



	Approved	Denied
Date Action Taken:	2/11/08	
Other:	1/28/08 Postponed to 2/11/08	
Tie vote:	Massie, Motua, Larson in favor	
Verified by:	Holler, Menard, Woodruff opposed Mayor Keller broke tie. <i>ASmita</i>	

**WASILLA CITY COUNCIL ACTION MEMORANDUM**

**AM No. 08-09**

**TITLE: AUTHORIZE FUNDS IN THE AMOUNT OF \$13,231 TO DITTMAN RESEARCH, INC., FOR DISTRIBUTION AND STATISTICAL ANALYSIS OF A COMMUNITY SURVEY THAT IS A FOLLOW-UP SURVEY TO THE ONE CONDUCTED BY THE CITY IN 2005.**

Agenda of: January 28, 2008  
 Originator: William A. Miller, Purchasing Officer

Date: January 21, 2008

Route to:	Department	Signature/Date
	Police Chief Youth Court, Dispatch, Code Compliance	
	Culture and Recreation Services Director Library, Museum, Sports Complex	
	Public Works & Recreation Facility Maintenance Director	
X	Finance, Risk Management & MIS Director Purchasing	
X	Deputy Administrator Planning, Economic Development, Human Resources	<i>S. Miller 01-21-08</i>
X	City Clerk	<i>ASmita</i>

**REVIEWED BY MAYOR DIANNE M. KELLER:** *Dianne M. Keller 1/21/08*

**FISCAL IMPACT:**  yes \$13,231 or  no Funds Available  yes  no

Account name/number:

\$7,990 001-4610-461.30-34 Econ Development – Professional Services – Other

\$5,241 001-4134-414.30-34 GAS-Professional Services

Attachments: Dittman Research Cost Estimate  
 City of Wasilla Sole Source Request Form

**SUMMARY STATEMENT:** In accordance with WMC 5.08.140, Council is requested to authorize a sole source contract for a follow-up community survey to the one that began on May 15, 2005, when a community survey was mailed to private residences and commercial businesses of the City of Wasilla. In total, three thousand two hundred five (3,205) surveys were mailed. A letter from the Mayor of Wasilla explaining the survey and a prize card to be entered into a drawing for two round-trip tickets on the Alaska Railroad to Denali National Park were also included. The completed surveys and prize cards were returned directly to Dittman Research Corporation in an enclosed postage

paid envelope. During the period of May 16 to June 21, 2005, five hundred seventy-six (576) completed surveys were returned to Dittman Research Corporation and three surveys were returned undeliverable to the City of Wasilla. This resulted in an overall survey response of 18%.

The 2008 questionnaire will be identical to the 2005 survey so as to measure changes or long term trends in community responses. In addition, the questionnaires will be statistically analyzed utilizing Dittman Research Company's Statistical Package for the Social Sciences (SPSS) program which utilized for the 2005 survey. Currently there are four research companies located in south central Alaska (Dittman, Hays, Ivan Moore and Rasmussen) however to ensure consistency, reliability and validity of the survey, Administration is requesting the City contract with the same research firm and utilize the same questions as was distributed in the 2005 survey.

**ACTION:** Council is requested to authorize funds in the amount of \$13,231 to Dittman Research, Inc., for distribution and statistical analysis of a community survey. The City may terminate this Contract, and Dittman Research, Inc., waives any and all claim(s) for damages, effective immediately upon receipt of written notice (or any date specified therein) if for any reason the funding from City, State, and/or federal sources is not appropriated or is withdrawn, limited, or impaired.