



Office of the City Manager

CONSENT CALENDAR
January 28, 2020

To: Honorable Mayor and Members of the City Council
From: Dee Williams-Ridley, City Manager
Submitted by: Matthai Chakko, Assistant to the City Manager
Subject: Contract: Lake Research Partners for 2020 Community Survey

RECOMMENDATION

Adopt a Resolution authorizing the City Manager to approve a contract and any amendments with Lake Research Partners to develop and perform one (1) or two (2) surveys of registered voters, provide the associated analysis and reports, and any required polling services. The contract would be for a one year period, starting January 29, 2020 through January 31, 2021 for a total not to exceed amount of \$75,000.

FISCAL IMPACTS OF RECOMMENDATION

Funds for the 2020 Community Survey are allocated in the General Fund in the not to exceed amount of \$75,000 (011-21-201-000-0000-000-412-612990).

CURRENT SITUATION AND ITS EFFECTS

The recommendation of Lake Research Partners for this contract is based on their response to Request for Proposals (RFP) Specification Number (Spec No.) 20-11359-C for the 2020 Community Survey and evidence of its ability to fulfill the Scope of Services. The City received and staff analyzed three responses to the RFP.

By supplying data to inform service delivery, the 2020 Community Survey supports the Strategic Plan goal to be a customer-focused organization that provides excellent, timely, easily-accessible service and information to the community.

BACKGROUND

The City Manager's Office oversees a bi-annual community survey to help determine public opinions regarding measures that may be considered for the November ballot.

In December 2019, the City released RFP Spec No. 20-11359-C for the 2020 Community Survey. A panel of City staff performed a review of the submitted proposals and selected Lake Research Partners based on its ability to best meet the selection criteria. This included demonstrated understanding of the scope of services and approach, qualifications and previous experience of key staff, references, and cost. The Lake Research Partners proposal addressed all of the criteria and the panel found them to be qualified and the best selection for this City contract.

ENVIRONMENTAL SUSTAINABILITY

This survey will be conducted via telephone and/or text and will not be administered in paper form. As such, it reduces the use of paper which supports the City's environmental sustainability goal to achieve zero waste sent to landfills.

RATIONALE FOR RECOMMENDATION

The response submitted by Lake Research Partners was ranked highest and represents the best overall value to the City.

ALTERNATIVE ACTIONS CONSIDERED

The City could choose to put measures on the ballot without the assistance of a professional survey consultant or not put any measures on the ballot.

CONTACT PERSON

Matthai Chakko, Assistant to the City Manager, 981-7008

Attachments:

1: Resolution

RESOLUTION NO. ##,###-N.S.

CONTRACT: LAKE RESEARCH PARTNERS FOR 2020 COMMUNITY SURVEY

WHEREAS, the City Manager's Office oversees a bi-annual community survey to help determine public opinions regarding measures that may be considered for the November ballot; and

WHEREAS, a Request for Proposals (RFP) Specification Number 20-11359-C for the 2020 Community Survey was released in December 2019, and Lake Research Partners submitted a proposal in response to the RFP, which was evaluated and determined to be responsive in meeting all aspects of the scope of work and selection criteria and the best selection for this contract; and

WHEREAS, funds in the amount of \$75,000 per year to cover this expense are budgeted in the General Fund account 011-21-201-000-0000-000-412-612990.

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that the City Manager is authorized to execute a contract and any amendments with Lake Research Partners for the contract period of January 29, 2020 through January 31, 2021 in an amount not to exceed \$75,000. A record signature copy of said contract and any amendments to be on file in the Office of the City Clerk.

