

Research Proposal For



Village Community Survey



A. The Village of Volente Introduction & Objectives

The Village of Volente, 'The Village,' is a wild lakeside community in the highland lakes region , 20 minutes from Austin, Texas. The Village incorporated in 2003 and has continued to go in to over 400 homes within it's 2 square mile area. Future development is on the horizon, therefore, The Village municipality has decided to re-administer a survey they conducted in 2004. With that said, Infosurv has been contacted to provide a proposal for the re-administration of the community survey.

The Village survey encourages the community members to give the municipality vital feedback on issues that can affect the community as a whole, will include but not limited to:

- Overall satisfaction
- General Ordinances
- The Amenities
- The water park
- Marina and Boating activates
- The restaurant
- Water rights and drainage
- The city perception
- Interest in new amenities

This document outlines Infosurv's recommended approach to the Village Community Satisfaction program, operational details and guidance, and budgetary / timeline requirements.



B. Methodology

Infosur and our highly specialized researchers and consultants offer assistance in every stage of the research process. This proposal will highlight Infosur's service in the three main components of the program:

- Survey Design
- Survey Administration
- Survey Analysis and Insights

1. *Survey Design:*

- Skip patterns, branching logic, and order randomization will be incorporated into the survey as necessary to provide custom question sets to respondents and control for any possible bias.
- A combination of open-ended and closed-ended questions is typical with open-ended questions utilized to provide in-depth feedback and drill-down information above and beyond that collected through the closed-ended survey questions.
- We assume that the survey will be conducted in English and will last roughly 10 minutes in length. However, translations to other languages can be provided upon request.
- The survey and all email communications to the community members will clearly identify The Village as the sponsor of the research and the programmed survey will be branded to match The Village branding and color scheme.
- The Village will have the opportunity to review and approve the survey and all email invitation texts at each stage of development, including testing the programmed version of the survey prior to launch.



2. Survey Administration:

- A designated representative with The Village will work directly with an experienced Infosurv Project Manager for the management and administration of the program. The Project Manager duties include day-to-day monitoring and management of the data collection process, client communication, coordination with internal support staff (*IT, Analysts, etc...*), report proofing, and other necessary functions.
- The community members will be invited to participate in the survey through email invitations:
 - The Village will provide Infosurv with a data file containing names and email addresses of current community members. Additional data can be included in the data file to support analysis or reporting as desired.
 - Infosurv recommends The Village send an initial introductory email or other communication from Board members to alert the community to the upcoming study, introduce Infosurv as a bona fide partner, and encourage their participation. Infosurv can provide templates of such communication if desired.
 - Infosurv will send a number of emailed communications to community members participating in the email administration version of the survey. These include:
 - Initial survey invitation – To include descriptive text on the nature of the survey, its goals, and the privacy / confidentiality policies in place.
 - Survey Reminders:
 - Survey reminders are sent to those community members that not having already participated in the survey via an emailed link. Our standard policy is to send 2 email reminders to uncompleted respondents over the course of the data collection process.
 - Additional email reminders can be incorporated in the program if desired. There is no change for additional email reminders presuming that The Village communicates its desire to include additional reminders during the design / programming phase of the program.
 - Only community members having completed the entirety of the survey will be exempt from receiving reminder emails. Community members initiating the survey but not reaching the conclusion will still receive email reminders.
 - Each email invitation and reminder will contain a traceable survey link which allows Infosurv to track survey completion status by respondent.
 - After the initial email invitation, Infosurv will send any bounced email addresses back to The Village for corrections or deletions from their database. Infosurv will send invitations to the corrected email addresses.
- Respondent Confidentiality:
 - Infosurv takes great care in protecting the confidentiality of all online survey respondents. We adhere the strict survey standards of the Council of American Survey Research Associations (CASRO) (<http://www.casro.org/codeofstandards.cfm>).
 - We have developed proprietary methods to protect the security of our clients' surveys while still maintaining respondent anonymity. Using our unique Personal Access Code (PAC) system, we can virtually



guarantee against duplicate or unauthorized responses, while maintaining 100% respondent anonymity. The PAC assigned to each online respondent will be embedded in the survey link emailed to them.

3. *Survey Analysis and Insights:*

The following deliverables are recommended for this program. Deliverables are developed with an eye towards reporting *and* interpretation of study results to meet your objectives. During the data collection phase of the study, Infosurv will schedule a conference call with you to confirm your specific reporting needs.

- *Infosurv Executive Summary Report:* Infosurv will provide analysis and statistical interpretation of the data via an analyst-developed report. The purpose of this report is to interpret and develop meaningful conclusions based upon the data collected.
- The Infosurv Executive Summary Report Include:
 - Key conclusions and recommendations,
 - A Key Driver Analysis identifying the most important aspects of the community experiences that predict satisfaction and/or loyalty, and
 - Variance by demographic and organizational subgroups.
- *Frequency Reports / Crosstabs –*
 - Frequency reports provide a simple question by question summary of the data for the total respondent sample.
 - Crosstab reports illustrate differences by demographic and organization subgroups in an Excel based tabular form.
- *Verbatim Reports:* Responses to open-ended questions will be provided in raw format in their entirety to The Village. Before providing verbatim comments, Infosurv will review all text and redact any text that may possibly reveal the identity of the respondent. Editing of grammar or spelling will *not* be included.
- *Raw Data File:* An anonymized raw data file will be provided to The Village. Personally identifiable details will be eliminated from this file.
- A personal presentation of the results is recommended. This presentation can be provided via web conference at no additional charge. There will be additional costs for time and travel if an in-person presentation is desired.
- *Value-Added Services:*
 - *Verbatim Coding:* Verbatim response coding services may be provided for an additional fee upon request. Budgeting information for coding services will be dependent on the number open-ended responses received.



C. Study Timeframe

Setup & Design →	±1 weeks
<i>To include questionnaire development, programming, testing, etc...</i>	
Data Collection →	2 – 3 weeks
Reporting & Analysis →	2 weeks after close of the survey
<i>Topline frequency reports and raw data available within 3-4 days of survey closing</i>	
<i>Crosstabs available within 1 week of survey closing</i>	
<i>Executive Summary Report available 2 weeks after survey closing</i>	

D. Village of Volente Investment

The total cost for this research is \$7,850. Half of the estimated costs will be invoiced upon project authorization prior to starting the research and the other half will be invoiced upon completion of the final report.

Optional Costs:

- Verbatim coding \$0.50 per statement

Infosurv will invoice the cost of half of the Benchmark survey upon project authorization and the remaining portion upon delivery of the Summary Insights Report. Invoicing for the Ongoing surveys will be made on a quarterly basis at the beginning of each quarterly period.



APPENDIX

A. Company Introduction

Infosurv, Inc., founded in 1998, has since established itself as a recognized leader in the field of employee research. A privately held corporation headquartered in Atlanta, Georgia, we have conducted hundreds of similar surveys for clients around the world representing dozens of industries.

Our years of experience and expertise have made us the trusted survey provider to over 300 clients globally including Fortune 500 corporations, major government agencies, national associations, smaller companies and non-profit organizations.

B. Infosurv Mission & Overview

Mission Statement

To provide **innovation in online research**, bringing unique technologies and methodologies to our clients, which allow them to collect and interpret feedback more quickly, accurately, and affordably. Living on the cutting edge of market research is our passion.

Why do clients hire us?

We help them...

- ...measure member satisfaction and loyalty.
- ...decide which incentives, communications, and benefits will improve member satisfaction and retention.
- ...build action plans for improvement.

How do we do it?

We collect and analyze feedback according to our client's unique information needs. Our expert team of research consultants, project managers, technical gurus and research analysts assist clients in every stage of the research process.

Why are we different?

- **Focus on innovation** – We offer innovative research solutions that no company in our industry can match. These solutions save our clients time, money, and mistakes.
- **Breadth of experience** – We've served hundreds of clients across dozens of different industries. We probably have experience in yours.
- **Unique technology** – Our online survey software and technical know-how allows our clients to conduct research more quickly, efficiently, and accurately than with our competitors.
- **Flawless reputation** – On average, our clients rate us better than 9.0 on a 10 point scale in terms of overall satisfaction and willingness to rehire. They consistently remark on our understanding of their unique research needs, speed of delivery, and commitment to data quality and analytical insight.

Infosurv, Inc. is listed in Dun & Bradstreet's database of privately held companies, and is an active member of the Better Business Bureau of Metropolitan Atlanta, the Council of American Survey Research Organizations (CASRO), and the Marketing Research Association (MRA). We comply with both CASRO's and MRA's published Code of Marketing Research Standards.

Infosurv's survey results have been published in numerous press releases, scientific journals, and major national publications. Sample publications are available at <http://www.infosurv.com/articles.htm>

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C. Key Personnel

Your Infosurv survey project team consists of up to a dozen highly trained personnel, including account executives, project managers, technical experts, statisticians, analysis experts, sample experts, telephone survey specialists, and managers. Our senior staff members have penned numerous white papers, industry magazine articles, and academic papers on survey best practices. We pride ourselves as dedicated, experienced thought leaders in our field. Below are short biographies on a few of our key team leaders. Additional team member bios are available upon request.

Carl Fusco, Managing Director

Carl Fusco manages the overall project management and operations at Infosurv to assure adherence to best practices, quality, and timely delivery of results. Carl is a skilled, results-oriented marketing research professional with 25 years of experience and a passion for using consumer and market insights to drive business decisions. His experience spans both corporate research leadership roles with Turner Broadcasting, GTE Wireless, BellSouth, and Cox Communications and research supplier client service roles with Brandscapes Worldwide Consultancy, CMI, Inc., M/A/R/C Research, and Elrick and Lavidge. Carl has worked closely with both internal and external clients to anticipate and define information needs, recommend and prioritize solutions, synthesize data, and draw out actionable insights across industries including consumer packaged goods, consumer and B2B durable goods, and consumer services. Carl holds a BA in Statistics and Business from Oneonta State College (NY), an MBA in Marketing from Albany State University (NY), and a Masters in Marketing Research from the University of Georgia.

Ms. Lenni Moore, Director of Operations

Lenni Moore began her market research career as a Project Manager for Conway/Milliken & Associates, a full-service market research firm located in Chicago, IL. With Conway / Milikin, Lenni developed a host of qualitative research skills, specifically relating to executive interviewing, focus group moderation, and report creation. After moving to Atlanta, Lenni furthered her career by establishing a niche consulting business, again with a focus on qualitative research. In the last 6 years, Lenni has worked exclusively on the agency side in Project Management & Client-facing rolls in quantitative research. Lenni is currently in her second tour of Infosurv, having taken a hiatus to focus on brand tracking and equity research with Milward Brown. Lenni's passion is creating strong client relationships and exceeding client expectations whenever possible. Clients she has worked with include top brands such as Coca-Cola, Michelin USA, Zales, Florida's Natural, Choice Hotels, Brown Forman, and more. Lenni holds a B.A. in English from Principia College. Her hobbies include reading, jogging, and kick-boxing.

Carper Davis, Sales Consultant

Carper Davis is a Senior Consultant for Infosurv and in his role; he is responsible for developing relationships and driving new business to Infosurv. Carper joined Infosurv in 2013 after working several years for a major telecommunications company and a number of small Dot-com firms in various sales roles. Carper holds a B.S. in International Business and a minor in Latin American Studies from the College of Charleston.