



March 14, 2014

Amy Miller, AICP, CFM
Assistant Director
Planning and Development Services
P.O. Box 708, Lawrence, Kansas 66044

Subject: Letter of Agreement to Conduct a Statistically Valid Survey

Dear Ms. Miller:

ETC Institute is pleased to have an opportunity to work with the City of Lawrence and Douglas County to conduct a statistically valid survey regarding updating Horizon 2020. The following details the scope of services and fees regarding this “Letter of Agreement” between ETC Institute and the City of Lawrence.

ARTICLE 1: SCOPE OF SERVICES

In order to accomplish the objectives for this project, ETC Institute will conduct the following tasks.

Task 1: Project Kick-off and Preparing the Survey Instrument

Task 1.1: Project Kick-off. ETC Institute will hold a phone conference call with the City of Lawrence to review project goals, timelines, sampling, main issues to address in the survey, etc.

Task 1.2: Design Survey Instrument. ETC Institute will work in partnership with City staff to develop the survey instrument. It is anticipated that 3-4 drafts of the survey will be prepared before the survey is approved by the City. The survey will be up to 6 pages in length (allowing for 24-32 questions, many with multiple components) and take 10-12 minutes to administer by phone.

Task 1.3: Design Sampling Plan. ETC Institute will prepare a sampling plan that will ensure the completion of at least 800 surveys, including a representative sampling of resident households within the City of Lawrence and unincorporated Douglas County. The overall results for 800 completed surveys will have a precision of at least +/-3.5% at the 95% level of confidence.

Task 1.4: Survey Methodology. ETC Institute will administer by mail, phone, and web all with in-house staff. ETC Institute recommends administering the survey by a combination of mail/phone/ and web.

Task 1.5: Conduct Pilot Test. Once the draft survey is developed ETC Institute will test the survey with at least 20 residents before the survey is administered. Any problems or issues that are identified will be reported to the City and corrective action will be recommended and taken as appropriate.

Task 2: Administering the Survey Instrument and Analysis

Task 2.1: Mailing of Surveys. ETC Institute will design the sample so that a mail survey is first sent out by first class mail to a random sample of over 3,000 residents of the City of Lawrence and unincorporated Douglas County, including a metered return envelope to ETC Institute. The mail survey will also contain a message in the cover letter

Task 2.2: Web Survey. ETC Institute will develop a web version of the survey for those who want to take the survey over the web.

Task 2.3: Electronic Message to Those Receiving the Survey. Two days prior to receiving the mailed survey, each resident household receiving a survey will receive an electronic voice message, informing them about the survey and encouraging them to complete the survey.

Task 2.4: Initiate phone calling. Approximately 10 days after the surveys are mailed out, extensive phone follow-up is conducted either to encourage completion of the mailed survey or to administer the survey by phone.

This approach allows us to target specific demographic groups that may not have responded to the mailed survey to ensure that the demographic distribution of the sample closely compares to the actual composition of the community, by factors such as age, race, ethnicity, income, etc. ETC Institute will additionally use “weighting” as a statistical process in the analysis for further refinement of census comparisons in order to ensure that the sample is representative.

Task 2.5: ETC Institute Quality Controls. ETC Institute has an ongoing quality control and quality assurance program in all surveys. The program is designed to give clients “error free” results, and all employees at ETC Institute are directly involved in the program. Dr. Elaine Tatham and Ron Vine, Project Manager directly manage the Quality Control program.

Task 2.6: Analyze Data. Following the completion of the survey, ETC Institute will perform data entry, editing, and verification of the survey responses for each survey. In addition to performing demographic cross-tabulations, ETC Institute will geocode each survey so that geographically based maps that show the results of specific questions on the survey can be developed.

Task 3: Final Report and Presentation

Task 3.1: Development of Final Report. ETC Institute will provide a final report. At a minimum, the final report will include the following:

- an executive summary that includes a description of the survey methodology
- descriptive statistics for each survey question, including key demographic characteristics
- GIS maps and shape files that show key results on maps
- copy of the survey instrument.
- a copy of the database in SPSS or Microsoft Excel

Task 3.2: Survey Presentation. Ron Vine, Senior Vice-President with ETC Institute will make a presentation of findings to appropriate officials.

ARTICLE 11: PROJECT SCHEDULE

ETC Institute’s research plan has been designed to complete this project in a 12-14 week window as described below.

Month 1

- Initial phone conversation with City staff to discuss survey goals & objectives
- Survey schedule and contract are finalized
- ETC Institute provides the City with a draft survey
- City staff review the content of the draft survey and provide feedback to ETC Institute
- ETC Institute revises the survey based on input from City officials
- Survey instrument approved

Month 2

- Surveys printed
- Web-site finalized
- Phone message alert to those receiving the survey
- Surveys mailed
- Press releases issued
- Data collection begins
- Phone calling begins.

Month 3

- Draft report submitted
- Discuss changes to draft report
- Final Report delivered
- On site visit to conduct formal presentations (date to be determined)

ARTICLE I11: PROJECT FEES AND BILLINGS

Project Fees are \$25,000 which includes all services

Billing Schedule:

1 st Billing:	Upon approval of the survey instrument	25%
2nd Billing:	Upon mailing of survey instrument	35%
3rd Billing:	Upon receipt of draft report	30%
4th Billing:	Upon receipt of final report and site visit	10%
Total:		100%

**ARTICLE IV: MISCELLANEOUS PROVISIONS AND
MODIFICATIONS OF THE AGREEMENT**

This agreement is subject to modification upon written agreement by both parties.

IN WITNESS WHEREOF, the parties hereto have caused this agreement to be signed by their duly authorized officers.

Representative from City of Lawrence, Kansas

Date



Representative from ETC Institute

March 14, 2014

Date