



CITY COUNCIL ACTION REQUEST

Department(s): City Manager	CEQA: Not a Project, File No. PP17-003, Agreements/ Contracts (New or Amended) resulting in no physical changes to the environment.	Coordination: City Attorney's Office and City Manager's Budget Office	Dept. Approval:  Sarah Zárate
Council District(s): Citywide			CMO Approval:  5/8/24

SUBJECT: AMENDMENT TO THE AGREEMENT WITH TRUE NORTH RESEARCH, INC. FOR ANNUAL COMMUNITY SURVEYS

RECOMMENDATION:

Adopt a resolution authorizing the City Manager or her designee to negotiate and execute the First Amendment to the Master Consultant Agreement with True North Research, Inc. to increase the compensation by \$330,000 for a new maximum compensation not to exceed \$650,000, and with no other changes to the agreement, subject to the appropriation of funds.

BASIS FOR RECOMMENDATION:

In June 2021, the City conducted a competitive request for proposal to procure services seeking professional survey research consultants to help design, administer, and report on survey projects for the purpose of better understanding the community's satisfaction with City services, in addition to gauging the level of community support and interest in potential ballot measures.

On September 8, 2021, the City entered into a master consulting agreement with True North Research, Inc. in the amount of \$320,000. The agreement authorized the City Manager's Office to request surveys on an as-needed basis.

City Council authorization to negotiate and execute this first amendment to the master consulting agreement with True North Research, Inc. allows staff to move forward and issue additional service orders to gather data that supports staff's understanding of the community's satisfaction with City services and potential ballot measures. Past service orders under this master consulting agreement included: 1) implementation of the quarterly Focus Area Community Survey to understand resident perception towards the City Council Focus Areas; 2) implementation of the annual Community Satisfaction Survey, the results of which are included in the City Auditor's Annual Report on City Services and the City Manager's Budget document, and 3) implementation of potential ballot measure polling to evaluate community opinion on stormwater funding topics.

This authorization enables the work approved by City Council for Community Surveys to move forward, work that includes the Annual Customer Satisfaction Survey used in the City Auditor's Annual Report on City Services and the City Manager's Operating Budget documents, and the quarterly Focus Area Community Surveys. These surveys are used to report outcomes and performance, including most recently for the City Council Focus Areas as directed by the City Council through Manager's Budget Addenda #39, which was approved as part of the Fiscal Year 2023-2024 Adopted Operating Budget. This amendment also

enables staff to complete ballot measure polling as directed by the Mayor's March Budget Message for Fiscal Year 2024-2025, and as approved by the City Council.

Staff requests City Council authorize the City Manager or her designee to negotiate and execute a first amendment to the agreement to increase the compensation in the amount of \$330,000, for a maximum compensation not to exceed \$650,000, under the same material terms and conditions as the original agreement and subject to the appropriation of funds. This agreement amendment allows for the continuation of work beginning in 2024-2025 in addition to completing ongoing work in Fiscal Year 2023-2024. Individual service orders will be executed before each survey is conducted. As the volume of surveying has changed since the initial procurement in 2021, the City Manager's Office intends to conduct another procurement in Fiscal Year 2024-2025.

Commission Recommendation/Input: There is no commission recommendation or input associated with this action.

COST AND FUNDING SOURCE:

If approved, funding for 2024-2025 service orders will be included in the Customer Satisfaction Survey appropriation (3079) in the General Fund in the 2024-2025 Operating Budget. Upon conclusion of the procurement process for the new master consulting agreement in 2024-2025, additional funding identified for future service orders will be allocated in future budget processes, subject to the appropriation of funds. Ongoing ballot measuring polling during 2023-2024 will be funded separately by the City Manager's Office.

FOR QUESTIONS CONTACT: Jessica Lowry, Senior Executive Analyst, Open Government Manager, at (408) 535-8100.