

**Department of Administration
Purchasing Division**

**Finance & Personnel Committee Approval Required
For Single Source Contract
Contract #E0000020279**

Background:

User Department:	Fire & Police Commission
Purchasing Agent:	Ann Patz
Contract Description:	Vendor Service Contract for Citizen Satisfaction Survey
Vendor Name and Location:	St. Norbert College, Inc. (De Pere, WI)
Contract Term:	April 15, 2024 through December 31, 2024
Requisition # and Date Received:	Req. #0000020279 & Rec'd 03/01/2024
Original Contract Amount:	\$87,931.84
Expenditures to Date:	\$0.00
Current Contract Amount:	\$87,931.84

Purpose of Contract:

The purpose of this contract is to allow the City of Milwaukee Fire and Police Commission (FPC) to dispense with the competitive bidding process and enter into a Single Source Vendor Service Contract for Citizen Satisfaction Survey with St. Norbert College, Inc. (St. Norbert College) from April 15, 2024 through December 31, 2024. The contract total is \$87,931.84 in accordance with the Request for Pricing signed 02/05/2024 (Exhibit 1). The funds are being utilized from the Special Fund R313.

Services	Cost
Set of Survey Data: Administration of a citizen satisfaction survey designed to replicate the 2014,2017,2019 and 2022 surveys which took city-wide and police district-level measurements of satisfaction regarding neighborhood and city-wide safety, and perceptions of exposure to crime. The data will have an approximate sample size of 1,650 consisting of 400 Milwaukee residents contacted via telephone and 1,250 or more Milwaukee residents contacted by mailed postcards. This approach will allow for a straightforward analysis of differences between police districts. The survey will be available in English and Spanish. Given the rapid decline in telephone-based survey completion rates prior to the pandemic, a combination random digit dial and address-based approach to data collection will yield a successful survey that represents the diverse voices of Milwaukee residents. The Strategic Research Institute of St. Norbert College (SRI) will deliver the dataset of survey results in digital format and a written summary of the data collection process.	\$68,344.61
Data Analysis and report preparation (Neighborhood Analytics)	\$15,400.00
Overhead (5% of the total award)	\$4,187.23
Overall pricing total	\$87,931.84

Background:

The Common Council authorized and directed the FPC to conduct a citizen satisfaction designed to replicate the 2014, 2017, 2019 and 2022 surveys. These surveys took city-wide and district-level measurements of satisfaction levels regarding police services, impact and effects of police contacts, feelings regarding neighborhood and city-wide safety, and perceptions of and exposure to crime. St. Norbert College satisfactorily performed the 2017, 2019, and 2022 surveys.

Only two (2) out of ten (10) requests for a quote were returned. St. Norbert College submitted the only quote from a Wisconsin based educational facility that can provide the necessary statistical research and follow up, and it is the lower quote.

Due to the high importance of the citizen satisfaction survey and its time sensitivity, it is recommended that a Single Source Vendor Service Contract for a Citizen Satisfaction Survey be awarded to St. Norbert College, Inc. with a contract total of \$87,931.84.

City Purchasing Director

Date

F&P Approval Presentation Date: 04/05/2024