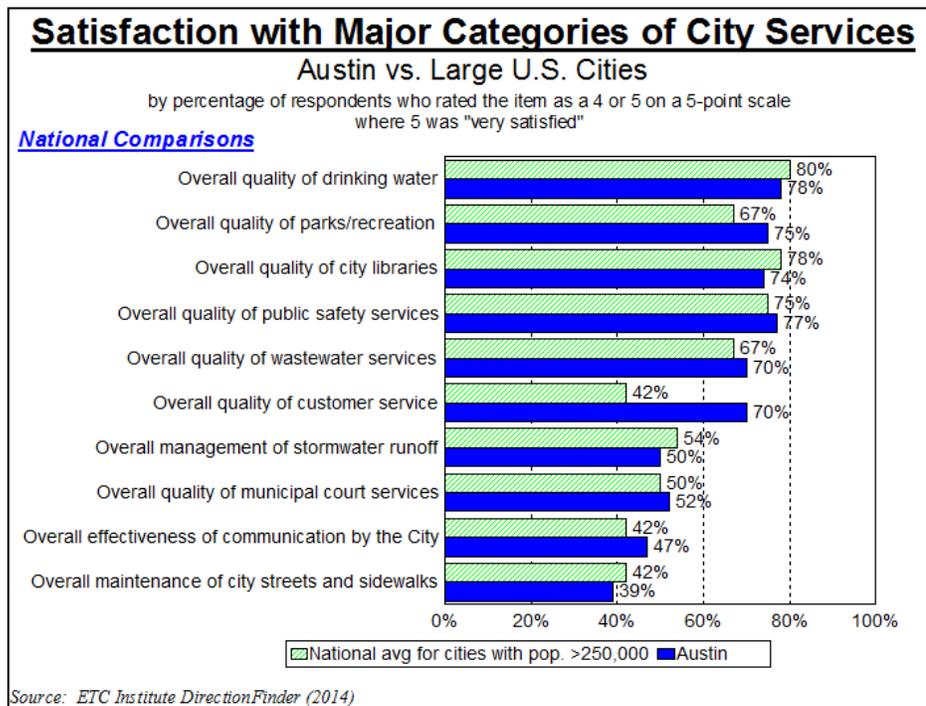
ETC Institute administered community surveys for the City of Austin annually from 2009 through 2014. The purpose of the surveys was to assess satisfaction with the delivery of major City services and to help determine priorities for the community as part of the City’s ongoing planning process.

In 2014 a five-page survey was mailed to a stratified random sample of 3,000 households in the City. Approximately seven days after the surveys were mailed, residents who received the survey were contacted by phone. Those who indicated that they had not returned the survey were given the option of completing it by phone. Of the households that received a survey, 584 completed the survey by phone and 641 returned it by mail for a total of 1,225 completed surveys. The results for the random sample of 1,225 households have a 95% level of confidence with a precision of at least +/-2.8%.

The City of Austin **rated at or above the national average** for cities with a population of more than 250,000 in 31 of the 46 areas that were assessed. The areas in which Austin rated at least 10% above the national average are listed below:

- Overall quality of customer service (+28%)
- I feel safe in my neighborhood at night (+25%)
- I feel safe in city parks (+17%)
- Condition of streets in neighborhoods (+16%)
- Quality of residential curbside recycling services (+13%)
- Bulky item pick-up/removal services (+12%)
- Number of walking/biking trails (+11%)
- Cleanliness of City streets and other public areas (+10%)

The chart to the right shows how the City of Austin compares to the national average for cities with a population of more than 250,000 in regards to major categories of City services.

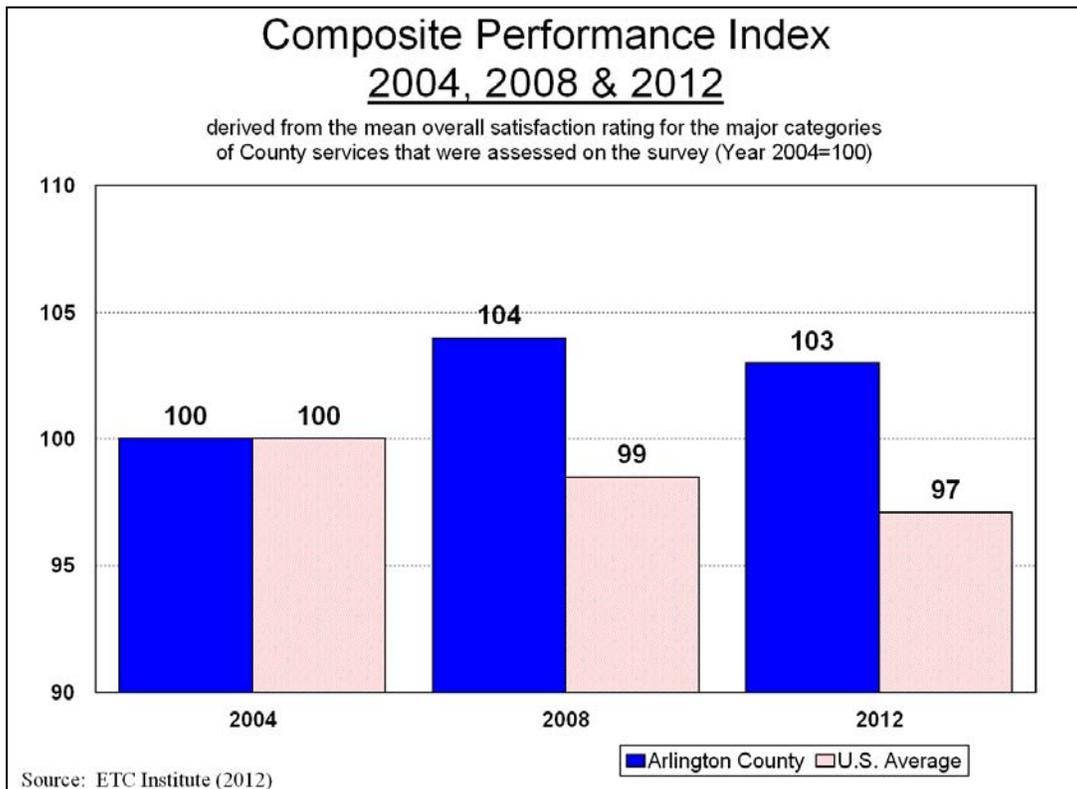


Arlington County, Virginia

ETC Institute administered a comprehensive customer satisfaction survey for Arlington County, Virginia during **2004, 2008 and then again in 2012**. The purpose of the surveys was to assess citizen satisfaction with the quality of a wide range of county services including: police, fire, public transportation, trash collection, libraries, code enforcement, street maintenance, communication, and many others.

During March 2012, ETC Institute mailed the seven-page survey to a random sample of 3,600 households in Arlington County. Approximately seven days after the surveys were mailed, residents who received the survey were contacted by phone. Those who indicated that they had not returned the survey were given the option of completing it by phone. The survey was administered in both English and Spanish. Of the households that received a survey, 243 surveys were completed online, 472 surveys were completed by mail and 591 surveys were completed by phone, for a total of 1,306 completed surveys; 112 of the surveys were conducted in Spanish. The overall results for the random sample of 1,306 households have a 95% level of confidence with a precision of at least +/- 2.7%.

In order to better understand how well services are being delivered by the county, ETC Institute created a composite performance index (CPI). The CPI is designed to show how Arlington County’s performance has changed relative to other communities. While overall satisfaction in most cities and counties continues to decline from 2004, overall satisfaction in Arlington County increased and stayed about the same from 2008 to 2012. This means that Arlington County’s improved performance has been accomplished in an environment where residents of the United States are generally less satisfied with local governmental services than they were eight years ago



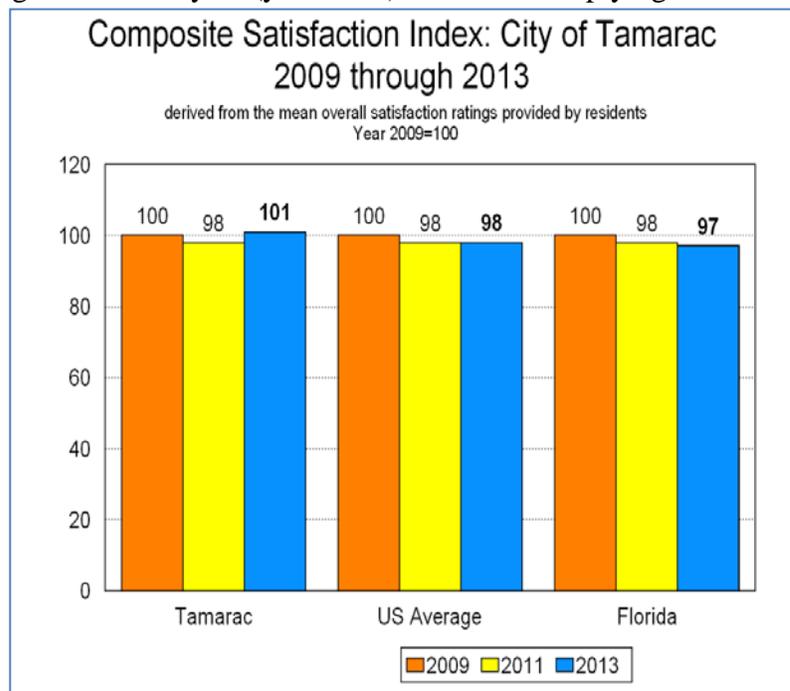
City of Tamarac, Florida

ETC Institute administered *community surveys for the City of Tamarac in 2005, 2007, 2009, 2011 and 2013*. ETC Institute also administered business surveys for the City of Tamarac in 2005, 2007, 2009, 2011 and 2013. The 2013 business survey was part of the City’s ongoing strategic planning process designed to involve the community in long-range planning decisions and to determine how well the City is meeting the needs of businesses in Tamarac. The survey was administered using a combination of mail, phone, and fax to a random sample of 200 businesses in the City of Tamarac. The overall results of the business survey have a precision of at least +/-6.8% at the 95% level of confidence.

The 2013 survey was mailed to a random sample of 1,500 households in the City of Tamarac. Approximately seven days after the surveys were mailed, residents who received the survey were contacted by phone. Those who indicated that they had not returned the survey were given the option of completing it by phone or on the Internet. A total of 623 surveys were completed (42% response rate). The results for the random sample of 623 households have a precision of at least +/-4% at the 95% level of confidence. There were no statistically significant differences in the results of the survey based on the method of administration. A minimum of 150 surveys were completed in each of the City’s four commission districts. The results for each commission district have a precision of at least +/-8% at the 95% level of confidence.

To objectively assess the change in overall satisfaction with City services from 2009 to 2013, ETC Institute developed a Composite Customer Satisfaction Index for the City. The Composite Customer Satisfaction Index is derived from the mean rating given for all major categories of City services that have been assessed on the survey since 2009. The index is calculated by dividing the mean rating for the current year by the mean rating for the base-year (year 2009) and then multiplying the result by 100. The chart to the right shows how the Composite Customer Satisfaction Index for the City of Tamarac, the State of Florida, and the United States has changed since 2009.

As the chart to the right shows, the Composite Satisfaction Index for the U.S. is two points lower in 2013 than it was in 2009. The State of Florida’s Index is three points lower in 2013 than it was in 2009. **Although the national and state averages have dropped slightly, the Composite Satisfaction Index for the City of Tamarac improved one point from 2009 to 2013.**



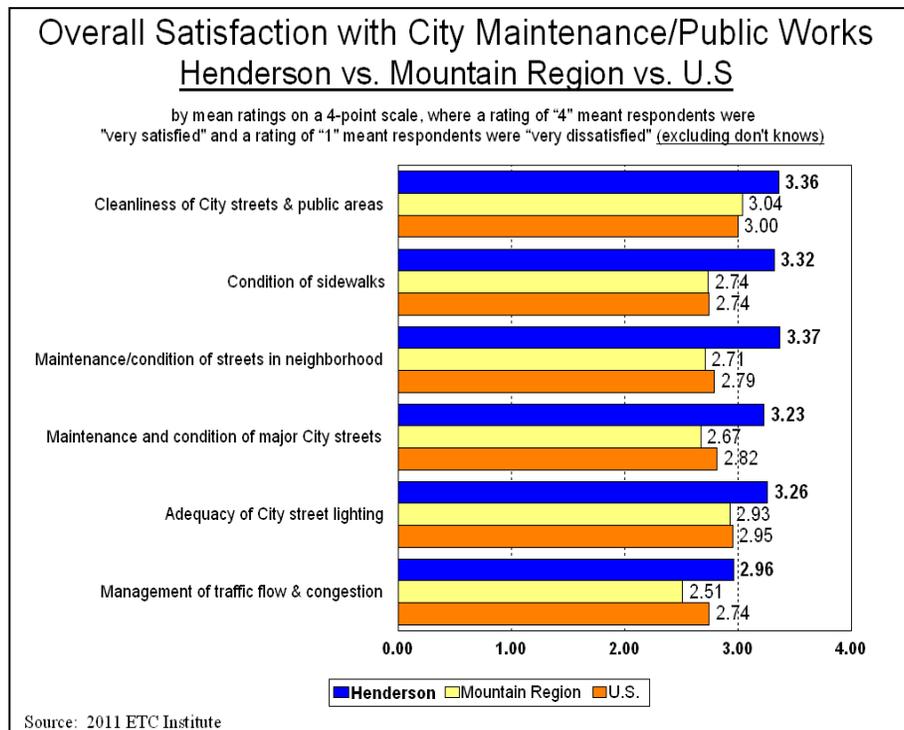
Henderson, Nevada

ETC Institute administered the DirectionFinder® survey for the City of Henderson *in 2010 and 2014*. The survey was administered as part of the City’s effort to assess citizen satisfaction with the quality of services and to establish priorities of service delivery. The information gathered from the survey will help the City establish budget priorities and refine policy decisions.

A seven-page survey was mailed to a random sample of 3,000 households in the City of Henderson. Approximately seven days after the surveys were mailed, residents who received the survey were contacted by phone. Those who indicated that they had not returned the survey were given the option of completing it by phone. Of the households that received a survey, 175 completed the survey by phone and 853 returned it by mail for a total of 1,028 completed surveys (34% response rate). The results for the random sample of 1,028 households have a 95% level of confidence with a precision of at least +/- 3%. There were no statistically significant differences in the results of the survey based on the method of administration (phone vs. mail).

To help the City better understand the results of the survey, ETC Institute conducted a Benchmarking Analysis in 2010. The analysis compared the City of Henderson’s 2010 results to the results of a national survey conducted by ETC Institute during April 2010 to a random sample of more than 4,300 residents in the continental United States and to a regional survey administered by ETC Institute to a random sample of 434 residents in the mountain region of the United States during April 2010. The mountain region of the United States included the states of Washington, Oregon, Idaho, Montana, Wyoming, Nevada, Utah and Colorado.

As the chart to the right shows, the City of Henderson rated well above the U.S. and Mountain Region in many of the services assessed. Without Benchmarking Analysis the City of Henderson may have wondered whether or not a mean rating of 2.96 was an acceptable rating for the management of traffic flow and congestion. The results of the Benchmarking Analysis indicated that the City of Henderson actually rated above the National and Mountain Region averages for the management of traffic flow and congestion.



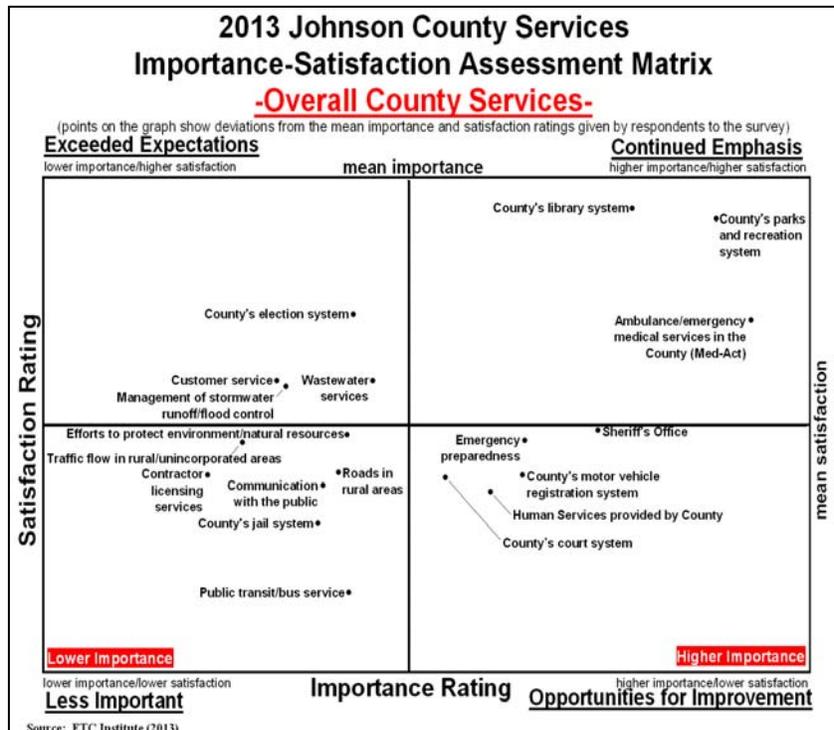
Johnson County, Kansas

ETC Institute has conducted a biannual DirectionFinder® Survey for Johnson County, Kansas in 2005, 2009, 2011 and 2013. Johnson County is a county of more than 534,000 residents and includes part of the Kansas City metropolitan area. The County is located in northeast Kansas and includes 20 incorporated cities.

The 2013 JOCO survey was mailed to a random sample of 3,000 households in Johnson County in the summer of 2011. The survey was administered in both English and Spanish. Of the households that received a survey, 409 completed the survey by phone and 863 returned it by mail for a total of 1,272 completed surveys (a 42% response rate). The results for the random sample of 1,272 households have a 95% level of confidence with a precision of at least +/- 2.7% for the county and +/-6.9% for each of the six commission districts.

To aid in the County’s understanding of the survey results, ETC Institute administered an Importance-Satisfaction Analysis (I-S) of the survey results. This is a tool that helps community leaders objectively assess which services should receive additional emphasis. The analysis incorporates two types of data from the survey: (1) the level of emphasis or importance that residents thought should be placed on improvements to existing services and (2) the level of satisfaction with these services.

To help the County better understand and utilize the survey data collected, ETC Institute developed an Importance-Satisfaction analysis for the County. This analysis is based on the concept that the County will maximize overall satisfaction among residents by emphasizing improvements in those service categories where the level of satisfaction is relatively low and the perceived importance of improvements to the service is relative high. The top priorities for improvement in Johnson County based on the results of the Importance-Satisfaction analysis are shown in the right lower quadrant in the chart above.

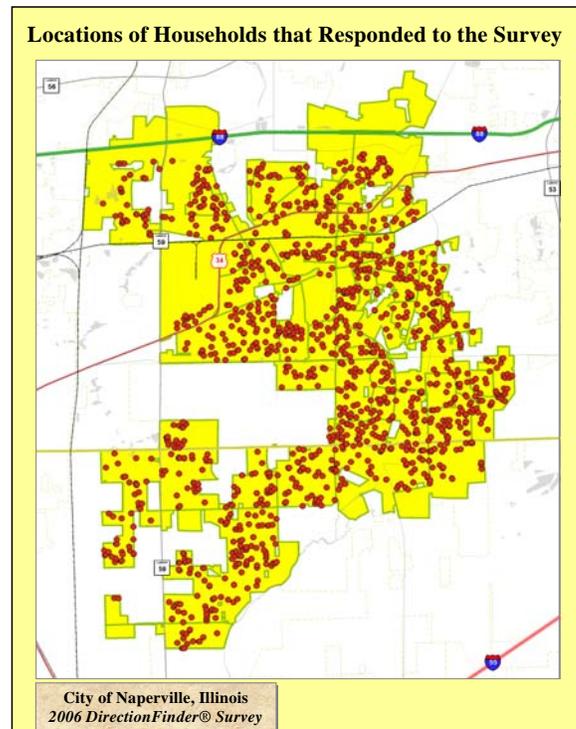


Naperville, Illinois

ETC Institute first administered a survey to residents of the City of Naperville during the spring of **2006, 2008 and then again in 2012**. The purpose of the survey was to assess satisfaction with the quality of City services and to gather input about priorities for the community.

A seven-page survey was mailed to a random sample of 2,500 households in the City of Naperville. Approximately seven days after the surveys were mailed, residents who received the survey were contacted by phone. Those who indicated that they had not returned the survey were given the option of completing it by phone or on the Internet. Of the households that received a survey, 482 completed the survey by phone, 804 returned it by mail, and 49 completed the survey on the Internet for a total of 1335 completed surveys (53% response rate).

The results for the random sample of 1335 households have a 95% level of confidence with a precision of at least +/- 2.8%. In order to better understand how well services are being delivered by the City, ETC Institute geocoded the home address of respondents to the survey. The map above shows the physical distribution of survey respondents based on the location of their home.



City of Las Vegas, Nevada

During September through November of 2013, ETC Institute administered a community survey for the City of Las Vegas. The purpose of the survey was to assess satisfaction with the delivery of major City services, quality of life and determine budget priorities for the City of Las Vegas.

A six-page survey was mailed to a stratified random sample of 3,600 households in the City. The sample was stratified to ensure the completion of at least 150 surveys in each of City's six Council Wards. The mailed survey included a postage paid return envelope, cover letter explaining the purpose of the survey and where residents could complete the online version of the survey.

Approximately seven days after the surveys were mailed, residents who received the survey were contacted by phone. Those who indicated that they had not returned the survey or completed it online, were given the option of completing it by phone. Of the households that received a survey, 331 completed the survey by phone, 545 returned it by mail and 85 completed it online for a total of 961 completed surveys. The results for the random sample of 961 households have a 95% level of confidence with a precision of at least +/- 3.1%.

ETC Institute is currently administering another community survey for the City of Las Vegas.

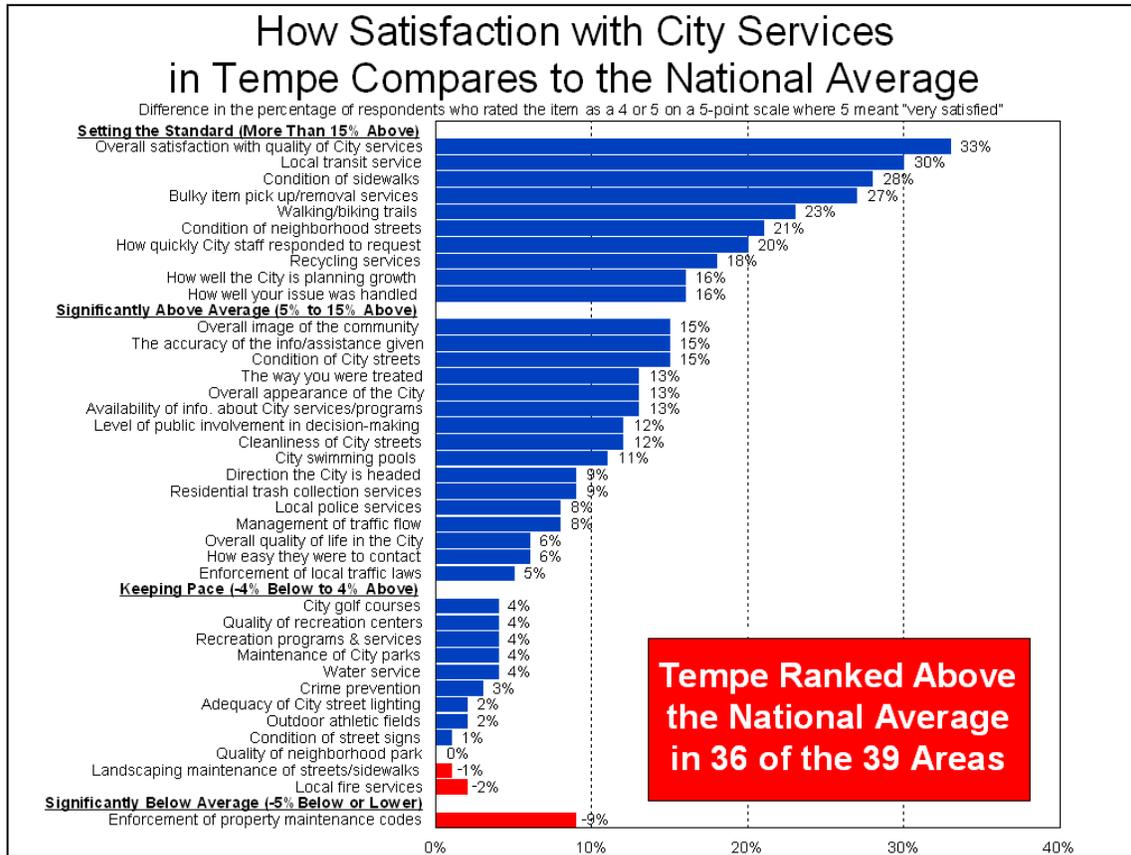
Tempe, Arizona

ETC Institute has conducted an annual *community survey for the City of Tempe 2007, 2009, 2010, 2011, 2012 and 2014*. The purpose of the surveys is to help determine priorities for the community as part of the City’s on-going strategic planning process.

Each year, the survey is mailed to a random sample of 2,400 households in the City of Tempe. Approximately 10 days after the surveys are mailed, residents who receive the survey are contacted by phone. Those who indicate that they have not returned the survey are given the option of completing it by phone or on the internet at www.tempesurvey.org.

Each year, approximately 800 households complete the survey. The results for the sample of 800 households have a 95% level of confidence with a precision of at least +/- 3.4%.

To help the City better understand their survey results, ETC Institute conducts a Benchmarking Analysis of the data. As the chart below shows, the City of Tempe rated above average in almost every area that was assessed on the most recent survey. Tempe’s results are compared to medium-sized cities with a population of 20,000 to 199,999.



City of Olathe, Kansas

Community Surveys 2000-2016

J. Michael Wilkes, City Manager

City Administration Building

100 E. Santa Fe St.

Olathe, Kansas 66061

Phone: (913) 971-8700

Email: JMWilkes@olatheks.org

City of Kansas City, Missouri

Community Surveys 2000-2016

Kate Bender, Senior Performance Analyst

Office of the City Manager

414 E. 12th St, 13th Floor

Kansas City, Missouri 64106

Phone: (816) 513-6567

E-mail: kate.bender@kcmo.org

City of San Antonio, Texas

Community Surveys 2010, 2012 and 2014

Di Galvan, Director of Communications and Public Affairs

100 Military Plaza

San Antonio, Texas 78205

Phone: 210-207-7234

Email : Di.Galvan@sanantonio.gov

City of Dallas, Texas

Community Surveys 2009, 2011, 2013, 2014 and 2016

Margaret Wright, Assistant Director of Strategic Planning

Dallas City Hall

1500 Marilla St., L2AN-B

Dallas, Texas 75201

Phone: 214-670-3550

Email: margaret.wright@dallascityhall.com

City of Oklahoma City, Oklahoma

Community Surveys 2005-2016

Doug Dowler, Budget Director

100 N. Walker

Oklahoma City, Oklahoma

Phone (405) 297-2814

Email: doug.dowler@okc.gov

Village of Glenview, Illinois

Community Survey 2015

Becky Suhajda, Assistant to the Administrative Services Director

2500 East Lake Ave.

Glenview, Illinois 60026

Phone: (847) 904-4102

Email: bsuhajda@glenview.il.us

Village of Pinehurst, North Carolina

Community Surveys 2012-2015

John G. Frye, CPA, CPFO, Financial Services Director

Natalie E. Dean, Assistant Village Manager for Administration

395 Magnolia Rd, Pinehurst, North Carolina 28374

Phone: (910) 295-1900

Email: jfrye@vopnc.org

Email: ndean@vopnc.org

City of Clayton, Missouri

Community Surveys 2009, 2010, 2011, 2012, 2013 and 2015

George Ertle, Assistant City Manager

10 N. Bemiston Avenue

Clayton, Missouri 63105

Phone: (314) 290-8473

Email: gertle@claytonmo.gov

Section 4

Team Qualifications

Resumes of Key Personnel Assigned to the Project

The ETC Institute Team was assembled based on a thorough review of the requested scope of services. The staff members selected to fill key roles had to have extensive experience that exceeded the technical requirements for the project. The core skills that were identified by our team are listed below:

- Strong project management skills and extensive experience with the management of research studies for local government organizations
- Statistical sampling expertise
- Knowledge of local government organizations

All services will be performed in-house by ETC Institute. ETC Institute has its own call center with state of the art phone survey administration equipment. The key members of the project team who will be assigned to the project are listed below:

- **Jason Morado** will assume the role of Project Manager. Mr. Morado has 15 years of experience in the design, administration and analysis of community market research. He has served as the project manager and senior researcher on community research projects for over 300 local governmental organizations throughout the U.S. Mr. Morado has also served as the project manager and senior researcher for numerous community surveys conducted throughout the state of Iowa.
- **Chris Tatham** has managed more than 800 community surveys for local governmental organizations across the United States, including numerous surveys throughout the state of Iowa. He has conducted community surveys in 9 of the 20 largest U.S. cities and 11 of the 20 largest U.S. counties. He has more experience with the design and interpretation of community and business survey research for local governments than anyone in the nation. He excels in using survey data to facilitate consensus about organizational priorities. His understanding of local government issues combined with his local experience make him ideally suited to help the City achieve the goals and objectives for this project. Mr. Tatham will serve as a Senior Consultant and will assist the Project Manager in the review and design of the survey instruments, as well as the final report.
- **Dr. Elaine Tatham** will assume the role of Data Manager. She is a national expert in survey design and sampling methodology. Dr. Elaine Tatham is the president and founder of ETC Institute, a management consulting firm that does consulting with a focus on evaluation, research design, market research, information management, statistical applications, and analysis. She has more than 35 years of research experience. Dr. Tatham has designed the research methodology for hundreds of research studies across the United States, included numerous surveys conducted throughout the state of Iowa.

Resumes for each of our project staff are provided on the following pages.

JASON MORADO, SENIOR PROJECT MANAGER, ETC INSTITUTE**Education**

M.B.A., Webster University, 2009

B.S. in Business Administration – Marketing, Avila University 2000

Professional Experience

Mr. Morado has 15 years of experience in the design, administration and analysis of community market research. He has served as the project manager and senior researcher on community survey research projects for over 300 local governmental organizations throughout the U.S. These projects cover a wide variety of topics, including citizen satisfaction surveys, parks and recreation surveys, community planning surveys, transportation surveys, business surveys, and employee surveys. He has also assisted in the coordination and facilitation of focus groups and stakeholder interviews for a wide range of topics. Mr. Morado has planned, coordinated and supervised the administration of transportation studies, and has served as an on-site supervisor for the administration of transportation surveys in over a dozen states.

Customer Survey Research Experience

Mr. Morado has served as a project manager and senior researcher for Citizen Satisfaction Survey Research for dozens of local governmental organizations. Some of these organizations include:

- Auburn, CA
- Austin, TX
- Bensenville, IL
- Blue Springs, MO
- Cabarrus County, NC
- Casper, WY
- Chapel Hill, NC
- Clayton, MO
- Columbia, MO
- Dallas, TX
- Davenport, IA
- Des Moines, IA
- Fort Lauderdale, FL
- Fort Worth, TX
- Gardner, KS
- Glenview, IL
- Greenville, NC
- Hallandale Beach, FL
- High Point, NC
- Hyattsville, MD
- Independence, MO
- Johnston, IA
- Jonesboro, AR
- Kansas City, MO
- King County, WA
- Kirkwood, MO
- Las Vegas, NV
- Mecklenburg County, NC
- Midwest City, OK
- Mountain Brook, AL
- Newport, RI
- Oklahoma City, OK
- Olathe, KS
- Pinehurst, NC
- Plano, TX
- Pueblo, CO
- Raymore, MO
- Round Rock, TX
- San Antonio, TX
- Shoreline, WA
- Sugar Land, TX
- Tempe, AZ
- Vancouver, WA
- Johnson County, KS

Parks and Recreation Survey Research Experience

Mr. Morado has served as a senior researcher and project manager for Parks and Recreation Needs Assessment Surveys for dozens of local governmental organizations. Some of these organizations include:

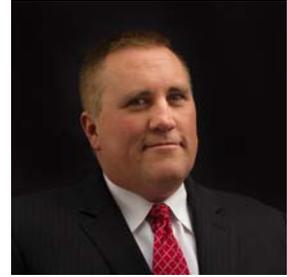
- Alexandria, VA
- Austin, TX
- Bloomington, IN
- Blue Springs, MO
- Burleson, TX
- Casa Grande, AZ
- Cedar Rapids, IA
- Chandler, AZ
- Cincinnati, OH
- Clayton, MO
- Columbia, MO
- Columbus, OH
- Des Moines, IA
- Edmonds, WA
- Fort Benning, GA
- Iowa City, IA
- Kansas City, MO
- Kent, WA
- Kettering, OH
- Lake St. Louis, MO
- Lenexa, KS
- Longview, TX
- Los Angeles, CA
- Lubbock, TX
- Mesa, AZ
- Mecklenburg County, NC
- Miami, FL
- Oklahoma City, OK
- Olathe, KS
- Orlando, FL
- Overland Park, KS
- Peoria, AZ
- Raleigh, NC
- Redmond, WA
- San Diego, CA
- San Francisco, CA
- Southlake, TX
- St. Paul, MN
- Virginia Beach, VA
- Washington D.C.

Transportation Research Experience

Mr. Morado has assisted in the design and administration of research for a wide range of Transportation Issues. Some of the organizations for whom he has assisted in transportation related research include:

- Atlanta Regional Commission (the MPO for the Atlanta area)
- Colorado Department of Transportation
- Des Moines Metropolitan Transportation Authority
- Fayetteville Area Metropolitan Planning Organization
- Kansas City Area Transportation Authority
- Kansas Department of Transportation
- Mid America Regional Council (the MPO for the Kansas City area)
- Missouri Department of Transportation
- Nashville Metropolitan Transit Authority
- North Carolina Department of Transportation
- North Central Texas Council of Governments
- South Carolina Department of Transportation
- Southeast Michigan Council of Governments (the MPO for the Detroit area)
- Tennessee Department of Transportation
- Texas Department of Transportation

CHRISTOPHER E. TATHAM, CEO, ETC INSTITUTE



Education

M.B.A., Management, Kansas State University, 1996, first in class

B.A., Princeton University, Political Science/Economics, 1990, magna cum laude

Certificate of Proficiency in Latin American Studies, Princeton University, 1990

Professional Affiliations

Chair of the Citizen for Parks Sales Tax Initiative that resulted in the passage of a multimillion voter referendum for parks and recreation improvements

Strategic Planning Committee, City of Olathe, Kansas

Board of Directors, Olathe Chamber of Commerce

Parks and Recreation Board, City of Olathe, Kansas

Convention and Visitors Bureau of Olathe, Kansas

Market Research Association

Experience

Mr. Tatham is one of the nation's leading authorities on the development of qualitative and quantitative customer satisfaction research for state and local governments. During the past ten years, he has designed and implemented customer satisfaction assessments for more than 500 governmental agencies in 41 states.

He has superior skills for planning and coordinating complex tasks that are required for the successful administration of comprehensive customer satisfaction research programs. During the past year, he managed more than \$5 million dollars worth of research projects with budgets ranging from \$2,000 to more than \$2 million.

Mr. Tatham is a highly skilled interviewer and focus group facilitator. His experience includes interviews with foreign cabinet members, Heads-of-State, ambassadors, and numerous leaders at all levels of government and business in the United States, Mexico, and Canada. His communication skills (both English and Spanish) are excellent and he is extremely successful at getting quality feedback. During the past year, he facilitated more than 100 focus groups and nearly 200 stakeholder interviews.

Presentations and talks given by Mr. Tatham to regional and national audiences include: "How to Increase Customer Satisfaction with Effective Communication," (American Waterworks Association Research Foundation - Washington, D.C.); "How Municipal Departments Can Implement Effective Customer Satisfaction Programs on a Limited Budget," (Government Training Institute of Kansas and Missouri); "Benchmarking Citizen Satisfaction with the Delivery of Governmental Services" (Mid America Regional Council - Kansas City, MO); "Best Practices in Community Survey Research," National Association of Counties - New Orleans).

His representative project experience is briefly summarized below:

Mr. Tatham has managed Customer Survey Research for dozens of governmental and private sector clients, including the following large governmental organizations:

- Atlanta, Georgia
- Austin, Texas
- Broward County, Florida
- Buffalo, New York
- Colorado Springs, Colorado
- Columbus, Ohio
- DeKalb County, Georgia
- Denver, Colorado
- Des Moines, Iowa
- Detroit, Michigan
- Dupage County, Illinois
- Durham, North Carolina
- Fairfax County, Virginia
- Fort Lauderdale, Florida
- Fort Worth, Texas
- Fulton County, Georgia
- Houston, Texas
- Kansas City, Missouri
- Las Vegas, Nevada
- Los Angeles, California
- Louisville, Kentucky
- Westchester County, New York
- Mesa, Arizona
- Miami-Dade County, Florida
- Nashville, Tennessee
- Norfolk, Virginia
- Oakland, California
- Oklahoma City, Oklahoma
- Phoenix, Arizona
- Providence, Rhode Island
- San Antonio, Texas
- San Bernardino County, California
- San Diego, California
- San Francisco, California
- St. Louis, Missouri
- St. Paul, Minnesota
- Tucson, Arizona
- U.S. Army Installation Management Agency
- U.S. National Parks Service
- Washington, D.C.
- Wayne County, Michigan

Other Experience:

Developed and implemented ETC Institute's *DirectionFinder® Survey* which allows more than 200 communities across the United States to objectively assess community priorities and customer satisfaction against regional and national benchmarks for a wide range of governmental services.

Developed and implemented an ongoing internal and external organizational surveys which are used by dozens of organizations to *generate performance measures to assess the progress towards achieving the strategic goals and objectives and to help set priorities for operating and capital budgets.*

Managed a large international customer satisfaction research project for the *American Waterworks Association Research Foundation* (AWWARF) that involved the design and administration of more than 5,000 surveys and 70 focus groups in five metropolitan areas in North America, including Seattle, Phoenix, Kansas City, Calgary, and Bridgeport.

Transportation Research Experience.

Mr. Tatham has a very comprehensive understanding or a wide range of transportation issues. Some of the organizations for whom Chris has managed transportation related market research include:

- Arizona Department of Transportation
- Atlanta Regional Commission (the mpo for the Atlanta area)
- CalTrans (California Department of Transportation)
- Colorado Department of Transportation
- Des Moines Metropolitan Transportation Authority
- Greater Buffalo-Niagara Regional Transportation Council (the mpo for the Buffalo area)
- HART | Honolulu Transit Authority
- Indiana Department of Transportation
- Iowa Department of Transportation
- Kansas City Area Transportation Authority
- Kansas Department of Transportation
- Kentuckiana Planning and Development Agency (the mpo for the Louisville area)
- Mid America Regional Council (the mpo for the Kansas City area)
- Missouri Department of Transportation
- Nashville MTA
- North Central Texas Council of Governments
- North Carolina Department of Transportation
- Ohio Department of Transportation
- Oklahoma Department of Transportation
- South Carolina Department of Transportation
- South Dakota Department of Transportation
- Southeast Michigan Council of Governments (the mpo for the Detroit area)
- Southern California Association of Governments
- Stanislaus Council of Governments
- Tennessee Department of Transportation
- Texas Department of Transportation
- Valley Metro Regional Public Transportation Authority

Mr. Tatham has managed Internal Organizational Surveys/Assessments for the following organizations:

- City of Olathe, Kansas
- City of Fort Lauderdale, Florida
- Broward County, Florida
- City of Kansas City, Missouri
- City of Coconut Creek, Florida
- Sprint Corporation
- Greater Kansas City Chamber of Commerce
- City of Lawrence, Kansas
- Kansas Department of Transportation
- University of Health Sciences
- City of Blue Springs
- City of Kansas City, Missouri
- City of Lee's Summit, Missouri
- San Antonio, Texas

Publications on Customer Satisfaction Related Issues

- 'Ten Steps To Increase Customer Loyalty.' *Services*, Vol. 25, No. 5 (May), 2005.
- 'Expand Your Roto Customer Base by Inspecting What You Expect.' *RotoWorld*, 2005, Vol 1, No. 2 (March-April).
- 'Increase Customer Loyalty in 10 Easy Steps.' *HVACR Distribution Today*, Winter 2004/2005
- 'Steps to Customer Loyalty.' *NAHAD News*, February, 2005.
- 'Inspecting What You Expect Keeps Customers Coming Back.' *e-Mhove*,
- 'Market Research: The Key to Creating Loyal Customers.' *Chemical Distributor*, 2005, Vol. 27, No. 1 (Jan.).
- "Customer Satisfaction and the Impact of Communications," Project 2613, American Water Works Association Research Foundation, 2004.
- 'Using Market Research to Assess Customer Satisfaction.' *IEC Insights*, November/December, 2004, Vol. 6.

Mr. Tatham has served as political advisor and conducted survey research that led to voter approval of projects valued at more than \$2 billion during the past six years, including:

- Kansas City Area Transportation Authority Sales Tax
- City of Bonner Springs Sales Tax
- City of Olathe Parks and Recreation Sales Tax
- City of Independence Stormwater Sales Tax
- City of Joplin Parks Sales Tax
- City of Kirkwood Aquatic Center and Ice Skating Facility Sales Tax
- Jefferson City School District Bond Issue
- Johnson County Education Sales Tax
- Kansas City School District Bond Issue
- Rolla School District Bond Issue
- City of Olathe Charter Amendments
- City of Casper Indoor Aquatics Center
- City of Columbia Community Recreation Center
- Platte County Trails Tax
- City of Lenexa Stormwater Sales Tax
- City of Independence Streets Improvements Sales Tax
- City of Grandview Transportation Sales Tax
- City of Liberty Transportation Sales Tax

- City of Liberty, Missouri, Public Safety Sales Tax
- City of Liberty, Missouri, Parks and Recreation Sales Tax

Current Position

Mr. Tatham is currently serving as the ***Chief Executive Officer*** for ETC Institute, a market research firm that specializes in the design and administration of customer satisfaction research for governmental, nonprofit, and private organizations. Areas of emphasis include: transportation, planning and zoning, parks and recreation, public safety, and utilities. Under his leadership as Director of Operations, the company’s sales have increased by more than 1500% since 1996. The company was selected as one “One of the Best Places to Work in Kansas City” by the Kansas City Business Journal. ETC Institute also received the prestigious “Top 10 Small Businesses in Greater Kansas City” award from the Greater Kansas City Chamber of Commerce; the firm was selected from more than 1700 nominees.

DR. ELAINE TATHAM, PRESIDENT, ETC INSTITUTE



Education

Ed.D, Educational and Psychological Research, University of Kansas, 1971
M.A., Mathematics, University of Kansas, 1960
B.A., Mathematics, Carleton College, 1958

Professional Affiliations

Olathe Medical Center Board of Trustees, member.
National Association of Women Business Owners
Institute of Management Consultants (New York City)
Mathematical Association of America; served as president of the Kansas Section from 1979-80
City of Olathe, KS, Planning Commission, 1982 to 1992; served as chair 1987-88
Mid-America Regional Council: Urban Core Growth Strategies Committee (1991-92)
Citizens' Advisory Committee to the Kansas City Power & Light Company (1982-1990)

Experience

Dr. Tatham is president and 100% owner of ETC Institute, a management consulting firm that does consulting with a focus on evaluation, research design, market research, information management, statistical applications, and analysis. She has both the experience and academic credentials to design of customer satisfaction research, monitor the research, and make a final assessment of the results.

She was a member of the Olathe Planning Commission for almost ten years and served as chair of the commission. She is a member of the Board of Directors for Olathe Medical Center and currently serves a chair of the patient satisfaction committee. She has been instrumental in the design and successful administration of patient satisfaction surveys for several health related organizations.

She is a certified management consultant through the Institute of Management Consultants (New York City). She is an adjunct lecturer in the University of Kansas graduate Engineering Management program. Her specialties include operations research, forecasting, and system simulation for management decision-making.

Dr. Tatham was a Profile feature on the front page of the July 17, 1992 Kansas City Business Journal. She has been the Olathe "Woman of the Year" and received the John T. Barton award for service to the Olathe Community (including almost 10 years as a planning commissioner.)

She gave a talk "Know Your Market" at the first Transportation Management Summit sponsored by the TMA Council of the Association of Commuter Transportation with the support of the Federal Highway Administration, Federal Transit Administration, and U. S. Department of Energy. Williamsburg, Virginia, November 1992. She returned to the second meeting held in Palm Springs.

Dr. Tatham's expertise includes:

- She has extensive experience in designing research tools in formats that encourage respondent participation
- She has managed more than 500 research projects across the United States
- She has unsurpassed experience in the field of developing and applying performance measurements. She developed the data collection methodology that is used for the "report card" that is published annually by Partnership for Children, one of the Midwest's leading children's advocacy groups.

Dr. Tatham's current responsibility is:

1982 – present; ETC Institute, Olathe, Kansas, President and Owner

Senior executive of a company that provides management consulting services including marketing research, demography, information management, statistical applications, strategic planning, forecasting, simulation, and operations research for management decision-making. Focus is on the acquisition and display of information for management decision-making. Clients include businesses, public school systems, colleges, vocational technical schools, governmental units, and not-for-profit agencies.

Section 5

Required Statements



ETC Institute is not currently involved with any material litigation, arbitration, or bankruptcy proceedings, or has been within the past three years directly or indirectly.

Section 6

Budget

ETC Institute 2016 Survey Fee Schedule

Questions: Call Jason Morado at 913-829-1215

	250	300
Number of completed surveys		
precision w/95% level of confidence at City level	+/-6.0%	+/-5.5%
Survey Design and Sampling Plan	\$2,700	\$2,800
Administer Survey		
9-12 minute survey (3-4 pages in length)	\$4,825	\$5,790
13-16 minute survey (5-6 pages in length)	\$5,950	\$7,140
17-18 minute survey (7 pages in length)	\$7,125	\$8,550
Formal Report with summary and charts	included	included
Benchmarking Analysis	included	included
Importance-Satisfaction Analysis	\$1,500	\$1,500
GIS Mapping	\$1,500	\$1,500
Crosstabulations for Key Demographic Groups	\$1,500	\$1,500
On-Site Visits plus direct travel costs (per day)	\$1,750	\$1,750
Present survey results via Webinar	\$250	\$250

Sample Fee: The cost to administer a 13-16 minute survey to a random sample of 300 residents, prepare a formal report, including importance-satisfaction analysis and GIS maps, and make one on-site presentation of the results would be: \$2,800+\$7,140+\$1,500+\$1,500+\$1,750 = \$14,690