



CITY OF COMMERCE AGENDA REPORT

TO: Honorable City Council **Item No.** _____

FROM: City Administrator

SUBJECT: City Council Consideration and Approval of Agreement with Fairbank, Maslin, Maullin, Metz & Associates, Inc.

MEETING DATE: November 20, 2018

RECOMMENDATION:

That City Council approve a professional services agreement with Fairbank, Maslin, Maullin, Metz & Associates (FM3), Inc. for a Citizens Satisfaction Survey.

DISCUSSION:

The City would like to retain FM3 to assist with identifying citizens' concerns with City-related issues. FM3 Research is a California-based company that has been conducting public policy-oriented opinion research since 1981. They specialize in conducting all types of general population questions. These include surveys for organizations seeking to deepen their understanding of how the public perceives certain policy issues, or how the public perceives their organization or its services. Their motto is to "educate, influence, or better serve a specific population".

ANALYSIS:

As part of the Citizens Satisfaction Survey, FM3 will conduct an analysis that will identify residents' concerns and priorities going forward with regard to City services. The survey will include questions that address the following issue areas, among others:

- Attitudes toward potential loss of city revenue;
- Evaluating the importance of City-provided programs and services;
- Satisfaction with current City-provided government services;
- Attitudes toward quality of life issues in the City;
- Public safety concerns;
- Perceptions of Sheriff's and Fire services in the City;
- Attitudes toward retention of City-provided programs and services.

Further, the survey will provide the City with a greater understanding of the public's priorities, allowing the City to prioritize residents' specific preferences and needs. As the City continues to grow and prosper, it is imperative that we arm ourselves with the knowledge of our residents' needs coupled with our financial responsibilities, to ensure we can continue to provide the services our residents have enjoyed as being part of the "Model City".

ALTERNATIVES:

1. Approve staff recommendation
2. Disapprove staff recommendation
3. Provide further direction to staff

FISCAL IMPACT:

FM3 proposes to conduct a 20 minute long interview with 300 residents for a not to exceed fee of \$28,850.

Respectfully submitted: Edgar P. Cisneros, City Administrator

Recommended by: Rene Bobadilla,

Reviewed by: Vilko Domic, Finance Director

Prepared by: Norma Copado, City Attorney

Attachment: Draft Services Agreement with FM3