



Date: October 7, 2022

Project: Civic Engagement and Surveys

Recommendation: Staff recommends awarding a contract for custom civic surveying services to FlashVote/Governance Sciences Group in the amount of \$8,900.00 using American Rescue Plan Act grant funds.

Background: The Mayor and Council set aside a portion of the funds from the City's ARPA grant to help engage citizens and staff through customized surveys. Staff examined options for performing customized citizen surveys, including free web-based applications, and obtained pricing from vendors that support surveys by local governments at varying levels and costs. FlashVote by Governance Sciences Group best meets the City's needs for active support in preparing surveys, for statistical validity, and for low costs.

FlashVote's scope of work includes working with the City to encourage a broad range of citizens to sign up to participate in the City's regular surveys. These registered participants provide confidential demographic information which FlashVote uses to build a scientific panel based on its demographic analysis of the City. FlashVote uses this scientific panel to report statistically valid survey results that accurately reflect the entire city. This means the survey results are reliable and aren't skewed by single-issue participants.

In addition, FlashVote uses its expertise to draft survey questions based on the information needs of the City. Once a survey is approved, FlashVote deploys the survey to all the registered participants. Every participant gets a results email after each survey so they have trust and ownership in the results. The City gets the results in 48 hours in a dashboard that enables multiple views of the data.

Based on our evaluation staff recommends awarding the contract for custom civic surveying services to FlashVote/Governance Sciences Group to begin soliciting survey participants November of 2022.

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