



COUNTY OF NEVADA COUNTY EXECUTIVE OFFICE

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NEVADA COUNTY BOARD OF SUPERVISORS Board Agenda Memo

MEETING DATE: February 25, 2020

TO: Board of Supervisors

FROM: Mali Dyck, Assistant County Executive Officer

SUBJECT: Resolution approving the contract between the County of Nevada and National Research Center, pertaining to conducting two National Citizen Surveys and two National Employee Surveys, in the total amount of \$64,710 for the period March 1, 2020 through June 1, 2025, and authorizing the Chair of the Board of Supervisors to Execute the contract

RECOMMENDATION: Adopt the Resolution.

FUNDING: Surveys with National Research Center for the period of March 1, 2020 through June 1, 2025 in the amount of \$64,710, including \$16,177.50 for each of the fiscal years 2019/20, 2021/22, 2022/23 and 2024/25. Costs for 2019/20 are budgeted in the County Executive Office for 2019/20 and will be budgeted in that budget through the budget process in subsequent years. By contracting for planned surveys through 2025 the County of Nevada receives cost savings.

BACKGROUND: The National Community Survey (The NCS) is the gold standard in community assessments today. National Research Center is a leading survey research firm focusing on the information requirements of the public sector, including local governments, non-profit agencies, foundations and more.

The NCS is a benchmarking, community survey that provides a comprehensive and accurate picture of livability and resident perspectives about local government services, policies and management. The NCS is conducted in hundreds of communities in nearly every U.S. state. The NCS uses scientific survey methods and best practices of the modern day to guarantee valid findings and puts results into meaningful context. Drawing from the largest resident opinion database of its kind, representing well over 30 million Americans, the NCS compares local results with benchmarks compiled from surveys conducted across the U.S.

The NCS is a tried-and-trusted enterprise of National Research Center, Inc. and the International City/County Management Association (ICMA), and was developed by experts to produce clear, unbiased, actionable results that local government leaders can rely on. Local governments across the nation use the NCS for evidence-based decision making, strategic planning, program and capital investment, budgeting, performance measurement, communications and engagement, fundraising, and innovation.

The County of Nevada conducted the NCS with National Research Center in 2017 and the National Employee Survey (NES) in 2018. By contracting for four total surveys with National Research Center, two National Citizen Surveys and two National Employee Surveys, during the period of March 1, 2020 through June 1, 2025, the County of Nevada receives additional cost savings on top of National Research Center's ICMA member discount.

Item Initiated by: Taylor Wolfe

Approved by: Mali Dyck