TOWN OF TIMNATH, COLORADO
RESOLUTION NO. 11, SERIES 2018

A RESOLUTION APPROVING AN AGREEMENT WITH HILL RESEARCH
CONSULTANTS AND ASSOCIATED TOWN COUNCIL PURCHASE
AUTHORIZATION

WHEREAS, the Town Council of the Town of Timnath ("Town") pursuant to C.R.S. § 31-15-103, has the power to pass resolutions; and

WHEREAS, attached hereto as Exhibit A is an agreement with Hill Research Consultants to conduct community outreach; and

WHEREAS, Exhibit B is a Town Council Purchase Authorization to allow for increase in the public engagement budget to allow for the engagement of Hill Research Consultants; and

WHEREAS, the Town Council is familiar with the Agreement and Exhibit B and finds it to be in the best interest of the Town, its residents, and the general public.

NOW, THEREFORE, BE IT RESOLVED BY THE TOWN COUNCIL OF THE TOWN OF TIMNATH, COLORADO AS FOLLOW:

Section 1. Approval
The Agreement is hereby approved in substantially the form as attached hereto, subject to technical or otherwise non-substantive modifications, as deemed necessary by the Town Manager in consultation with the Town Planner, Engineer, Legal Counsel, and other applicable staff or consultants. The Town Council Purchase Authorization form is also hereby approved.


TOWN OF TIMNATH, COLORADO

[Signature]
Grossman-Belisle, Mayor

[Seal]
ATTEST:

[Signature]

Milissa Peters, CMC
Town Clerk
EXHIBIT A

AGREEMENT

To Be Presented At The Council Meeting on 1/23/18
Proposal for Town of Timnath, Colorado citizen survey

Universe to be sampled

HRC databases show there to be 2,084 registered and active voters residing in the community.

These voters occupy 1,175 individual households. The estimated average number of voters per household is 1.77.

The age profile of Timnath voters is well-balanced by age cohort.

The relatively high percentage of harder-to-reach younger voters suggests that a successful survey of opinion in the Town will need to make use of multiple modes of interviewing (phone—cell and landline), online, and mail) to reach a solid share of the Town’s population.

The other distinctive of the Timnath voter population is the short length of residence. Only 33% of voters have been registered at their Timnath address for 10-plus years, while 30% have been registered there 3 or less years. The absence of long-term residence is an impediment to voter sense of obligation to participate in a community opinion survey. Many newer registered voters just won’t and don’t feel vested deeply enough in the Town to make participation a priority.

Survey approach

The best practice to solicit the broadest possible participation in a survey of opinion in the community would be to undertake a mixed-mode survey that utilizes phones (landline and cell),
Survey Research Proposal

mail-back surveys, and online data collection. The goal would be to elicit the participation of every voter, although achieving full participation is highly unlikely. This all-channels methodology would require a sort of honor-system approach, wherein we would ask each voter to select only one single means of participation, the one most convenient for them.

Other considerations:

- The data collection will take place under the direction of an independent survey organization, Hill Research Consultants, with no stake in the results.
- All data collection will be confidential and to the extent possible, anonymous. In any event, there will never be any public or private disclosure, outside the data collection firm, of any individual survey responses by any voter. Only aggregated and totaled results will be presented publicly. The confidentiality of all respondents and their opinions will be strictly guarded, in accordance with professional codes and standards of AAPOR, the American Association for Public Opinion Research.

Phone samples and data collection

Our databases show land-line phones for 483 of these households and 657 cell phone numbers for any residents of these households.

The number of “high connect” (pre-tested and proven) phones for any voter in these households is 179 for landlines and 379 for cell phones.

Because of the typical low rate of cooperation with phone surveys, we would anticipate completing only about 110-150 telephone interviews over a typical 5-day calling period with an effort of 3-5 callbacks per telephone.

Online data collection

An online version of the survey would be created and the online survey hosted by Qualtrics, the nation’s premier online survey vendor. Various means would then be used to drive potential respondents to the survey via web-link. We would create traffic through:

- Links on the Town’s website and Facebook pages.
- Ads placed on the Town’s Facebook page. (as below)
- Banner ads on the Internet of Town residents via a geo-fence of the Town. (as below)
- Links from Google Search activity.
Survey Research Proposal

The web server for the survey would be programmed to allow only 1 or 2 complete surveys per IP address (although there are known ways, e.g. a VPN, to circumvent such a limit).

Mail data collection

A printed version of the survey, along with a postage-paid return envelope, would be sent to each registered voter of the town.

Data analysis and reporting

Once data collection is completed over a three-week period, the results from the various surveys will be merged into a single data set. To correct for any potential biases due to varying cooperation rates for sub-populations of the electorate, the final data set will be weighted to the known voter roll figures for:

- Gender
- Age
- Length of voter registration
- Party registration
- Voter Precinct (if possible)

A compiled set of marginal frequency distributions will be prepared, along with cross-tabulations by key variable, such as the weighting factors presented above.

These results will be summarized into a PowerPoint deck of slides and charts summarizing key data and conclusions.

This data analysis and reporting period will require 7-10 days.

Pricing

This is an extremely difficult project to price for a variety of reasons. Among these uncertainties is the degree of cooperation and interest we experience. How many surveys will need to be processed and analyzed? How many voters will select each means of completing a survey? We also are uncertain about the amount of inventory that we will be able to purchase for various digital ads driving voters to the online site.

We are proposing an all-in price of $24,500, payable in two increments, half in advance and half upon presentation of the final report. This would cover all costs of research design, questionnaire development (in cooperation with Town officials), sampling, data collection, data analysis, and reporting.
Survey Research Proposal

Qualifications

Dr. David B. Hill and Dr. Stephen N. White of Hill Research Consultants, principal investigators for this proposed project, have undertaken survey research in Colorado for more than three decades, serving school districts, cities and towns, special districts, counties, state agencies, colleges and universities, corporations, not-for-profits, and large organizations and associations. They have successfully completed hundreds of comparable public opinion studies.

Recent studies in Colorado have been conducted for or on behalf of Clearview Library, Douglas County, the City of Thornton, the City of Louisville, Colorado Springs SD-11, Academy School District, Colorado Gaming Association, Cherry Creek Schools, Widefield Schools, Tri-State Transmission, Xcel Energy, Colorado Contractors Association, Mesa County SD 51, Colorado Dental Association, and Catholic Archdiocese of Denver.
EXHIBIT B

TOWN COUNCIL PURCHASE AUTHORIZATION FORM
**Town Council Purchase Authorization**

Date: 1/23/2018  
Vendor: Hill Research Consultants  
Department: General Gov't.  
Project: Public Engagement  

**Description:** Event planning services for the Town BBQ for 2018

Is this purchase more than $25,000  
Yes [ ]  
No [X]  

Is this the purchase of Real Estate or Land  
Yes [ ]  
No [X]  

Is this the purchase of Public Art  
Yes [ ]  
No [X]  

Is this a budget request for a purchase that will exceed the approved budget  
Yes [X]  
No [ ]  

**Advantages:**  
Engagement with Hill Research will allow us to conduct public survey, outreach, and focus group to help determine resident priorities.

**Disadvantages:**  
Requires additional expenditure from general fund.

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**Recommendation/Justification:** The Council has given direction on conducting a public survey to gauge resident priorities. We are developing the process for public engagement at this writing.

Requesting Department Signature

Date

Town Manager Signature

Date