



**ETC INSTITUTE**

MARKETING RESEARCH, DEMOGRAPHY, STATISTICAL APPLICATIONS

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Amy L. Knowles, Deputy Resiliency Officer  
City of Miami Beach  
1700 Convention Center Drive  
Miami Beach, Florida 33139  
305-673-7000 x6081

**Subject: Statement of Work to Conduct a Resident and Business Survey**

Dear Ms. Knowles:

ETC Institute is pleased to submit a scope of work and fee to conduct a resident and business survey for the City of Miami Beach. The specific services that will be provided for each project are described below.

**Part A: Resident Survey Scope of Work**

The services ETC Institute would provide for the resident survey are described below.

**Task A-1: Designing the Survey Instrument/Developing the Sampling Plan**

**Survey Design.** ETC Institute will work with city staff to design the survey instrument. The survey will be similar to the survey that was administered by ETC Institute in 2016, but it will be updated and tailored to the City's current needs. It is anticipated that 2-3 drafts of the survey will be prepared before the survey is approved by the City. The survey will be up to 20 minutes in length (or a maximum of 7 printed pages).

**Sampling Plan.** ETC Institute recommends 1,200 completed surveys for the 2018 survey, which is less than the goal of 1,800 surveys for the 2016 survey. We do not believe the larger sample size is needed given the City's population, and our goal is to provide the City with the best return on its investment for our services.

Although the sample size we are recommending for 2018 will be smaller than the 2016 survey, the overall accuracy of the data will not change significantly. A random sample of **1,200 completed surveys** will provide results that have a precision of at least +/- 2.8% at the 95% level of confidence, which is just a minor change from the precision of +/-2.3% at the 95% level of confidence achieved by the 1,800 survey sample. In addition, a sample

of 1,200 completed surveys is fully sufficient to provide statistically valid results for each of the five subareas: (1) the “condo corridor”, (2) Mid Beach, (3) North Beach, (4) South Beach and Belle Isle, and (5) South Point.

The sample will be selected at random from all known residential addresses in the City. The sample will include households with traditional land-lines, household with cell-phones only, and households without phones. In addition, the survey will be optimized for JAWS screen reader for the vision-impaired. This selection methodology will ensure that the sample is representative of the City’s population. ETC Institute will also ensure that the results are statistically valid for each of the following subareas in the City: (1) the “condo corridor”, (2) Mid Beach, (3) North Beach, (4) South Beach and Belle Isle, and (5) South Pointe.

Deliverables Task A-1. A copy of the approved survey instrument.

**Task A-2: Administer the Survey.** ETC Institute will administer the survey as follows

- Once the survey is approved the City, ETC Institute will conduct a pilot test of the survey to be sure residents can understand the questions and that the web-version of the survey works appropriately.
- ETC Institute will mail the survey and a cover letter (on City letterhead) to a random sample of households in the City.
- Residents who receive the survey will have the option of completing it in one of the following three ways.
  - By mail using a postage-paid return envelope, which will be included with the survey
  - By going on-line to a website; the website will be printed on the survey.
  - By calling a toll-free number, which will be printed on the survey; ETC Institute will have interviewers who will answer inbound calls in both English and Spanish from residents who prefer to complete the survey by phone.
- Use of Multiple Methods. ETC Institute recommends the use of multiple methods to respond to the survey to minimize the bias that any single method might have the results. For example, seniors are much more likely to respond to surveys conducted by phone. Since very few people under the age of 40 will answer phone calls from people they do not know, phone-only surveys tend to be biased against younger residents. On the other hand, younger people tend to be more responsive to web-based surveys, so a web-based only survey might under-represent seniors. By using multiple methods, ETC Institute will be able to maximize the response rate to the survey, which will increase the likelihood that the survey results will be representative of the City’s population. Note that within its large inventory of clientele, ETC does not experience a difference in response results according to the method that the user selected to take the survey.

- ETC Institute will follow-up with households that do not respond to the survey within 10 days to maximize participation in the survey. These follow-ups will be conducted as follows:
  - By sending e-mails to households for whom email addresses can be obtained. The emails will contain a link to the on-line version of the survey
  - By calling households in both English and Spanish and leaving voice messages about the survey with households that do not answer their phone; ETC Institute will give those who do answer their phone an opportunity to complete the survey by phone.
- ETC Institute will conduct follow-ups by phone and e-mail until a minimum of 1,200 surveys are completed.
- ETC Institute will monitor the distribution of the sample to ensure that the sample reasonably reflects the demographic composition of the City with regard to age, geographic dispersion, gender, ethnicity and other factors.
- ETC Institute will weight the data if needed to ensure the geographic and demographic composition of the sample are similar to the most recent Census estimates for the City's population and the composition of previous surveys to ensure trend analysis from previous years is comparable.

Deliverable Task A-2. ETC Institute will provide a copy of the overall results for each question on the survey.

### **Task A-3: Analysis and Final Report**

ETC Institute will submit a final report to the City. At a minimum, this report will include the following items:

- Formal report that includes an executive summary of survey methodology, a description of major findings, and charts that show the overall results of the survey. The final report will be similar to the one prepared by ETC Institute in 2016.
- Benchmarking analysis that shows how the results for Miami Beach compare to national and regional norms. ETC maintains national and regional benchmarking data for more than 80 types of local governmental services. ETC will compare Miami Beach's results with other communities and provide charts with the comparisons.
- Cross tabulations that show a breakdown of results for key demographic variables, such as age, income, years of residency, and other factors.

- Importance-Satisfaction Analysis that will identify the areas where the greatest opportunities exist to enhance overall satisfaction with City services. 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.
- A copy of the survey instruments
- GIS maps that show geocoded survey results for selected questions on the survey. This allows the visual representation of how satisfied residents are with the delivery of services in different areas of the City.
- Deliverable Task A-3. ETC Institute will submit the draft final report in an electronic format and 1 reproducible hard copy of the final report. ETC Institute will also make an on-site presentation to City Commission and provide an electronic copy of the presentation highlighting the results. This is included with survey package at no additional cost.
- A two-day on-site visit to conduct focus groups and/or conduct training with employees on how to use survey data in addition to additional on-site visits to present results to Commission, committees or administration are broken out separately in the “Survey Fees” table on page 8 of this proposal.

<p><b>Part B: Business Survey Scope of Work</b></p>
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The services ETC Institute would provide for the business survey are described below.

**Task B-1: Designing the Survey Instrument/Developing the Sampling Plan**

**Survey Design.** ETC Institute will work with city staff to design the survey instrument. The survey will be similar in length and content to the survey that was administered by ETC Institute in 2016, but it will be updated and tailored to the City’s current needs. It is anticipated that 2-3 drafts of the survey will be prepared before the survey is approved by the City.

**Sampling Plan.** ETC Institute recommends 600 completed business surveys for the 2018 survey, which is less than the goal of 1,000 surveys for the 2016 survey. As with the resident survey, we do not believe the larger sample size is needed given the City’s business, and our goal is to provide the City with the best return on its investment for our services.

Although the sample size we are recommending for 2018 will be smaller than the 2016 survey, the overall accuracy of the data will not change significantly. A random sample of **600 completed surveys** will provide results that have a precision of at least +/- 3.9% at the 95% level of confidence, which is just a minor change from the precision of +/-3.1% at

the 95% level of confidence achieved by the 1,000 survey sample. In addition, a sample of 600 completed surveys is fully sufficient to provide statistically valid results for each of the three subareas: of the following subareas in the City: (1) North Beach, (2) Mid Beach, (3) and South Beach

The sample will be selected at random from all known business addresses in the City. This selection methodology will ensure that the sample is representative of the City's business population. ETC Institute will also ensure that the results are statistically valid for each of the following subareas in the City: (1) North Beach, (2) Mid Beach, (3) and South Beach.

Deliverables Task B-1. A copy of the approved survey instrument.

**Task B-2: Administer the Survey.** ETC Institute will administer the survey as follows

- Once the survey is approved the City, ETC Institute will conduct a pilot test of the survey to be sure business owners/managers can understand the questions and that the web-version of the survey works appropriately.
- ETC Institute will mail the survey and a cover letter (on City letterhead) to a random sample of businesses in the City.
- Business owners/managers who receive the survey will have the option of completing it in one of the following three ways:
  - By mail using a postage-paid return envelope, which will be included with the survey
  - By going on-line to a website; the website will be printed on the survey.
  - By calling a toll-free number, which will be printed on the survey; ETC Institute will have interviewers who will answer inbound calls in both English and Spanish from business owners/managers who prefer to complete the survey by phone.
  - The survey will be optimized for JAWS screen reader for the vision-impaired.
- ETC Institute will follow-up with businesses that do not respond to the survey within 10 days to maximize participation in the survey. These follow-ups will be conducted as follows:
  - By sending e-mails to businesses for whom email addresses can be obtained. The emails will contain a link to the on-line version of the survey
  - By calling businesses in both English and Spanish and giving respondents a chance to complete the survey by phone.

- ETC Institute will conduct follow-ups by phone and e-mail until a minimum of 600 surveys are completed.
- ETC Institute will monitor the distribution of the sample to ensure that the sample reasonably reflects the demographic composition of the City's business community as compared to the distribution of previous surveys.
- ETC Institute will weight the data (if needed) to ensure the geographic and demographic composition are comparable to previous surveys to ensure trend analysis from previous years is comparable.

Deliverable Task B-2. ETC Institute will provide a copy of the overall results for each question on the survey.

**Task B-3: Analysis and Final Report**

ETC Institute will submit a final report to the City. At a minimum, this report will include the following items:

- Formal report that includes an executive summary of survey methodology, a description of major findings, and charts that show the overall results of the survey. The final report will be similar to the one prepared by ETC Institute in 2016.
- Cross tabulations that show a breakdown of results for key demographic variables.
- Importance-Satisfaction Analysis that will identify the areas where the greatest opportunities exist to enhance overall satisfaction with City services.
- A copy of the survey instruments
- GIS maps that show geocoded survey results for selected questions on the survey
- Deliverable Task B-3. ETC Institute will submit the draft final report in an electronic format and 1 reproducible hard copy of the final report. ETC Institute will also make an on-site presentation to City Commission and provide an electronic copy of the presentation highlighting the results. This is included with survey package at no additional cost.
- A two-day on-site visit. This could be used to conduct focus groups and/or conduct training on how to use survey data. The on-site visit could also be used to present results to Commission, committees or administration. This is broken out separately in the "Survey Fees" table on page 8 of this proposal.

<b>Survey Schedule</b>
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**October / November**

- Agreement approved and signed
- Initial discussion with the City to discuss survey goals & objectives
- ETC Institute provides the City with a draft survey
- ETC Institute revises the survey based on input from the City

### **November**

- City approves the survey instrument
- Press releases issued
- Pilot test to make sure residents understand questions
- Data collection begins (surveys are sent out)

### **December**

- Data collection continues
- Data collection completed

### **January/ February**

- Data analysis and draft final report completed
- On-site report presentation to City Commission
- A two-day on-site visit to conduct focus groups and/or conduct training with employees or City leaders on how to use the survey data
- Final report delivered

## **Qualifications**

ETC Institute specializes in the design and administration of market research for governmental organizations. Our major areas of emphasis include community surveys, customer satisfaction 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 ten years, ETC Institute has administered surveys in more than 850 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: Broward County, Fort Lauderdale, Miami-Dade County, and San Francisco.

### ***Fee***

The table on the following page shows the fees for conducting the two surveys with the recommended sample sizes of 1,200 resident surveys and 600 business surveys and the on-site presentation, training/focus groups and discussion.

The total fee for both surveys as described in the scope of services will be \$72,662 with an option to conduct a subsequent survey in 2020. This is considered to be a high quality level of statistical significance and is greatly enhanced by an on-site presentation to City Commission and two days of training and/or focus groups.

**SURVEY FEES**

Task #	Description	Fee
<b>RESIDENT SURVEY</b>		
A-1	Survey Design and Sampling Plan	\$3,700.00
A-2	Pilot Test and Survey Administration	\$27,100.00
A-3	Analysis/Final Report	\$8,672.00
	Subtotal Resident Survey	\$39,472.00
<b>BUSINESS SURVEY</b>		
B-1	Survey Design and Sampling Plan	\$2,750.00
B-2	Pilot Test and Survey Administration	\$17,540.00
B-3	Analysis/Final Report	\$6,200.00
	Subtotal Business Survey	\$26,490.00
	<b>GRAND TOTAL BOTH SURVEYS</b>	<b>\$65,962.00</b>
<b>NEW SERVICES</b>		
	Presentation of results to City Commission	\$0
	A two-day on-site visit to conduct focus groups and/or conduct training with employees or City staff how to use the survey data	\$4,200
	Additional on-site visits to present survey results.	\$2,500 per day
<b>TOTAL</b>		<b>\$72,662</b>

**CLOSING:** We appreciate your consideration of our proposal and look forward to your decision. If you have any questions, please do not hesitate to call me at (913) 254-4512.

Sincerely,



Christopher Tatham, CEO



## COMPARATIVE SURVEY PRICING FROM ETC INSTITUTE

RECENT BUSINESS SURVEYS IN SOUTH FLORIDA		FEE	Unit Cost/Survey	Confidence Level	Citywide Precision +/- %	Details Regarding Services
Proposed Miami Beach, FL in 2018 (600 Businesses)		\$ 26,490	\$ 44.15	95%	+/-4%	Sample will provide results for 3 subareas
Coral Springs, FL in 2018 (300 Businesses)		\$ 13,250	\$ 44.17	95%	+/-6%	Citywide results only - no breakdowns for areas within the City
Tamarac, FL in 2018 (300 Business)		\$ 14,200	\$ 47.33	95%	+/-6%	Citywide results only - no breakdowns for areas within the City
Hallandale Beach, FL in 2016 (200 Businesses)		\$ 15,000	\$ 75.00	95%	+/-7%	Citywide results only - no breakdowns for areas within the City
AVERAGE UNIT COST PER COMPLETED BUSINESS SURVEY			\$ 52.66			

COMPARABLE RESIDENT SURVEY FEES		FEE	Unit Cost/Survey	Confidence Level	Citywide Precision +/- %	Details Regarding Services
Tamarac, FL in 2018 (1200 residents)		\$ 29,670	\$ 24.73	95%	+/-2.8%	Breakdowns provided for 4 areas in the City. Tamarac was ETC Institute's first client in Florida and has received preferential pricing for their resident survey.
Proposed Miami Beach, FL in 2018 (1200 Residents)		\$ 39,472	\$ 32.89	95%	+/-2.8%	Statistically valid results to be provided for 5 subareas
Coral Springs, FL (1,200 Residents) in 2017		\$ 39,750	\$ 33.13	95%	+/-2.8%	Statistically valid results provided for 5 subareas
City of Miami, FL (700 Residents) in 2018		\$ 24,000	\$ 34.29	95%	+/-4%	Citywide results only - no breakdowns for areas within the City
Miami-Dade County, FL (3,200 Residents) in 2015		\$ 131,600	\$ 41.13	95%	+/-1.7%	Statistically valid results provided for more than 20 subareas
Fort Lauderdale, FL (600 Residents) in 2017		\$ 24,755	\$ 41.26	95%	+/-4%	Breakdowns provided for 4 areas in the City
Hallandale Beach, FL (600 Residents) in 2017		\$ 24,880	\$ 41.47	95%	+/-4%	Citywide results only - no breakdowns for areas within the City
Key Biscayne, FL (500 Residents) in 2018		\$ 21,750	\$ 43.50	95%	+/-4.5%	Citywide results only - no breakdowns for areas within the City
AVERAGE UNIT COST PER COMPLETED RESIDENT SURVEY			\$ 36.55			