

Memorandum

City of Lawrence

Planning and Development Services

TO: David L. Corliss, City Manager

FROM: Amy Miller, Assistant Director- Planning

CC: Scott McCullough, Planning and Development Services Director
Casey Toomay, Budget Manager

Date: March 19, 2014

RE: Authorization for ETC Institute to conduct survey for the *Horizon 2020* Comprehensive Plan Update process.

Please place the following item on the City Commission agenda for consideration at their December 28, 2010 meeting:

Authorize the City Manager to sign a letter of agreement with ETC Institute for services to complete a survey related to updating *Horizon 2020*, the comprehensive plan, in conjunction with the Steering Committee's work and the update process.

Staff, in conjunction with the *Horizon 2020* Steering Committee, is in the beginning phases of a process that will ultimately update *Horizon 2020*. During this beginning phase, staff is building awareness of the role of the comprehensive plan, and looking for the public's opinion on how and what they want to see happen in the area in the future. The public input phase will have multiple ways for people to give their opinion on what they like about the plan and what they would like to see changed within the plan.

One of the ways for people to give their input is through a survey about land use topics. Staff has worked with ETC Institute to develop a survey regarding people's opinion on topics contained in the comprehensive plan. ETC Institute is an industry leader in their field and has conducted surveys for the City in the past, including the citizen surveys and a survey regarding recycling. In addition, ETC Institute has experience and familiarity with Kansas municipalities and is based out of Olathe, KS.

Staff has outlined an aggressive schedule in order to administer the survey before the students leave for the summer, and has already developed a draft survey with the help of the Steering Committee. ETC Institute proposes administering a survey using a combination of mail, internet and telephone to gather a sample size of 800, 600 of which will be within city limits of Lawrence and 200 for the unincorporated part of Douglas County (rural or outside of any city limits). ETC will tabulate the data and present a final report to the *Horizon 2020* Steering Committee. The surveys are proposed to be administered during the month of April, and analysis of those results will be done during the month of May. A final report will be presented

to the Steering Committee either at their June or July 2014 meeting. The proposal also contains a number of optional services including benchmarking analysis and geo-coding of data. The proposal for a 15-minute survey with 800 completed responses and all the optional services is \$25,000.

Action Request

Authorize the City Manager to sign a letter of agreement with ETC Institute for services to complete a survey related to updating *Horizon 2020*, the comprehensive plan, in conjunction with the Steering Committee's work and the update process.