

RESOLUTION NO. 15-73

CITY OF CENTERVILLE, OHIO

Sponsored by Councilman Charles W. [unclear] on the 7th day of May, 1973.

A RESOLUTION RATIFYING THE ACTION OF THE CITY MANAGER TAKEN ON APRIL 25, 1973 RETAINING THE RESEARCH TEAM, INC. TO CONDUCT A COMMUNITY ATTITUDE SURVEY.

The Municipality of Centerville hereby resolves:

Section 1. The action of the City Manager in executing a contract, on behalf of the City, for the conducting of a community attitude survey by The Research Team, Inc. at a cost of \$250.00 for proposal formulation and preparation of a rough draft questionnaire and \$1,650.00 for the proposed survey using an in-person format, as same is more fully described in Exhibit "A" attached hereto and made a part hereof, is hereby ratified and adopted as the authorized act of this Council.

PASSED THIS 7th day of May, 1973.

Paul B. [unclear]  
Mayor of the City of Centerville, Ohio

ATTEST:

[Signature]  
Clerk of the Council of the  
City of Centerville, Ohio

CERTIFICATE

The undersigned, Clerk of the Council of the City of Centerville, Ohio, hereby certified the foregoing to be a true and correct copy of Resolution No. 15-73, passed by the Council of the City of Centerville, Ohio on the 7th day of May, 1973.

[Signature]  
Clerk of the Council

Approved as to form, consistency with existing ordinances, the charter & constitutional provisions.

Department at Law  
Robert N. Farquhar  
Municipal Attorney

the  
research  
team

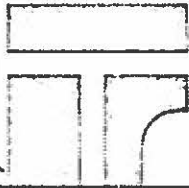


EXHIBIT "A"

March 28, 1973

RESEARCH PROPOSAL

Submitted to:

Mr. Charles A. McQueeney, Jr.  
Councilman and Chairman  
Committee for Community Relations & Promotion  
City of Centerville, Ohio 45459

Purpose:

Basically, the intent of the survey will be to improve the communications-service flow between the City of Centerville and its citizens by determining, measuring, and evaluating the opinions and attitudes held by such citizens in regard to a number of diverse but mutually critical-interactive areas of city-provided services. Some areas to be probed might include refuse collection, street maintenance, police protection, recreational services, the quality and adequacy of interactions between City Officials and individual citizens, etc., zoning priorities, predisposition toward apartments, condominiums, etc.

In this way, the City of Centerville will not only be better able to provide its citizens with the right quantity and quality of those services which they desire most, but they will also possess a valuable "Benchmark" of citizen attitudes and opinions against which to measure future trends and findings.

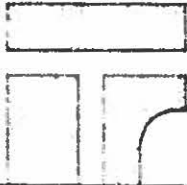
Methodology:

Initially, it is recommended that the basic research design be based upon a telephone interview format which would be conducted by professionally trained interviewers within a single sample block as is below:

<u>Sample Block</u>	<u>Sample Size</u>
Centerville, Ohio	384

the research team, incorporated/210 grant deneau tower/dayton, ohio 45402/513-222-1010

the  
research  
team



The suggested sample size will assure a reliability quotient of 95% within a standard deviation of (+) or (-) 5% and is statistically totally adequate and dependable. Actual responses will be selected on a random, representative, proportionate, systematic sample basis from a serial list source such as: for example, a City Directory or a listing of telephone numbers in the Centerville exchange.

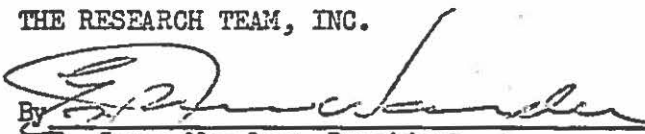
Questionnaire format will be designed so as to elicit maximum response and effectiveness within an interview format not to exceed approximately 7-10 minutes per call. All interviews will be analyzed and interpreted on an item analysis basis. Throughout, the total emphasis will be upon maximum quantity of output.

Including all initial discussion and design formulation, sample selection, interviewer training, actual interviewing, tabulating, and analyzing data on an item analysis basis and presentation of multiple copies of the final report.

We propose a total cost of \$1,650.00 for the foregoing telephone survey. However, we will apply toward that cost \$250.00 previously agreed to for initial proposal formulation and preparation of the attached rough draft questionnaire. For a cost of \$1,900.00 we can increase the survey reliability by conducting the survey using an "in-person" interview format. Again, the \$250.00 proposal formulation fee would apply towards the total cost.

Respectfully submitted,

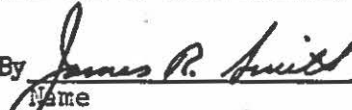
THE RESEARCH TEAM, INC.

By   
E. James Wampler, President

April 25, 1973

We acknowledge our previous agreement to pay The Research Team, Inc. \$250.00 for proposal formulation and preparation of the attached rough draft questionnaire and agree further to pay an additional \$1,650.00 for the proposed survey using a in person format.

City of  
VILLAGE OF CENTERVILLE

By   
Name Title

the research team, Incorporated/210 grant deneau tower/dayton, ohio 45402/513-222-1010