

DECISION RESOURCES, LTD.
3128 Dean Court
Minneapolis, Minnesota 55416

March 14, 2011

Mr. Kurt Ulrich
City of Ramsey
7550 Sunwood Drive NW
Ramsey, Minnesota 55303

Dear Kurt:

Decision Resources, Ltd., is pleased to present this survey research proposal to you for the City of Ramsey. This prospectus is organized in three parts: a potential design; project schedule; and, estimated project costs. As you will see, I am certain that DRL can provide the City of Ramsey with the information it seeks in both a cost-effective and timely manner.

DESIGN OF THE RESEARCH:

Decision Resources, Ltd., proposes to conduct a telephone survey of 300 randomly selected households in the City of Ramsey. A sample of 300 residents would provide results projectable to the entire city adult population within ± 6.0 percent in 95 out of 100 cases. The sample is also of sufficient size to permit the city to be divided into a maximum of three categories for more detailed analysis, such as age, mobility, home ownership, location of residence, presence of children, and other demographic characteristics.

To insure the integrity of the sample, DRL places the most exacting sampling standards in the industry on our procedures. Before an alternate household is substituted for a designated target, at least ten tries are made to contact the initial households during a five-day period. The telephone calls take place during various times on weekday evenings and during the weekend. Our interviewers are also instructed to seek convenient appointments with interviewees, cutting our non-contact rate to less than five percent on average. An unbiased selection process is also used to identify the adult member of the household to be interviewed. To validate the completed sample, the latest United States Census updated population characteristics are utilized as a standard of comparison.

The questionnaire would be administered by DRL trained and supervised personnel. The computer analysis will be obtained from our in-house C-MENTOR and SPSS statistical analysis

systems, insuring both access to the most current analysis programs and confidentiality of the data set.

The City of Ramsey will be presented with bound copies of the final report highlighting all the major findings of the study. DRL will also speak to any major differences from and similarities with the past studies of the community, when applicable, in addition to other maturing communities. A volume of all computer-generated cross tabulations and other multivariate statistical techniques will also be included.

PROJECT SCHEDULE:

1. Planning with City Council Members, City Staff, Himle Horner and/or relevant individuals to establish the topics to be covered in the survey. Based on these topic concepts, DRL would word specific, neutral questions. This activity can be completed by a meeting, telephone and/or fax, depending on client wishes, within two weeks of the initiation of the contract.
2. Structuring of questions and final approval of the survey instrument. These activities are usually completed within three weeks of the discussion of topics to be covered in the survey.
3. Final determination of the field dates for interviewing.
4. Pre-testing and, if needed, approval of resulting revisions. This activity is usually completed by the second day of fieldwork.
5. Completion of all fieldwork within a two-to-three week period.
6. Computer analysis and preparation of written report. All analytical tests and commentary will be available within four weeks after completion of the fieldwork.
7. Presentation of the survey results to the City of Ramsey City Council and staff at a formal Council meeting.
7. Delivery of the final written report to the City of Ramsey, including presentation graphics. Afterwards, telephone consultation, as the need arises, will be provided about the study's findings and implications.

PROJECT COSTS:

The cost of a survey is driven by two factors: sample size and questionnaire length. The cost to conduct a 90 to 100 question survey would be \$15,500.00. Each additional question unit beyond the initial allotment would be \$135.00. As part of an earlier proposal the City has already

City of Ramsey
Residential Survey Research Proposal
March 2011

approved \$9,000.00 for a 30 question survey on the roads in the city. The additional \$6,500.00 would allow the city to expand the scope of the survey into other topics of interest.

As company policy, DRL requires one-half of the cost prior to the commencement of fieldwork; the remainder is due upon delivery of the final written report. Unless otherwise arranged, DRL invoices clients for the initial payment at the time of the initiation of the contract; the remainder is due at the time of the receipt of the final written report.

If you require any further information from us, feel free to contact either Bill Morris, Diane Traxler, or me. We look forward to the opportunity to work with the City of Ramsey.

Sincerely,

Peter Leatherman

Peter Leatherman
Research Director