



CITY OF MENIFEE

SUBJECT: Agreement with Probolsky Research LLC for Biennial Community Surveys Measuring Strategic Plan Implementation and Community Needs

MEETING DATE: October 4, 2023

TO: Mayor and City Council

PREPARED BY: Rebekah Kramer, Assistant to the City Manager

REVIEWED BY: Rochelle Clayton, Assistant City Manager

APPROVED BY: Armando G. Villa, City Manager

RECOMMENDED ACTION

1. Approve and authorize the City Manager to execute a Professional Services Agreement with Probolsky Research LLC, for completion of biennial community surveys, conducted in Fiscal Years 2023/2024, 2025/2026 and 2027/2028, for a total amount not-to-exceed \$103,800.

DISCUSSION

The 2023-2028 Strategic Plan calls for the completion of a biennial community survey to measure progress in the implementation of the City's strategic priorities and continue to assess community needs. The survey conducted in Fiscal Year (FY) 2023/2024 will serve as a baseline with surveys conducted every two years thereafter through FY 2027/2028.

RFP Process

On June 15, 2023, the City issued Request for Proposal (RFP) No. 2023-22 for completion of the comprehensive residential satisfaction survey. A total of ten proposals were received by the submittal deadline of July 27, 2023. A comprehensive evaluation of the proposals received was completed by a review committee comprised of City staff from multiple departments. Proposals were reviewed and ranked based on the qualifications and experience of the firms and their project team, service delivery approach, and cost.

TABLE 1 – RFP Evaluation Summary

Ranking	Firm	Average Score (100 possible point)
1	Probolsky Research	89.80
2	J. Wallin Opinion Research	89.00
3	Fairbank, Maslin, Maullin, Metz & Associates (FM3)	87.20
4	EMC Research	87.00
5	RCC Associates	84.20
6	Zilo International Group	79.80
7	HARC Inc	79.40
8	Polco	83.00
9	Millian Chicago	76.00
10	The Martec Group	68.60

The top four finalists participated in an interview allowing for an evaluation of the project team identified for each firm. The average scores of the evaluation completed by the interview panel are summarized in Table 2 below.

TABLE 2 – RFP Interview Summary

Ranking	Firm	Average Score (100 possible point)
1	Probolsky Research	85.20
2	Fairbank, Maslin, Maullin, Metz & Associates (FM3)	82.20
3	EMC Research	77.40
4	J. Wallin Opinion Research	76.00

Following the proposal evaluation, interviews, and reference checks, City staff determined that Probolsky Research LLC, was best qualified to conduct the City's biennial community surveys. Probolsky Research has extensive experience developing and conducting statistically valid community surveys for local governments throughout the state of California and nationally. Their experience, considered in combination with their approach and overall cost, set them apart from other firms. The proposed five-year term of the Professional Services Agreement (PSA) would extend through June 30, 2028, with surveys conducted every two years beginning in FY 2023/2024. Three surveys would be completed during the contract period in an amount not to exceed \$34,600 per survey for a contract total amount not-to-exceed \$103,800.

About the Survey

City staff would work in collaboration with the Probolsky Research team to develop the community survey to be completed in early 2024. The survey would be conducted in both English and Spanish using a multi-model approach including telephone, email, text message, and mail.

The community survey would include a statistically valid sample of 600 resident representatives of the City both demographically and geographically. Based upon the City population, a sample size of 600 residents provides a ninety-five percent confidence level. This means that if the survey was repeated 100 times, using the same methods, the findings would be within the margin of error (+/-4%) ninety-five times out of one hundred. Conducting a survey with a larger sample size would add cost without producing a substantial difference in the results. For comparison, national

polls typically include 1,000-2,500 respondents and statewide polls typically include 900-1,200 respondents.

Probolsky Research would provide the City with a detailed summary report of the survey results including benchmark comparisons to other similar communities. This information would be used to monitor resident satisfaction with City services and progress made in the implementation of the priorities established in the 2023-2028 Strategic Plan.

STRATEGIC PLAN OBJECTIVE

Community Engagement and Social Infrastructure

FISCAL IMPACT

The estimated fiscal impact for completion of three community surveys through FY 2027/2028 is set not-to-exceed \$103,800. The funding required to complete the baseline survey in FY 2023/24 in an amount not-to-exceed \$34,600 was included as part of the adopted FY 2023/2024 budget within the City Executive Office Account No. 100-4111-52855 (One-time Consulting Services). Funding for the two additional surveys completed in FY2025/2026 and FY 2027/2028 would be established as part of the respective year's operating budget. No additional budget appropriation action(s) are required.

ATTACHMENTS

1. PSA - Probolsky Research LLC