



Request for Quote

City of Santa Monica

Resident Satisfaction Survey

The City of Santa Monica will retain a public opinion polling/research consulting firm to conduct a citywide Resident Satisfaction Survey, as described below. Survey results will be used to inform city departments about public perception of service delivery.

Kathryn Vernez, Assistant to the City Manager, Community and Government Relations, is the lead staff person on the survey project and is available at 310-458-8301, or by e-mail at kate.vernez@smgov.net, to answer questions.

Random Digital Dial Telephone Survey

- 20 minutes (approximately 40 questions)
- N = 400
- 40 questions will be tracking questions from 2005-2009 surveys
- 5 additional questions may be added (need assistance drafting final questions and folding them into the existing survey)

Special requirements

- Cross-tabs by neighborhood (five zip codes), ethnicity, income level, age, etc.
- Oversample to ensure 12-13% participation by Latino respondents

Timeframe

- Survey must be completed in December, 2010 - January, 2011, with data available (if not analytical report) by the end of January, 2011
- Final report to be completed no later than February, 2011
- Consultant will make presentation of results to City's management team and be available for a presentation before City Council

Please respond via email by Wednesday, November 10, 2010 to:

Kathryn Vernez
Assistant to the City Manager, Community and Government Relations
City of Santa Monica
Phone: 310/458-8301
FAX: 310/917-6640
kate.vernez@smgov.net