



City Council Study Session Agenda
December 18, 2023 - 5:45 PM
City Council Chambers, City Hall, 3rd Floor,
1528 Third Avenue, Rock Island, IL

[Click Here to Watch Live](#)

1. Call to Order

2. Roll Call

3. Public Comment

4. Presentations

- a. Presentation from ETC Institute regarding the Citizen Satisfaction Survey Proposal.

5. Closed Session

- a. **5 ILCS 120/2 (c)(11) Litigation, when an action against, affecting or on behalf of the particular public body has been filed and is pending before a court or administrative tribunal, or when the public body finds that an action is probable or imminent, in which case the basis for the finding must be recorded and entered into the minutes of the closed meeting.**

5 ILCS 120/2 (c)(21) Discussion of minutes of meetings lawfully closed under this Act, whether for purposes of approval by the body of the minutes or semi-annual review of the minutes as mandated by Section 2.06.

Motion: Motion whether or not to enter the Closed Session for the exceptions cited.

RC Roll Call vote is needed.

6. Adjourn

- a. Motion to Adjourn.

Motion: Motion whether or not to adjourn.

VV Voice vote is needed.

This agenda may be obtained in accessible formats by qualified persons with a disability by making appropriate

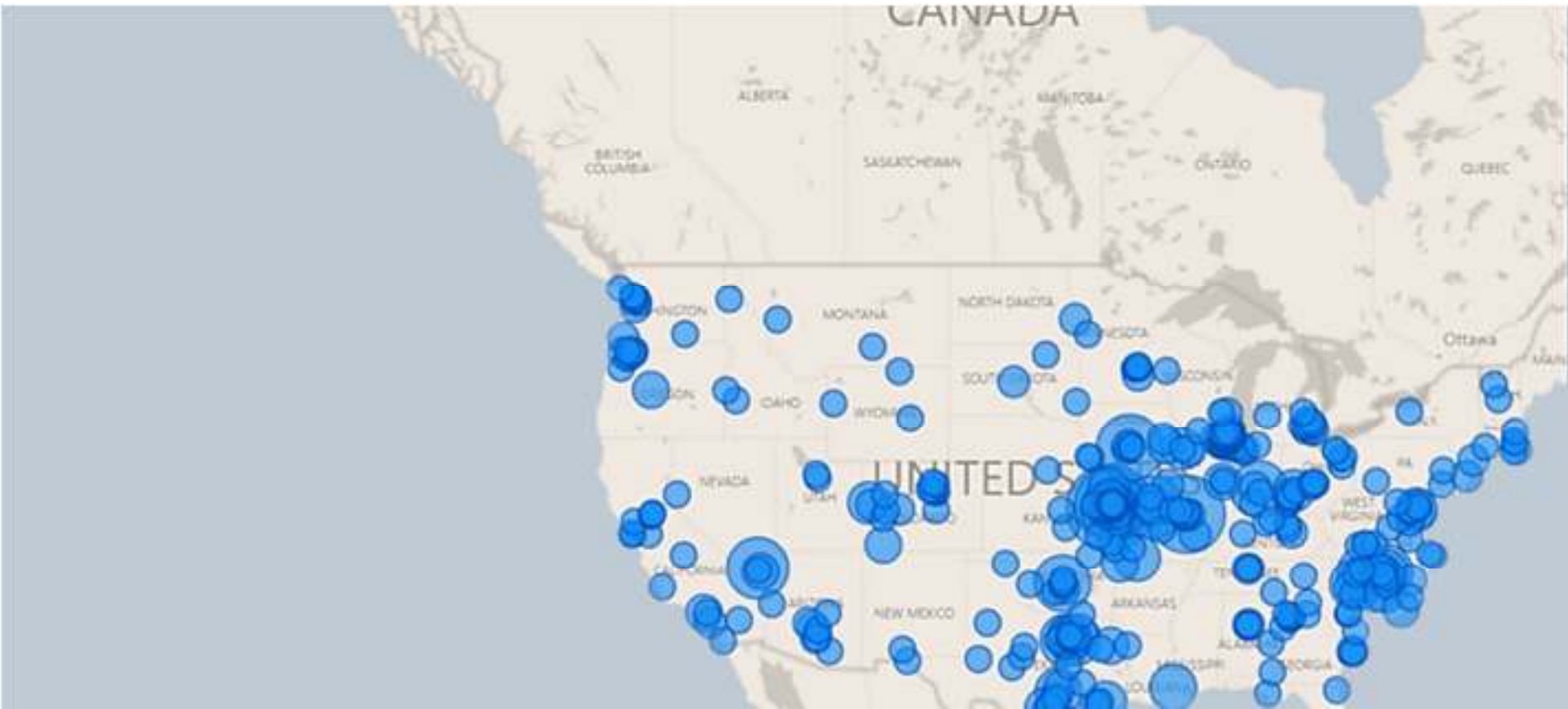
arrangements from 8:00 am to 5:00 pm, Monday through Friday, by contacting the City Clerk's Office at (309) 732-2010 or visiting in person at: 1528 Third Avenue, Rock Island, IL 61201.



PRESENTED BY



Community Survey Proposal



A National Leader in Market Research for Local Governmental Organizations

More than 2,500,000 Persons Surveyed Since 2013 in more than 1,000 communities in 50 states

...helping city and County governments gather and use survey data to enhance organizational performance for more than 40 years

Community Survey Overview

Phase 1: Design the Survey and Develop Sampling Plan

Phase 2: Administer the Survey

Phase 3: Survey Analysis and Report

It will be important to think about how the results will be used from the very beginning

Design Survey and Develop Sampling Plan

Tailor the survey to your needs to be sure current issues are addressed

Utilize our experience to help craft questions

Identify and suggest benchmarking opportunities

Sample designed to ensure results are representative of the City's population

ETC Institute will work closely with staff to ensure your input is utilized to create a survey that best fits the needs of your project

Administer the Survey

ETC Institute has developed a hybrid mail/online/phone methodology

- Mail survey with cover letter; cover letter will describe purpose of the survey and encourage participation
- Cover letter will include link to online survey and phone number
- Envelope will include QR code

ETC will monitor the distribution of survey respondents to ensure they reflect the actual demographic composition of the City.

All survey administration procedures take place in-house at our main office

Survey Analysis and Reporting

ETC Institute will analyze the results and prepare a report including the following analysis tools:

- Importance-Satisfaction Priorities Analysis
- GIS Mapping
- Benchmarking Comparisons
- Crosstabulations/Data Segmentation

ETC Institute will prepare a report

- Staff will provide comments and feedback before a final report is delivered

A project manager from ETC Institute can make a webinar or onsite presentation of the results

2023 Importance-Satisfaction Rating

City of Pflugerville, Texas

Maintenance Services

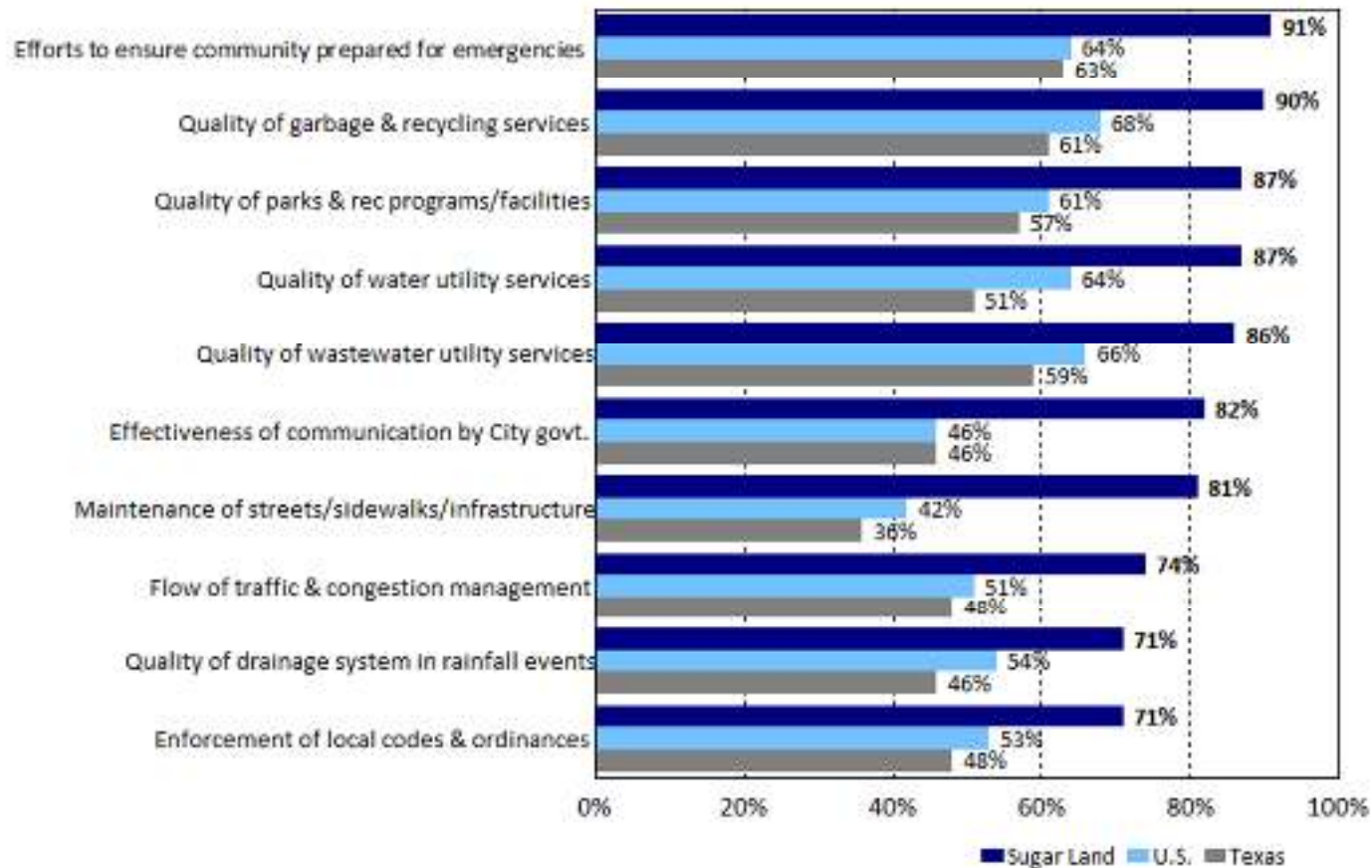
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Condition of major streets in Pflugerville	61%	1	47%	8	0.3219	1
Condition of streets in your neighborhood	42%	2	49%	5	0.2178	2
<u>High Priority (IS .10-.20)</u>						
Adequacy of street lighting in Pflugerville	38%	3	48%	7	0.1984	3
Condition of sidewalks in your neighborhood	32%	5	48%	6	0.1674	4
Mowing/tree trimming along streets & public areas	33%	4	52%	4	0.1617	5
Cleanliness of streets & other public areas	28%	6	60%	3	0.1115	6
<u>Medium Priority (IS <.10)</u>						
Condition of street drainage/water drainage	26%	7	63%	2	0.0957	7
Condition of street signs & traffic signals	14%	8	71%	1	0.0393	8

Important-Satisfaction Priorities Analysis

Major Categories of Services

City of Sugar Land vs. U.S. vs. Texas

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale where 5 was "very satisfied"



We offer the most valid and up-to-date benchmarking comparisons available

GIS Maps

Our team will prepare maps that show the results of specific questions on the survey.

The maps we provide will help the City understand how different areas of the City perceive the delivery of services.

The maps will show which parts of the City have the lowest and highest concentrations of satisfaction.

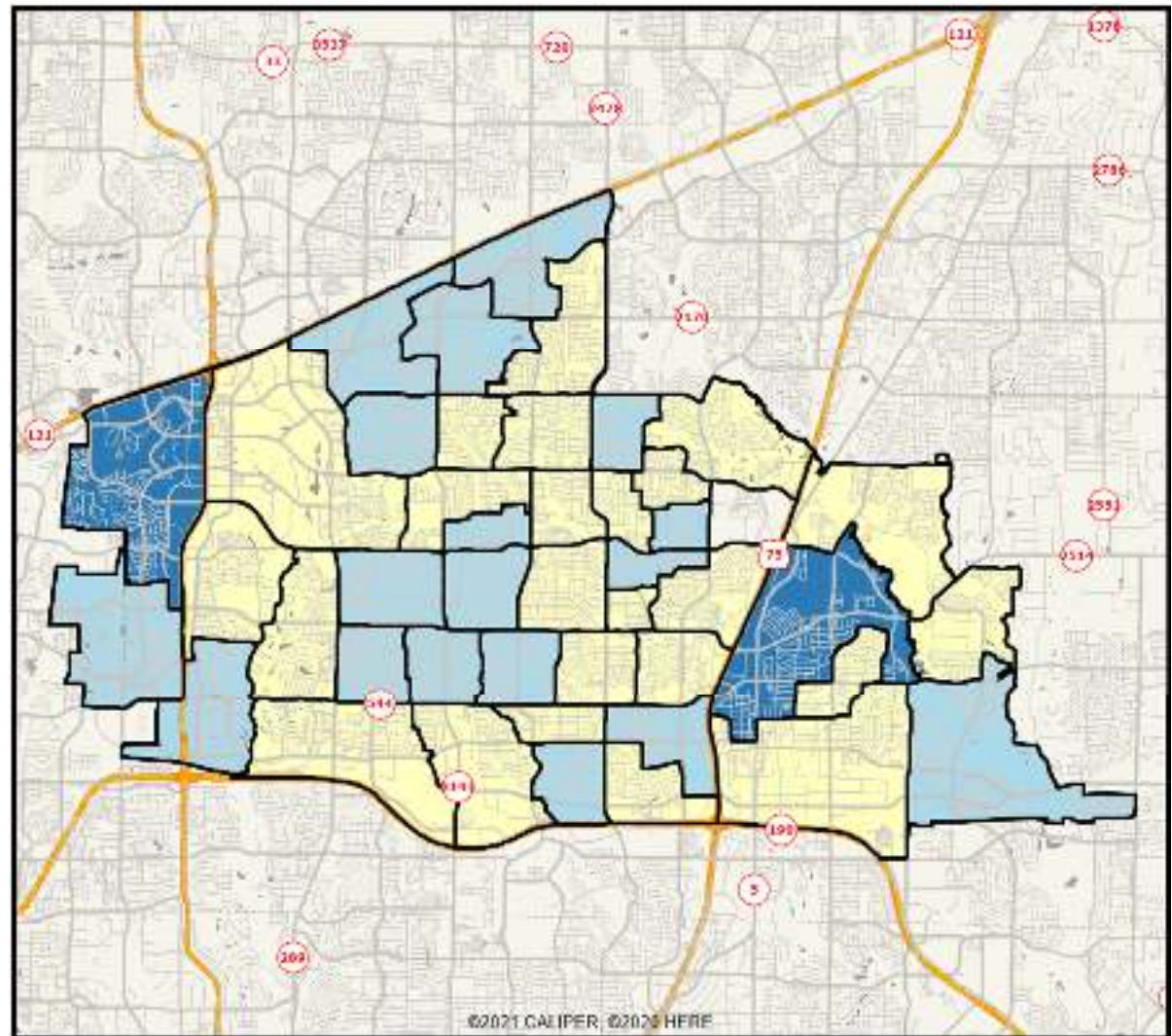
Satisfaction

Mean rating on a 5-point scale

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- No Response



Overall Maintenance of City Streets for the City of Plano



Crosstabulations/Data Segmentation

We will utilize our experience with similar projects to help you understand the most valuable data segmentations

Some common types of segmentation include:

- Age
- Race/ethnicity
- Gender
- Geography
- Income

Crosstabulations and data segmentations can be used to help you understand the unique needs of residents in the City

We will work with you to develop the most useful data segmentations and will help you understand the crosstabulations

Interactive Dashboard

- ETC Institute will design an interactive data dashboard
- It will allow you to query the full set of survey results
- Gives you the ability to further explore the data and drill-down into the results
- Alleviates the need for additional data analysis requests
- Link to example: [Village of Glencoe, Illinois - ETC Institute](#)

Fees

Task	400 Surveys
Design Survey & Prepare Sampling Plan	\$2,500.00
Administration of a 15-20 minute survey (up to 6 pages)	\$12,500.00
Formal Report (<i>includes executive summary, charts, benchmarking, Importance-Satisfaction Analysis, GIS maps</i>)	\$3,000.00
TOTAL	\$18,000.00
Optional Services	
Webinar Presentation	\$500.00
Onsite Presentation	\$2,500.00
Interactive Data Dashboard	\$5,000.00

Questions?

THANK YOU!