

Contract for Services and Scope of Work

Between ETC Institute and the City of Springfield

ARTICLE I: SCOPE OF SERVICES

1. **Overview of Services to Be Performed.** ETC Institute will design and administer a survey for the City of Springfield, Ohio. The process will take approximately 14-16 weeks from the development of the survey to delivery of the final results.
2. **Maximum Fixed Fee.** The base fee of \$16,000 includes designing and administering the survey, and providing a formal report, including benchmarking analysis, priority investment ratings and/or importance satisfaction analysis, geocoding the final results, delivering GIS maps for selected questions on the survey, and delivering the full database in excel. Optional services such as an on-site or webinar presentation of the results have also been offered.
3. **ETC Institute's Responsibilities.** The tasks that will be performed by ETC Institute as part of this agreement include the following:
 - finalizing the methodology for administering the survey based on input from the City.
 - including a question on the survey asking respondents to opt-in to a chance to win a \$500 Visa gift card as an incentive for completing their survey. ETC Institute will offer the incentive at no charge to the City and it is included in the total project price.
 - designing a survey instrument that is up to 6 pages in length.
 - selecting a random sample of households to be surveyed.
 - setting up the database.
 - conducting a pretest of the survey instrument.
 - completing 400 surveys by a combination of mail, online, text message, targeted social media ads and phone. ETC Institute's fees including printing and mailing up to 4,000 surveys and 4,000 postcards. The goal will be to obtain completed surveys from 400 residents. A sample of 400 completed surveys will provide results that have a margin of error of +/-4.6% at the 95% level of
 - conducting data entry and quality control review for all completed surveys.
 - Monitoring the distribution of the responses to ensure the sample reasonably reflects the demographic composition of the study area with regard to age, geographic dispersion, gender, race, and Hispanic/Latino ancestry.
 - ETC Institute, if needed, will weight the data as needed if one or more demographic groups are over/underrepresented relative to recent Census estimates for the study area's population.
 - providing complete printouts of the data.
 - conducting benchmarking analysis that shows how the results compare to ETC Institute's benchmarks.
 - conducting Importance-Satisfaction Analysis to identify the types of improvements that will have the most impact on residents.
 - completing a final report which includes the following
 - An executive summary that includes the description of the survey methodology and major findings,

- Charts and graphs for all questions on the survey,
 - Priority Investment Ratings Analysis and/or Importance-Satisfaction Analysis,
 - Benchmarking analysis that shows how the City's results compares to other communities (as available based on question selection),
 - GIS maps of select questions on the survey,
 - Data tables showing the results for all questions on the survey, and
 - A copy of the survey instrument.
4. Responsibilities for the City will include the following:
- approving the survey instrument
 - providing a cover letter for the mail version of the survey
 - provide GIS shapefiles showing the boundaries of the study area
 - identifying requests for subanalysis of the data as appropriate

ARTICLE II: PAYMENT FOR SERVICES

1. Total Fee for services is \$16,000. Invoices will be submitted as follows:
- Survey and Sampling Plan Development: \$2,500.00
 - Initiate Survey Administration (Printing & Mailing): \$5,500.00
 - Survey Administration Complete: \$5,500.00
 - Analyze the Results and Draft Report: \$2,500.00

OPTIONAL SERVICES:

- On-Site presentation of results: \$2,250.00
- Webinar presentation of results: \$1,750.00

ARTICLE III: MISCELLANEOUS PROVISIONS

1. **Change in Scope.** The Scope of Services, for this contract shall be subject to modification or supplement upon the written agreement of the contracting parties. Any such modification in the Scope of Services shall be incorporated in this agreement by supplemental agreement executed by the parties.
2. **Termination of Contract.** This agreement may be terminated by either party upon 14 days written notice in the event of substantial failure by the other party to perform in accordance with the terms hereof through no fault of the terminating party. If the contract is terminated by the client, the client shall reimburse ETC Institute for the full value of any tasks that have been initiated, up to the total amount of the next scheduled invoice.
3. **Rights to Use the Data.** ETC Institute has the right to use the data as a component of ETC Institute's DirectionFinder® benchmarks, but ETC Institute will not release specific results without written approval from the client.
4. **Choice of Law and Jurisdiction.** This agreement shall be interpreted and enforced by the laws of the state of Ohio. Jurisdiction shall be in the Common Pleas Court of Clark County, Ohio.

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

REPRESENTATIVE Bryan Heck, City Manager

ORGANIZATION City of Springfield, Ohio

Approved as to Form and Correctness:



Jill N. Allen
Law Director
The City of Springfield, Ohio



Date 8/5/2024

Gregory S. Emas, CFO

ETC Institute

Date _____

ETC Institute takes reasonable steps to protect survey response data and personal data regarding respondents. Survey Owner has received and reviewed a current copy of the ETC Institute Privacy Policy and understands and acknowledges its terms.