

City POV

Proposal
October 2022

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 **onpointe**
insights



Bringing the Voice of Your Citizens to Life

/01 Who is OnPointe Insights

Who We Are and Why That Matters to
Your City

/02 How CityPOV Questions Are Different

Our approach to make you successful.

/03 Timing / How to Engage Citizens

What it Takes to Get This Done

/04 Demo

For You, For the People.

Our Focus is on City Leader Needs

You're in city leadership to **do good, improve your city, and make a difference**—which means you must give citizens a voice. But key hurdles stand in your way. Complexity. Competing Requests. Designs by Committee.

We simplify the work of helping you connect with citizens and unite city leaders.



A Focused Approach for Better Results.



When we were first asked by a city manager to design and execute their citizen survey, we paused to lean on our experience in the business world. With a review of their previous survey (and others like it) we created a new plan to...

- Give them **4x the insights in half the length** of their prior survey
- Make it easy for people to take
- Design it for mobile (because 60%+ would take it on their phones)
- Give flexibility in how the survey was distributed
- Eliminate cheaters or ballot stuffers
- Create a process to rapidly develop a great survey with less effort
- Provide powerful, intuitive results in a dashboard that allows for exploration

The end result was CityPOV, a powerful citizen survey designed for success. It's a tool built to help city leaders intuitively prioritize and focus their limited resources.

And with its low price it's easy to do annually to adjust priorities and track progress.

Why OnPointe?

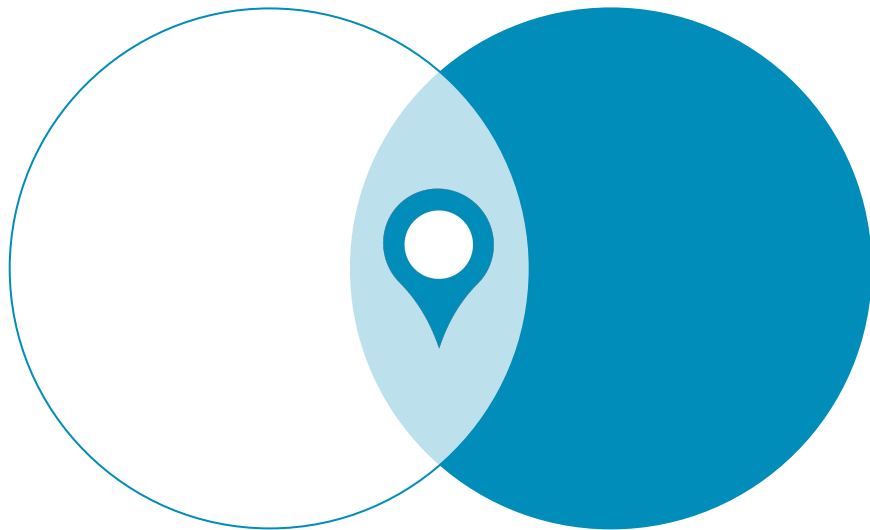
Fortune 100 Expertise for the Public Sector

The team at OnPoint Insights is expert at delivering useful citizen surveys for city leaders. What makes the difference?

Experience with some of the world's largest companies. We know research. We've worked at and provided key insights to leaders at Coca-Cola, KFC, Amazon, Netflix, major banks and universities, and more.

A singular focus on helping cities and towns. After years working with global giants, we found fulfillment when we helped city leaders. We loved providing city leaders the citizen input they needed. Now, it's all we do.

Holistic, end-to-end solutions built for results. We design our surveys to ensure the final results are easy to digest and intuitive to apply, keeping your final analysis and key decisions in mind.



Designed With Your Goals in Mind



Give Your Citizens a Voice

CityPOV helps you discover what you don't know about how your citizens really feel so you can do the greatest good in your community.

Know Where to Prioritize

With CityPOV you'll gain an understanding of what should be prioritized so you can make the best decisions, despite competing voices. It's perfect for budgeting and planning.

Move Forward with Confidence

Unite your city leadership to ensure everyone is aligned and moving in the best direction based on citizen feedback.

Not Our First Rodeo...



Ron Gailey, Founder

Ron Gailey established his research capabilities by directing research at two Fortune 500 banks. Then, for 8 fascinating years he led insights for Coca-Cola across Asia (China, Japan, Australia, India, Vietnam, Thailand, Indonesia, and more.)

His task... create the insights that senior leaders needed for strategic decisions, breakthrough marketing and improved performance.

Ron started his own research company in 2017. It quickly grew as they devoted their time to help leaders at Coca-Cola, T-Mobile, KFC, 1800 Contacts, Kellogg's, Essilor and others make smart decisions with well-designed research.

Along the way, Ron fell in love with research for cities and towns. He started OnPointe Insights, a company devoted to helping mayors, city managers, city councils and other civit leaders with their challenges. It's his way of using his experience and skills to support the local community and give back.



David Gailey, Co-Founder

David Gailey is the former Head of Research for Singularity Education Group where he led initiatives to learn how emerging technologies like AI and Virtual Reality could positively impact local and global communities.

He leveraged the latest in survey, digital, and neuroscience-based methods to find new insights.

At the survey tech giant, Qualtrics, David helped organizations like Amazon, Netflix, Uber, American Airlines, Bank of America, and the US Department of Health & Human Services build state-of-the-art research programs.

Along with holding an MBA from the A.C. Nielsen Center for Marketing Research at the University of Wisconsin, David built his research chops as a Corporate Researcher at SC Johnson and in quantitative and qualitative roles at the research agencies BrainJuicer (now System1) and TNS.

Recent City Clients



Keller, Texas



Boerne, Texas



Coppell, Texas



Lago Vista, Texas



Union City GA



Elk Ridge, Utah



American Fork, Utah



Marco Island, FL



Tremonton, Utah



Mapleton, Utah

Why OnPointe's approach is better...

Casey Lucius
Deputy City Manager
Marco Island, FL





How CityPOV Questions are Different

/02

Typical Survey Questions Create Confusion

How satisfied are you with

- Everyone is asked every question
- The lists are long and tedious
- Inconsistent: some ask satisfaction, others are agree/disagree, etc.

How do you feel about _____?

- Too many open-ended
- Word clouds that convey little
- Difficult to analyze and use
- People don't answer the question, but share what's on their mind

City surveys we've seen are too long, ask similar things in different ways, and are difficult to analyze with clarity.



OnPointe Surveys efficiently create clarity

First: What is MOST important?

- Important **Facilities/Amenities**
- Important **Benefits**
- Important **Growth issues**
- Important **Safety issues**
- Important **Operational issues**

Second: Only rate the City if important . . .

- (If Important) How well is the city doing?
- Overall priority of importance

The core survey is 7-8 minutes long, with time for city deep dives on other topics



Access Insights Anywhere

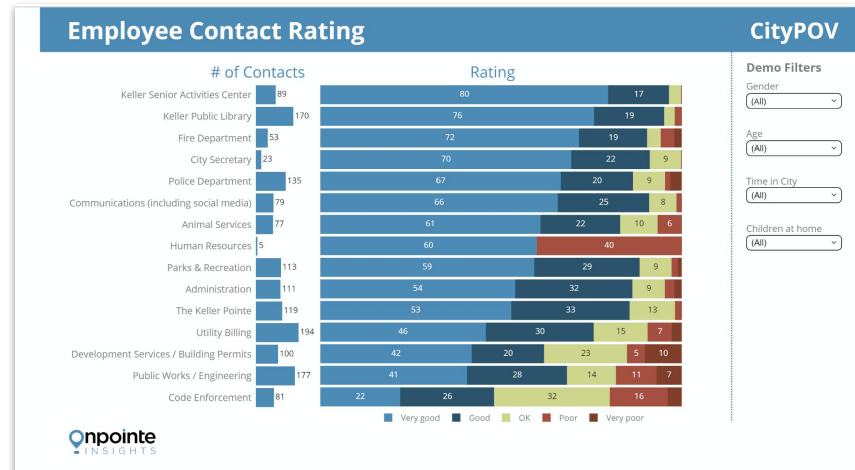
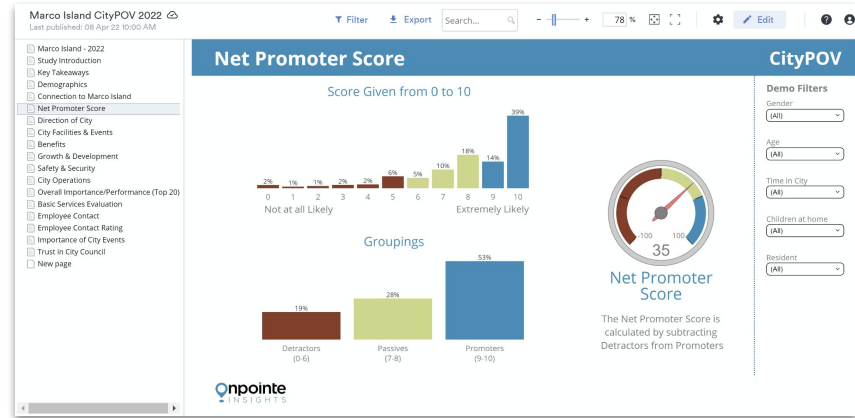
Through Rich, Online Dashboards

Gone are the days of searching your email or download folder for the powerpoint report or PDF that was filed away. We offer a vibrant and filterable online dashboard for you to view and share among leaders in your city.

Then, simply take a quick peek before a budget review or pull up data live in a council meeting.

We've got your covered.

Clear Dashboards



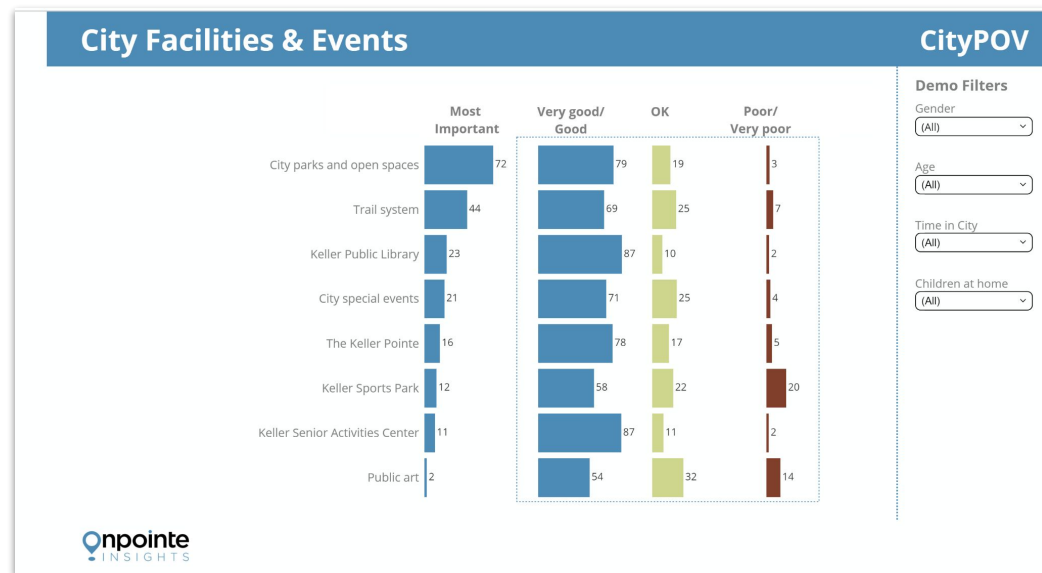
Getting the Nitty Gritty

How We Sift to Get Top Priorities

The **beautiful dashboard** is clear, intuitive, and able to be shared on your website. Most of our city clients post the results for all to see.

And, you can easily filter any question by age, gender, time in the city and other relevant characteristics of your citizens.

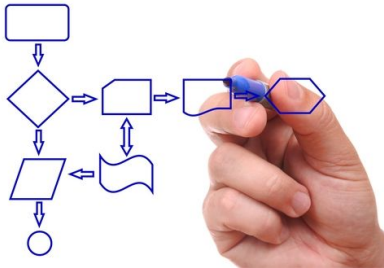
Powerful and Clear Visualizations



A Process you can Trust

A Streamlined, Proven Process

Our process has been proven to ensure you receive the quality insights you need with minimal effort from your team..



The Steps We'll Take

Working with you and your team, OnPointe Insights will do the following:

- Lead a 60–90 minute “virtual” kickoff session to align on study topics unique to you while sharing best practices from other cities
- Develop the initial survey draft, share it with you for internal sharing, and then quickly make refinements
- Program and test the survey, allowing your team to test also
- Give you the online survey URLs and/or QR codes to CityPOV, or you can provide us emails and we'll invite/remind them
- Collect, tabulate, and analyze the data
- Debrief your team on the findings and important areas of focus
- Introduce you to the powerful dashboard and teach you how to use it
- Provide a PowerPoint/PDF summary, Excel tables, raw data, if desired
- Present to your City Council, if desired



The Numbers/ Timing

/03

CityPOV Costs

OnPointe provides a flexible cost approach. Some cities only wish to do a one-time survey. Our cost is \$15,950 for a single survey.

We both benefit if your city is open to a longer relationship.

For a 2 year commitment, the cost will be \$12,450 per year.

For a 3-year commitment, the cost is just \$9,950.

You also get a discount on any additional research we do with you for a commitment of 2 years or more..

Relationships Matter

CityPOV Cost Details	Fees USD\$
Project management	\$2,820
Questionnaire Design/Programming	\$1,920
Questionnaire technology fees	\$950
Fieldwork & monitoring	\$900
Data extraction	\$510
Coding, Cleaning	\$1,540
Analysis / Insights development / Report	\$3,070
Dashboard tech fees / creation / Updating	\$4,240
Total Research Investment (1-time)	\$15,950
Discount per year for a 2-year commitment	\$3,500
Yearly cost for a 2-year commitment	\$12,450
Discount per year for a 3-year commitment	\$6,000
Yearly cost for a 3-year commitment	\$9,950

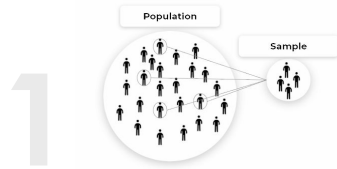
OnPointe Timelines

CityPOV projects take approximately 6-8 weeks to complete. This includes survey design, fielding, dashboard creation, and analysis. Every piece of the project is managed by OnPointe Insights with approval from City officials involved. You focus on running the city and we'll take as little of your time as possible.

We've noted critical steps to keep things moving and are confident in being prepared for the timing you need.

Example Start Date: 1/2/2023	Jan					Jan					Jan					Jan					Feb				Feb				Feb					Feb					Mar						
UT West Jordan CityPOV	2	3	4	5	6	9	10	11	12	13	16	17	18	19	20	23	24	25	26	27	30	31	1	2	3	6	7	8	9	10	13	14	15	16	17	20	21	22	23	24	27	28	1	2	3
Project awarded	x																																												
Agreements signed (SOW, etc.)	x	x																																											
Invoice sent (net 30 days)			x																																										
Video Call: Kickoff (survey design 1.5 hrs)				x	x																																								
Questionnaire design (internal calls)					x	x	x	x	x																																				
Questionnaire shared: Review/approval									x	x	x	x	x	x	x																														
Progress Check-in													x																																
Video Call: Final adjustments, approval														x	x																														
Questionnaire programmed																x	x	x																											
Fieldwork Internal Testing (links shared)																	x	x	x	x																									
Fieldwork with citizens																					x	x	x	x	x	x	x	x	x	x	x	x	x												
Analysis																														x	x	x	x	x	x	x	x	x							
Draft results shared, early dashboard peek																																				x									
Video Call: Share final results, dashboard																																													
Video Call: Present to your City Council																																													
Video Call: Reflection/Derief/What's next																																													
Critical	x																																												

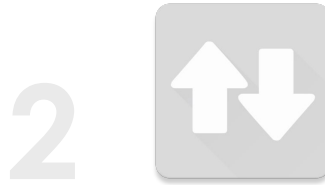
Invitation Details



Sample Options

We typically get a 5% to 10% response rate to our CityPOV surveys. Using multiple contact methods, rates are even higher.

For cities with populations of 10K or more, we typically get 1,500 to 2,000 resident responses, far more than needed for 95% confidence of +/- 2.5%. We can get more.



Response Rate Influencers

Depending on your ability to communicate directly with residents, response rates will differ.

- Email - High response rate (from utility emails)
- SMS - High response rate
- Website posting - Fair rate
- Newsletter article - Fair rate
- Postcard mailing - Low rate and expensive (postage)



Survey Invite Links, etc.

OnPointe Insights will provide links and codes to make it easy for residents to get to the online survey.

- Email - A URL link
- SMS - A Short URL link
- Website posting - A QR Code
- Newsletter article - A QR Code
- Postcard mailing - A QR Code and Short URL link



[CityPOV Demo](#)

DEMO — The link above is
a functioning demo of CityPOV. For
a live demo. Contact

ron@onpointe-insights.com

/04

Thank You

Contact:

ron@onpointe-insights.com

david@onpointe-insights.com





Appendix

The appendix pages that follow have our FAQs and show actual examples of several dashboard pages you will receive. These results will provide you with the clarity you need to focus your efforts for the coming year. And, if done annually, you can monitor progress and refine your efforts and communications for residents of your city.

/05

Frequently Asked Questions

FAQs – pg 1

You work with companies like Coca Cola, T-Mobile, and KFC. Why has OnPointe Insights chosen to work with the public sector?

Our experience with decision-makers at some of the biggest and smartest companies in the world has given us experience and skill to solve difficult problems with research. When our first city approached us for help and loved what we delivered with CityPOV, we found a new passion. We have chosen to make a difference and bring our expertise to the public sector to help city leaders make a difference.

Why should we trust OnPointe Insights to help us in the public sector?

Experience. We are experts in survey design and in solving problems for demanding clients. The skill set we've developed allows us to solve things that couldn't be addressed by well-meaning people who haven't had that experience.

Why is CityPOV superior to other city surveys?

Most city surveys are a tangle of questions designed by committee. Most city surveys are either too simplistic or are fatiguing for residents who take them. Many are myopic on certain issues, trying to prove an internal opinion. Others are so broad they are not useful.

OnPointe Insights designs surveys that are intuitive and fast for residents to take (under 9 minutes), and yet provide a maximum of information for a city—that's the core difference. We design CityPOV with the final analysis and a dashboard in mind. You can easily view results and efficiently monitor trends over time. Plus, our costs are reasonable because of the thoughtful design of CityPOV.

We did a survey 3 or 4 years ago. Will the new survey use the same questions?

Our survey designs are built on an intuitive and powerful framework that accommodates most questions you've asked in the past, but we make it easier for residents to take, while allowing us to analyze results in a clearer and more visual way. We'll use all important questions from the past in a better framework. Because the core survey is short (about 7 minutes), we have room for unique questions you need. Having reviewed your prior survey, we're in good shape to cover nearly all questions.

FAQs – pg 2

Our city has unique needs. Can we customize CityPOV?

Yes. We've designed CityPOV for local customization. All cities we work with have chosen a blend of tried and trusted topics with practical customization where it makes sense. In the case of Monroe, Ohio, we can have consistent questions across villages with some unique ones where needed.

Can CityPOV really be done in 6-8 weeks?

Definitely. However, there are some key decision points on your end. Leaders who deliver on the critical moments in a timely basis will get results in about 6 weeks. Internal delays sometimes make timelines stretch longer, but we'll assure you meet your timelines.

How intuitive and accessible are the presented results?

The online dashboard is amazing. Results are presented in a way that is so clear you cannot misunderstand priorities and areas for focus. For those who wish to dig deeper, the ability to slice by demographics and other questions is obvious and simple. Anyone authorized from your city can access the beautiful charts and data. Plus, you can easily export slides into PowerPoint or save findings to Excel.

How often should we survey our residents?

CityPOV is designed for trend comparisons. You may survey residents annually or on a less frequent basis. Either way, you can compare progress and course correct. Most cities survey their residents annually because 3-year commitment costs for CityPOV are reasonable.

Does CityPOV address decreasing response rates?

Some surveys are simply too long and not enjoyable. Often, city leaders can't make sense of results, and citizens feel they were not heard. That causes participation to drop now and also in subsequent years. We designed CityPOV to be shorter and to work well on mobile phones and other devices so participation remains high. It's intuitive and easy. And your ability to use the data will make them feel heard.

FAQs – pg 3

How about quality assurance for who's taking our survey?

Garbage in, garbage out! You have to trust the quality of the data. That's why we have a minimum of a 4-step process to validate that participants are from your city and they don't take the survey several times. Step 1, choose your city/village from a list. Step 2, enter their zip code. Step 3, capture their IP address and will remove all who don't live in your city. Step 4, only 1 response per IP address. We can do more if required, but we have you covered on the quality front.

What about testing the survey by our team?

This is easy. We'll give you a link to test as soon as a draft survey is created. Once we have input from your team about any refinements, we'll make the tweaks, remove the test results and be ready to go live the next day.

Can CityPOV handle multiple languages?

Definitely. We make it easy for survey participants to choose their language. Data analysis is seamlessly done across languages, including comments and suggestions from survey participants.

What about benchmarks?

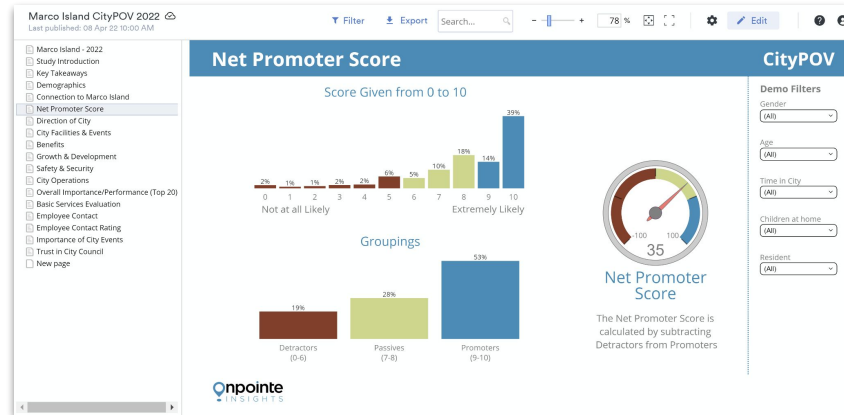
CityPOV allows for powerful benchmarking because of the consistent study design. Plus, it allows for annual benchmarking year over year for your city to track progress. We benchmark on NPS, city direction, place to live vs other cities, staff service, and other key questions.

Dashboard & Reporting Examples

City Evaluation

Net Promoter Score™

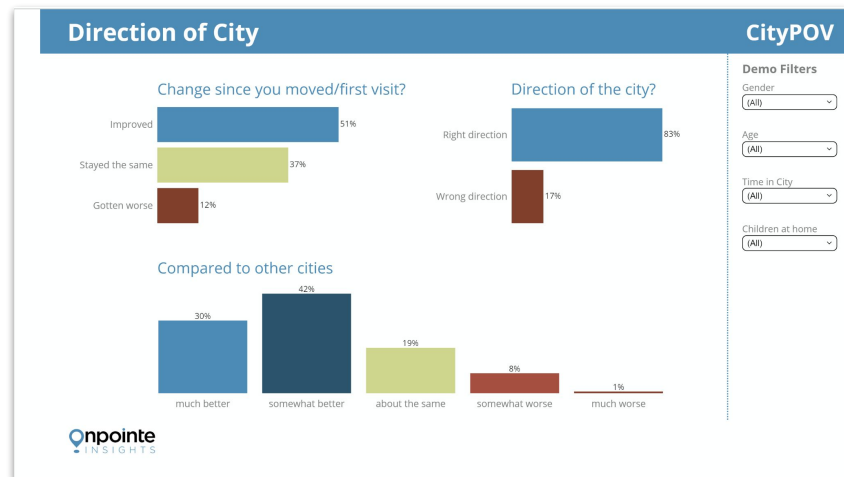
Are respondents Promoters or Detractors when thinking of your city. Great for comparing to other cities and industries.



Direction of City

Is the city improving?
Heading in right direction?
Better than other cities?

Monitor these over time for clarity on your progress



Amenities/Growth

City Facilities & Events Analysis

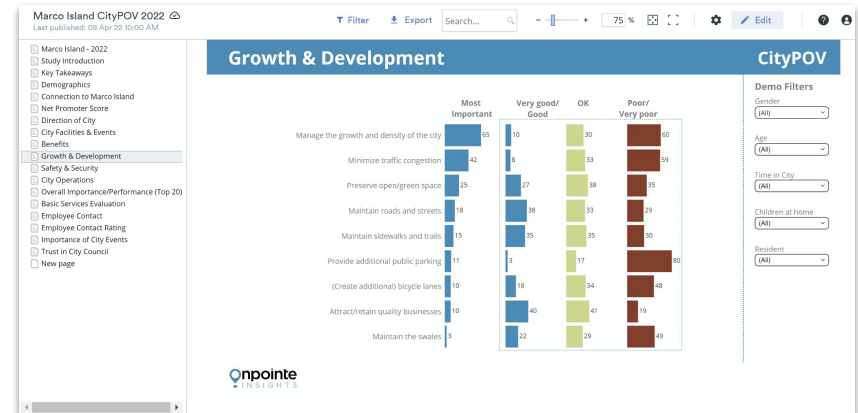
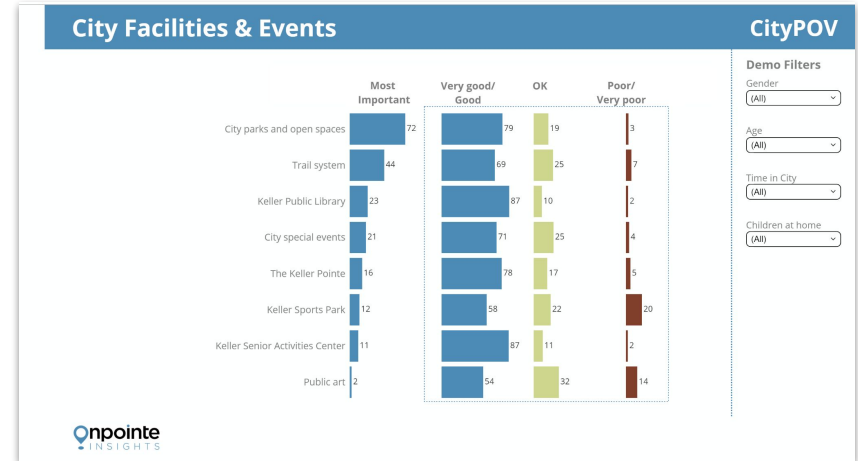
Of up to 10 amenities offered by the city, which ones are MOST and LEAST important? Aids with prioritization.

People select 2 MOST important and then 2 LEAST important.

Devel/Growth Analysis

Of up to 10 Development and Growth issues, which ones are MOST and LEAST important to residents?

NOTE: We do the same routine for Safety & Security and City Operations issues.



Evaluation of Things Most Important

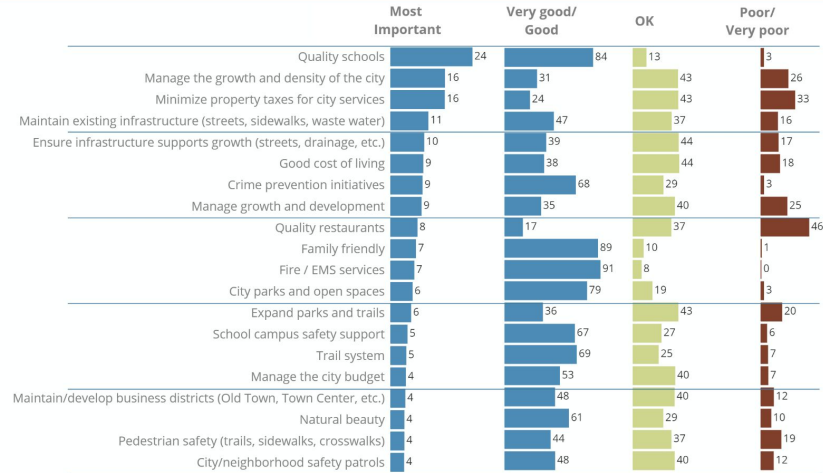
Ratings of Most Important

For each attribute that people select as MOST IMPORTANT to them, we ask for ratings on a 5-point scale. Excellent, Very Good, Good, Fair and Poor.

For things rated as “very important”, it’s vital to know how residents feel about the city. It can bring powerful focus to things most important.

This is a vital question in the study.

Overall Importance/Performance (Top 20)



CityPOV

Demo Filters

Gender

(All)

Age

(All)

Time in City

(All)

Children at home

(All)

Contact with staff

Contact with Staff

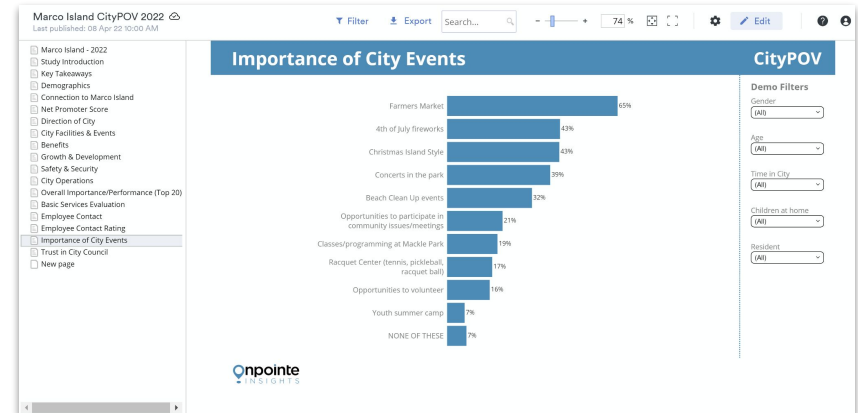
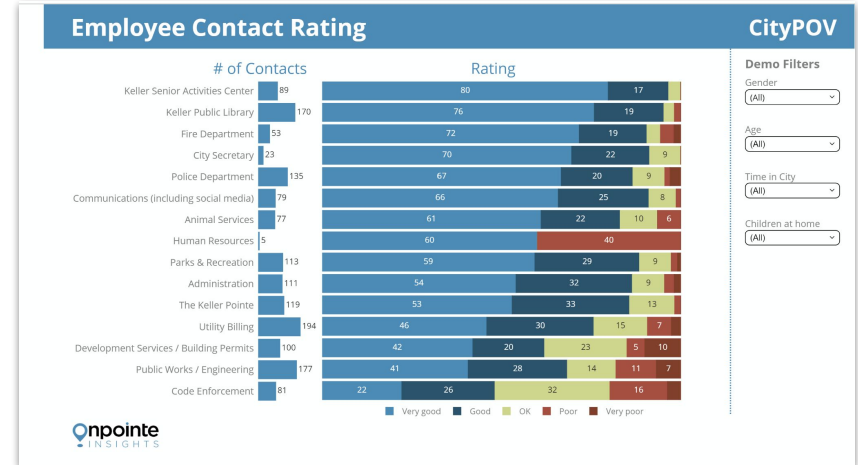
How many residents contact city staff?

Why do residents contact city staff?

What ratings do they give?

Events Importance

Your city does many events.
Which ones are most important to residents?



Comments

What comments?

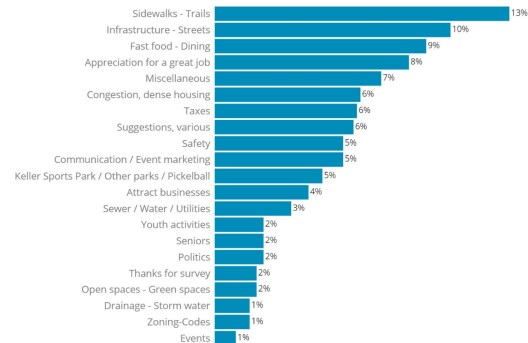
We ask residents to share their comments about the city. Many are rather candid and most are constructive. We group comments so they can be visualized topically.

Comment examples

You can easily filter to get at comments on critical topics. The examples to the right show the depth of comments we get, including details about who said them (gender, age, years in city).

Overview: Anything more to say?

CityPOV



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If there is anything more you would like to say to city leaders to help us improve the services we provide, please do.

Demo Filters

Gender

(All)

Age

(All)

Time in City

(All)

Children at home

(All)

Zone Selection

(All)

Detail: Anything more to say?

CityPOV

Response grouping filter: Thanks for survey

Text	Final_OE Anything more to say to the leaders of the city to help us improve the services we provide?
302	Thanks for listening and encouraging diversity - 40-54 - Female - 5-9 years
874	You'll notice that a lot of public sidewalk issues came up from my survey. That is because where we live desperately needs sidewalks. There have been multiple accounts of almost vehicle pedestrian strikes in our neighborhood due to the fact that there are no sidewalks and no street lamps. Knowing this as a resident, we can drive very cautiously, but others that venture into our neighborhood do not know the same information. We are concerned that an accident may happen and we may lose one of our neighbors... Many of which walk our streets early or late at night. Thank you for giving us the ability to give you some information. We are big fans of Keller. Thanks - 40-54 - Male - 5-9 years
879	Thank you for asking for the public's opinion. Keep up the good work! - 55-74 - Female - 1-4 years
903	Thank you for getting input from your constituency. I appreciate all you are doing for the citizens of this fine community. Blessings! - 55-74 - Female - 20+ years or more
1093	Thank you for asking us and taking this survey. I hope something good comes of it. - 40-54 - Male - 15-19 years
1275	Thank you for doing this survey! - 25-39 - Male - 5-9 years
1339	Thank you for taking the time to reach out to the community for feedback! - 25-39 - Female - 5-9 years
1377	Thank you for reading the survey responses and taking action. - 40-54 - Female - 1-4 years
1440	This is a fairly reasonable survey. Surveys are worthwhile only if residents participate in meaningful numbers and city leaders listen to the residents. For example, citizen feedback on the recently revised Future Land Use Plan (FLUP) was largely ignored by City Council in spite of significant participation by residence. - 75 or older - Male - 20+ years or more

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Demo Filters

Gender

(All)

Age

(All)

Time in City

(All)

Children at home

(All)

Zone Selection

(All)

OnPointe References

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/02 **Coppell, Texas**

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Email: Vchiavetta@coppelltx.gov

Phone: 972.304.3670

/03 **Marco Island, Florida**

Name: Casey Lucius (Asst City Manager)

Email: clucius@cityofmarcoisland.com

Phone: 239-389-3969

/04 **Mapleton, Utah**

Name: Cory Branch (City Administrator)

Email: cbranch@mapleton.org

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