

## Town of Windsor

### Memorandum

January 12, 2016

**TO:** The Honorable Mayor and Town Council

**FROM:** Michael Stallings, Town Manager *MS*

**SUBJECT:** Community Survey

At the last Council meeting, we briefly discussed having Christopher Newport University perform a community survey for the Town of Windsor. The purpose of this survey would be to determine current levels of citizen satisfaction with all aspects of life here in Windsor as well as how they feel that we are doing. This survey would help guide the direction of the Town based on what the community wants. It will also help gauge how people feel about their quality of life here in Windsor.

I was asked to get a sample contract for work that they have done with other localities. I have attached the best example that they could provide me. The attached contract is for work that they have been doing with the Hampton Roads Planning District Commission. I also have copies of the final reports that came out of the two agreements enclosed in your packets.

As you may recall, the estimated cost for this survey will be around \$12,000. This includes mailing a survey to every residence in the Town of Windsor. The cost may fluctuate depending on how much follow up is required. The staff at CNU will handle all data analysis and will help formulate the questions that are to be asked.

There are several benefits to bringing in an outside group to conduct this survey. It provides an impartial third party to handle all of the data analysis and to help craft the questions. CNU has a great deal of experience conducting surveys in Hampton Roads and across the State of Virginia. This may allow us to use the results of our survey to compare us to other localities.

I feel that Windsor is on the verge of great things. I think that the information provided by this survey would play an important role in decisions regarding the future of our great Town.

This item is for Council's discussion and direction.

## **COOPERATIVE SERVICE AGREEMENT**

### *HRPDC Region-wide Community Values Survey*

BETWEEN THE HAMPTON ROADS PLANNING DISTRICT COMMISSION AND CHRISTOPHER NEWPORT UNIVERSITY

#### **ARTICLE 1**

The purpose of this Cooperative Service Agreement is to establish a partnership agreement between the Hampton Roads Planning District Commission (HRPDC) and Christopher Newport University (CNU). CNU will conduct one survey as designated in the accompanying scope of work and

#### **ARTICLE 2**

HRPDC and CNU mutually agree:

- A. That the cooperating parties will carry out program activities in accordance with the Scope of Work (Attachment A) and Financial Plan (Attachment B) contained in this agreement. It is understood and agreed that any monies allocated in support of this Cooperative Service Agreement shall be expended only towards the HRPDC Survey.
- B. To meet as determined necessary, by either party, to discuss mutual program interests, accomplishments, needs, technology, and procedures to improve or amend the work plan.
- C. This Agreement may be terminated by either party upon 30 days' notice in writing to the other party.

#### **ARTICLE 3**

HRPDC agrees to:

- A. Pay CNU on a reimbursement basis, for all costs incurred, not exceeding the initial FY 2014 budget for \$29,383.38 and the agreement will have a provision for annual extensions of service for up to a total of three years. The said sum, as set forth in Attachment B, shall include all expenses of the project. Payment shall be made upon submission of invoices and/or other appropriate documentation of the program expenditures, and progress reports and their acceptance by the Program Manager and the Executive Director. Such invoices and reports shall be submitted within 30 days of each reporting period end and shall be detailed in accordance with Attachment A to show what tasks have been completed and to compare the time of completion with the proposed time of completion. Invoices for services provided will be submitted to HRTPO upon completion of each survey. Payment shall be made to CNU within 30 days of receipt of a billing statement.
- B. Designate a HRPDC representative whose responsibility shall be the coordination and administration of HRPDC activities conducted pursuant to this Cooperative Service Agreement.

#### ARTICLE 4

CNU agrees to:

- A. Provide qualified personnel, equipment and other miscellaneous items required to initiate and conduct the activities as outlined in the Work Plan and Financial Plan contained in this Cooperative Service Agreement.
- B. Initiate, administer, and conduct the one survey and gather qualitative data in accordance with the terms and conditions of this Cooperative Service agreement.
- C. Designate a representative who is qualified, competent and experienced in providing the services required under this Cooperative Service Agreement. The representative will also be responsible for administration and management of all project activities conducted under this Cooperative Service Agreement.
- D. Perform all services required under this Cooperative Service Agreement in accordance with all applicable Federal and State laws and regulations.
- E. Prepare a report documenting the results of all project related activities completed under this Cooperative Service Agreement.

#### **Reporting Schedule:**

Survey Report – Survey conducted between 4-1-14 and 4-30-14. Report including full project summary, along with an invoice in the amount of \$29,383.38 will be submitted by CNU on 5-30-14. The final report will be presented to the PDC Board at their meeting on June 19, 2014.

#### ARTICLE 5

Neither party shall be responsible to the other for failure to perform any of the obligations imposed by this Agreement, provided such failure shall be occasioned by fire, flood, explosion, lightning, windstorm, earthquake, subsidence of soil, failure or destruction, in whole or in part, of machinery or equipment or failure of supply of materials, discontinuity in the supply of power, governmental interference, civil commotion, riot, war, strikes, labor disturbance, transportation difficulties, labor shortage, or any other conditions of whatsoever nature or description beyond their reasonable control.

#### ARTICLE 6

All activities will be conducted in accordance with the applicable Federal, State, and local laws, regulations, and rules.

#### ARTICLE 7

This Cooperative Service Agreement shall become effective upon date of final signature and shall continue until June 30, 2014. It may be terminated by either party upon 30 days' notice in writing to the other party.

AVAILABILITY OF FUNDS: It is understood and agreed between the parties herein that the agency shall be bound hereunder only to the extent of the funds available or which may hereafter become available for the purpose of this agreement. The HRPDC reserves the right to terminate this Agreement due to cancelation of funding. Further, this Cooperative Service Agreement may be amended at any time by mutual agreement of the parties in writing. The scope of work proposed in Attachment A focuses on short-term services to aid the HRPDC in the accomplishment of its public participation goals. Longer-term services will be evaluated and mutually agreed upon by HRPDC and CNU for annual extensions of service of up to a total of three years.

**ARTICLE 8**

Unless otherwise specified, this Agreement and its Attachments embody the entire understanding between CNU and HRPDC and any prior or contemporaneous representations, either oral or written, are hereby superseded. No amendments or changes to this agreement, including without limitation, changes in the statement of work, total estimated cost, scheduled dates for reports or deliverables, and period of performance, shall be effective unless made in writing and signed by authorized representatives of the parties.

In witness whereof, HRPDC has caused this Agreement to be executed on its behalf by its designee and CNU has caused this Agreement to be executed on its behalf, as of the day of signature.

Hampton Roads Planning District Commission  
723 Woodlake Drive  
Chesapeake, VA 23320

\_\_\_\_\_  
Dwight L. Farmer, P.E.  
Executive Director

\_\_\_\_\_  
Date

Christopher Newport University  
1 Avenue of the Arts  
Newport News, VA 23606

\_\_\_\_\_  
Anne Pascucci  
Director of Sponsor Programs  
Christopher Newport University

\_\_\_\_\_  
Date

## ATTACHMENT A

### SCOPE OF WORK

#### INTRODUCTION

Among the most widely used research tools in the social sciences are random sample surveys. The purpose of a survey is to better understand the views and behaviors of individuals who have experienced or are experiencing some particular concrete situation which serves as the focus of the survey. Surveys also allow researchers to better understand the dynamic that affects individuals' perceptions, information processing, and decision making as it relates to a particular concrete situation.

The scope of work proposed here focuses on short-term services to aid the HRPDC in the accomplishment of its public participation goals. Longer-term services, although listed below, will be evaluated and mutually agreed upon by HRTPO and CNU.

Specifically, this work will take the form of the HRPDC region-wide Community Values Survey. HRPDC is contracting with Christopher Newport University to design research, prepare and refine survey questionnaire drafts, monitor the fieldwork, analyze the data, prepare draft and final reports – Hampton Roads Region-wide Community Values Survey Report.

The survey will consist of 1,200 completed 12-minute telephone (mixed cell and landline) interviews completed across the Hampton Roads region. The survey will be weighted to reflect the geographic distribution of the population across the cities and counties of the region. The survey results will provide a baseline for region-wide community values, and a basis for next steps in regional strategic planning.

A professional report will be prepared and presented to the HRPDC board.

#### **Short-Term Services (March 1 to June 30, 2014)**

Analyze qualitative data from listening sessions, design, completion, evaluation, reporting, and presentation of one survey. The questions used for the survey will be decided in coordination with HRPDC staff and leadership.

1. Analyze qualitative data from listening sessions and design survey questions to gather data focused on Hampton Roads region-wide community values.
2. Complete one survey in the following locations and/or the population:
  - The sixteen cities and counties that make up the Hampton Roads Planning District Commission area.
  - CNU will do post data collection weighting, and weight the survey to reflect population distribution of the region.
3. Evaluate Survey Results
4. Deliver results to HRPDC Staff

5. Produce reports appropriate for public consumption
6. Present final results to HRPDC and Envision Hampton Roads Stakeholders.

**Deliverables**

*Title:* Hampton Roads Region-wide Community Values Survey Report

*Percent of total budget:* 100%

*Description:* A report documenting work conducted during the survey. The report should describe an overview of methodologies used to conduct the survey, activities undertaken, challenges experienced, if any and results of the survey.. The progress report will be delivered to HRPDC staff.

*Product Format:* Ten (10) hard copies copy and two digital copies, in Microsoft Word and Adobe Acrobat format. A 15-minute presentation to HRPDC Board.

*Timeframe:* Start: 3-1-14

End: 6-30-14

*Survey Report:* Due: 5-30-14.

ATTACHMENT B

**BUDGET JUSTIFICATION**

*Actual Cost: \$ 29,383.38*

Personnel

Dr. Quentin Kidd

CNU Associate Professor of Political Science

Director of the Christopher Newport University Judy Ford Wason Center for Public Policy.

Christopher Newport University's Judy Ford Wason Center for Public Policy is a research center focused specifically on Virginia public policy and particularly on public opinion as it relates to Virginia public policy. Dr. Quentin Kidd is the director of the Wason Center, who has over a decade of experience researching and writing about Virginia public opinion, including the design and implementation of telephone and internet-based surveys and focus groups. Dr. Kidd has conducted several surveys across Virginia dealing in part or in whole on transportation, including one survey in partnership with the Hampton Roads Center for Civic Engagement focused exclusively on transportation in Hampton Roads. Dr. Kidd has a Ph.D. in political science from Texas Tech University and has been at Christopher Newport University since 1997.

The Wason Center works in collaboration and partnership with research centers and experts in regional public policy at both non-profit centers and universities. As a result of well-established relationships, Wason Center expertise is expanded to include skills in public involvement projects (consultation, design, and management), training (theory, tools, and techniques), research and information (surveys, data bases, webliographies, issue materials, and discussion guides), and specialized tools and processes (keypad polling, deliberation, deliberative polling™, issue mapping, issue framing, and process assessments).

Kelli Montgomery and Kristina Becouvarakis

Research Assistants, CNU's Wason Center for Public Policy

Travel

Funds have been budgeted for reasonable mileage costs for local POV travel only. Rate is the current Federal mileage rate established by the Government Services Administration (.55/mile).

## **COOPERATIVE SERVICE AGREEMENT**

### **HRTPO Surveys**

BETWEEN THE HAMPTON ROADS TRANSPORTATION PLANNING ORGANIZATION AND CHRISTOPHER NEWPORT UNIVERSITY

#### **ARTICLE 1**

The purpose of this Cooperative Service Agreement is to establish a partnership agreement between the Hampton Roads Transportation Planning Organization (HRTPO) and Christopher Newport University (CNU). CNU will conduct two surveys as designated in the accompanying scope of work and

#### **ARTICLE 2**

HRTPO and CNU mutually agree:

A. That the cooperating parties will carry out program activities in accordance with the Scope of Work (Attachment A) and Financial Plan (Attachment B) contained in this agreement. It is understood and agreed that any monies allocated in support of this Cooperative Service Agreement shall be expended only towards the HRTPO Surveys.

B. To meet as determined necessary, by either party, to discuss mutual program interests, accomplishments, needs, technology, and procedures to improve or amend the work plan.

C. This Agreement may be terminated by either party upon 30 days' notice in writing to the other party.

#### **ARTICLE 3**

HRPTPO agrees to:

A. Pay CNU on a reimbursement basis, for all costs incurred, not exceeding the initial FY 2014 budget for \$18,600 and the agreement will have a provision for annual extensions of service for up to a total of three years. The said sum, as set forth in Attachment B, shall include all expenses of the project. Payment shall be made upon submission of invoices and/or other appropriate documentation of the program expenditures, and progress reports and their acceptance by the Program Manager and the Executive Director. Such invoices and reports shall be submitted within 30 days of each reporting period end and shall be detailed in accordance with Attachment A to show what tasks have been completed and to compare the time of completion with the proposed time of completion. Invoices for services provided will be submitted to HRTPO upon completion of each survey. Payment shall be made to CNU within 30 days of receipt of a billing statement.

B. Designate a HRTPO representative whose responsibility shall be the coordination and administration of HRTPO activities conducted pursuant to this Cooperative Service Agreement.

#### ARTICLE 4

CNU agrees to:

A. Provide qualified personnel, equipment and other miscellaneous items required to initiate and conduct the activities as outlined in the Work Plan and Financial Plan contained in this Cooperative Service Agreement.

B. Initiate, administer, and conduct the two surveys and gather qualitative data in accordance with the terms and conditions of this Cooperative Service agreement.

C. Designate a representative who is qualified, competent and experienced in providing the services required under this Cooperative Service Agreement. The representative will also be responsible for administration and management of all project activities conducted under this Cooperative Service Agreement.

D. Perform all services required under this Cooperative Service Agreement in accordance with all applicable Federal and State laws and regulations.

E. Prepare a report documenting the results of all project related activities completed under this Cooperative Service Agreement.

#### **Reporting Schedule:**

1st Survey Report -- Survey conducted from 1-22-14, for six nights. Report will be due on 2-21-14. An invoice in the amount of \$9279.00 and a Survey Report will be submitted by CNU, on 2-21-14.

2nd Survey Report – Survey conducted from 4-1-14. Report including full project summary drawing comparisons between the first and second survey, along with an invoice in the amount of \$9270.00 will be submitted by CNU on 5-22-14.

#### **ARTICLE 5**

Neither party shall be responsible to the other for failure to perform any of the obligations imposed by this Agreement, provided such failure shall be occasioned by fire, flood, explosion, lightning, windstorm, earthquake, subsidence of soil, failure or destruction, in whole or in part, of machinery or equipment or failure of supply of materials, discontinuity in the supply of power, governmental interference, civil commotion, riot, war, strikes, labor disturbance, transportation difficulties, labor shortage, or any other conditions of whatsoever nature or description beyond their reasonable control.

#### **ARTICLE 6**

All activities will be conducted in accordance with the applicable Federal, State, and local laws, regulations, and rules.

#### **ARTICLE 7**

This Cooperative Service Agreement shall become effective upon date of final signature and shall continue until June 30, 2014. It may be terminated by either party upon 30 days' notice in writing to the other party.

**AVAILABILITY OF FUNDS:** It is understood and agreed between the parties herein that the agency shall be bound hereunder only to the extent of the funds available or which may hereafter become available for the purpose of this agreement. The HRTPO reserves the right to terminate this Agreement due to cancelation of funding. Further, this Cooperative Service Agreement may be amended at any time by mutual agreement of the parties in writing. The scope of work proposed in Attachment A focuses on short-term services to aid the HRTPO in the accomplishment of its public participation goals. Longer-term services will be evaluated and mutually agreed upon by HRTPO and CNU for annual extensions of service of up to a total of three years.

#### **ARTICLE 8**

Unless otherwise specified, this Agreement and its Attachments embody the entire understanding between CNU and HRTPO and any prior or contemporaneous representations, either oral or written, are hereby superseded. No amendments or changes to this agreement, including without limitation, changes in the statement of work, total estimated cost, scheduled dates for reports or deliverables, and period of performance, shall be effective unless made in writing and signed by authorized representatives of the parties.

In witness whereof, HRTPO has caused this Agreement to be executed on its behalf by its designee and CNU has caused this Agreement to be executed on its behalf, as of the day of signature.

Hampton Roads Transportation Planning Organization

723 Woodlake Drive

Chesapeake, VA 23320

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Dwight L. Farmer, P.E.

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Date

Executive Director

Christopher Newport University

1 Avenue of the Arts

Newport News, VA 23606

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Anne Pascucci

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Date

Director of Sponsor Programs

Christopher Newport University

## SCOPE OF WORK

### INTRODUCTION

Among the most widely used research tools in the social sciences are random sample surveys. The purpose of a survey data from individuals who have experienced or are experiencing some particular concrete situation which serves as the focus of the survey. Surveys also allow researchers to better understand the dynamic that affects individuals' perceptions, information processing, and decision making as it relates to a particular concrete situation.

The scope of work proposed here focuses on short-term services to aid the HRTPO in the accomplishment of its public participation goals. Longer-term services, although listed below, will be evaluated and mutually agreed upon by HRTPO and CNU.

Specifically, this work will take the form of the **HRTPO COMMUTER TOLL PATTERN SURVEY**. Tolling begins at both the Midtown and Downtown Tunnels, on February 1, 2014. The tolls for these tunnels will be collected using the EZ-Pass system, without traditional toll booths. Tolling has been implemented in order to generate project-related revenues that will not only ease congestion, but will benefit the historically and functionally intertwined transportation network. HRTPO is contracting with Christopher Newport University to conduct a 2-part Commuter Toll Pattern Survey, in order to assess Motorists familiarity with the toll, and their anticipated behavior in response to the initiation of tolls on February 1, 2014. This survey would be conducted prior to the initiation of tolls. The second part of the survey would focus on motorist's actual commuting behaviors and response, after the tolls have commenced. The results of this survey will provide a baseline of commuter behavior in response to tolling in Hampton Roads.

## **PHASE I**

### **Short-Term Services (January 1 to June 30, 2014)**

Design, completion, evaluation, reporting, and presentation of two surveys. The questions used for the surveys will be decided in coordination with HRTPO staff and leadership.

1. Design of survey questions to gather data focused exclusively on tolling, travel patterns and transportation, to assess the public's anticipated travel behavior due to the implementation of tolling and assess the public's actual behavior once tolls have been implemented.
2. Complete two surveys in the following locations and/or the population:
  - South Hampton Roads cities of Virginia Beach , Chesapeake, Portsmouth, Suffolk and Norfolk)
  - CNU will do post data collection weighting, and weight the survey to reflect origin and destination points between Norfolk and Portsmouth as depicted on accompanying dot map.
3. Evaluate Survey Results
4. Deliver results to HRTPO Staff
5. Produce reports appropriate for public consumption
6. Present final results to HRTPO Board and Citizen Transportation Advisory Committee (CTAC).

## **Deliverables**

### **Product #1**

*Title:* Survey Report – Hampton Roads Transportation Survey on Tolling Part 1 of 2

*Percent of total Phase I budget:* 40%

*Description:* A report documenting work conducted during the first survey. The report should describe an overview of methodologies used to conduct the survey, activities undertaken, challenges experienced, if any and results of the survey.. The progress report will be delivered to HRTPO staff.

*Product Format:* Ten (10) hard copies copy and two digital copies, in Microsoft Word and Adobe Acrobat format. A 15-minute presentation to HRTPO Staff.

*Timeframe:* Start: 1-22-14

End: 2-21-14

*Survey Report: Due: 2-21-14.*

Product #2

*Title: Survey Report – Hampton Roads Transportation Survey on Tolling Part 2 of 2 with Complete Survey Summary*

*Percent of total Phase I budget: 60%*

*Description: A report documenting work conducted during the second survey. The report should describe an overview of methodologies used to conduct the survey, , activities undertaken, challenges experienced, if any and results of the survey.. The progress report will be delivered to HRTPO staff.*

*Product Format: Ten (10) hard copies copy and two digital copies, in Microsoft Word and Adobe Acrobat format. A 15-minute presentation to HRTPO Staff.*

*Timeframe: 4-1-14*

*End: 5-22-14*

Along with the final report, a final summary/progress report will be delivered to the Citizen Transportation Advisory Committee and the HRTPO Policy Board.

*Product Format: Ten (10) hard copies of the final report and two digital copies, in Microsoft Word and Adobe Acrobat format, summarizing the results of each focus group in digital. One copy of the electronic version of the presentation of the final results delivered in Microsoft PowerPoint and presented to: 1) The Citizen Transportation Advisory Committee (CTAC) and 2) The HRTPO Board, upon completion of this project.*

*Delivered: 5-22-14*

*Actual Cost per Survey:*

*\$ 9,279.00 per survey*

## **BUDGET JUSTIFICATION**

### Personnel

Dr. Quentin Kidd

CNU Associate Professor of Political Science

Director of the Christopher Newport University Judy Ford Wason Center for Public Policy.

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Kelli Montgomery and Kristina Becouvarakis

Research Assistants, CNU's Wason Center for Public Policy

### Travel

Funds have been budgeted for reasonable mileage costs for local POV travel only. Rate is the current Federal mileage rate established by the Government Services Administration (.55/mile).

Survey Study Area

All cities on the Southside: Virginia Beach, Chesapeake, Norfolk, Portsmouth, and Suffolk

Peninsula – None because there are very few daily travelers from the Peninsula through the MT/MLK

Post data collection weighting will be employed to reflect population distribution