



City Council Report

City Council Meeting: September 24, 2013

Agenda Item: 3K

To: Mayor and City Council
From: Rod Gould, City Manager
Subject: Professional Services Agreement with Godbe Research for Resident Survey on Future Development

Recommended Action

Staff recommends that the City Council authorize the City Manager to negotiate and execute a professional services agreement with Godbe Research, a California-based company, in an amount not to exceed \$32,135 to conduct a resident opinion survey on future development related issues.

Executive Summary

The City of Santa Monica contracts with public opinion research firms to conduct its bi-annual resident opinion survey, as well as potential ballot measures and other resident public opinion research. A competitive request for proposals was issued in June and July of 2013 to conduct a resident survey on matters related to future development. Godbe Research is recommended for selection at a cost of \$32,135.

Background

The City of Santa Monica conducts telephone surveys of Santa Monica residents to assess resident satisfaction with City services, as well as occasionally surveying voters' attitudes about possible revenue options aimed at addressing critical needs. Council requested staff to conduct a resident opinion survey on matters related to future development at the May 29, 2013 Budget Study Session meeting, and designated \$30,000 if its contingency funds for this purpose at the June 25, 2013 Budget Adoption meeting.

Godbe Research has provided public opinion research polling for the City several times in the past including the City's resident survey in 1999 and a resident survey of Rent Control units in 2006.

Discussion

Council directed staff to engage the services of a professional public opinion research firm to gauge the public's opinion on matters related to future development.

Topics to be addressed in the survey include building height, density, community benefits and potential concern regarding project impacts. The results of the survey would provide the Council with information regarding residents' opinions about the height and density of new buildings in the downtown, and the level of community benefits and project amenities that would be appropriate for projects that seek to exceed base height limits. Additionally, survey questions would seek to determine if the community would support taller buildings for desired uses, such as affordable housing, uses that provide a fiscal benefit to the City and projects that provide major public infrastructure enhancements that result in new or improved public open space or transportation/circulation improvements. The survey questions would also ask residents what benefits they wish to see in new downtown development projects, as well as their concerns regarding what potential impacts might occur as a result of new development. The survey would be conducted this fall.

Contractor/Consultant Selection

In June 2013, the City issued a request for quote/proposals to conduct a resident survey on future development. The request was at first issued to four firms that scored the highest in the 2011 resident survey competitive process. No proposals were received from these companies. Staff then posted the survey request on the City's online bidding website in July 2013. Fourteen proposals were received. Proposals were evaluated by staff from the City Manager's Office, Planning and Community Development, Housing and Economic Development, and the City Attorney's Office. The evaluations focused on: qualifications; structure of the client team and their experience; strategy and plan to accomplish the goals for conducting the survey; and reasonableness of the fee including the value/service for the proposed cost. Godbe Research is recommended based on the strength of their proposal, qualifications, experience, methodology, strategy and plan to accomplish the survey goals.

The benefits of using Godbe Research for this resident survey are:

- Utilizing a recognized leader in conducting research on public opinion polls, including conducting resident surveys on development for California cities. Since its founding in 1990, Godbe Research has conducted more than 2,500 public opinion surveys for California local government clients.
- Providing detailed analysis by demographic and geographic subgroupings by key questions, which offers ongoing insight into current resident sentiments;
- Broad background and familiarity with the community having completed five surveys in the Santa Monica community since 1998 including:
 - 1998 Library and Parks Bond Measure Voter Survey (voter sample)
 - 1999 ICMA Survey of Residents conducted for the City of Santa Monica (RDD/random sample)
 - 2000 Sidewalks and Trees Property Owner Assessment Survey (residential and commercial property owner sample)
 - 2005 ad-hoc Internet survey of residents during the General Plan update (Dyett & Bhatia)
 - 2006 Rent Control Survey (listed sample of renters)

Based on the proposal submitted, staff recommends entering into a professional services agreement in the amount of \$32,135 with Godbe Research for preparation of voter survey. The other firms did not have the depth of experience with California Cities on development or other surveys.

While staff initially specified a minimum sample size of 400, after speaking with the consultant and to conform to the ballot measure survey, staff recommends a sample size of 500 which yields a greater level of confidence and more precision at the geographic and demographic levels, and a maximum survey length of 22 minutes.

Staff requested and the League of Women Voters-Santa Monica agreed to participate as an impartial observer in the process on the survey on development. The role is not in survey content development but instead is in process observation.

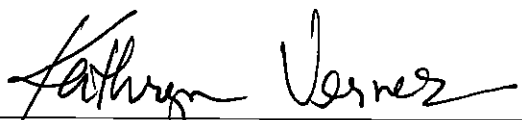
Financial Impacts & Budget Actions

The professional services agreement to be awarded to Godbe Research is for an amount not to exceed \$32,135. Funds are available in the FY 2013-14 budget in division 201 and 2071. The agreement will be charged to account 01201.579005 (\$30,000) and to account 012071.555060 (\$2,135).

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Approved:

Forwarded to Council:



Kathryn Vernez
Deputy City Manager



Rod Gould
City Manager