

The Morris Leatherman Company
3128 Dean Court
Minneapolis, Minnesota 55416

September 5, 2013

Mr. Kurt Ulrich
City of Ramsey
7550 Sunwood Drive NW
Ramsey, Minnesota 55330

Dear Kurt:

The Morris Leatherman Company is pleased to present this survey research proposal to you for the City of Ramsey. This prospectus is organized in four parts: a discussion of the goals of the research; a potential design; project schedule; and, estimated project costs. As you will see, I am certain that we can provide the City of Ramsey with the information it seeks in both a cost-effective and timely manner.

GOALS OF THE RESEARCH:

The survey would assess the attitudes and opinions of residents of the City of Ramsey on four separate, but interrelated issues:

1. Evaluation of City Programs and Services: How informed are residents about the current services and programs provided by the City? How do they rate these services and programs? What services and programs, if any, would they expand, modify, or terminate? Do they consider city services a good value for the property taxes they pay? How do they rate the level of current property taxes in comparison with other areas?

2. General Perceptions of the Quality of Life in the City of Ramsey: What do they like most about living in the City? What do they consider to be the most serious issues facing the City? How are residents viewing changes during the past few years? What attributes of the City would residents prioritize for preservation? What changes would they welcome or at least accept? Do residents see the City moving forward purposefully? What are the key components in the concept of "high quality of life" which residents agree upon?

3. Issues facing the City: What are residential preferences about the ways to address current issues? In particular, what are their perceptions about development and redevelopment? What

are their priorities for development and redevelopment? What types of housing opportunities would they like to see available? What are the most desirable characteristics the City should possess in the future? How connected are residents to the City? How effective are current modes of communication with residents?

4. Demographic Changes and Issue Concerns: What are the demographic characteristics of residents moving into the community? How do “newer” residents compare demographically and issue-wise from residents who have lived in Ramsey for longer periods of time? Do the trends in the demographic backgrounds of “new-comers” suggest future policy directions? Are there demographic changes which residents would like to see the City encourage?

DESIGN OF THE RESEARCH:

The Morris Leatherman Company proposes to conduct a telephone survey of 400 randomly selected households in the City of Ramsey. A sample of 400 residents would provide results projectable to the entire city adult population within ± 5.0 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 four 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, the Morris Leatherman Company 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 company 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. The Morris Leatherman Company will also speak to any major differences from and similarities with the past studies of the community, when applicable, in addition to other growing 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, and/or relevant individuals to establish the topics to be covered in the survey. Based on these topic concepts, the Morris Leatherman Company 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. 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 50 question unit survey would be \$13,000.00. Each additional question unit beyond the initial allotment would be \$135.00. The typical city survey is generally between 120 and 150 questions with an estimated cost of between \$18,000 and \$22,000.

As company policy, the Morris Leatherman Company 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, the Morris Leatherman Company 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.

City of Ramsey
Residential Survey Research Proposal
September 2013

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 once again.

Sincerely,

Peter Leatherman

Peter Leatherman