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January 9, 2015

Robert Therres
Public Services Manager
City of Blaine
10801 Town Square Drive
Blaine, MN 55449

Dear Robert:

We'd like to thank you and the Task Force representatives for taking the time to meet with us last week to discuss our proposal to develop and conduct an indoor community facility and amenity survey with city residents for the City of Blaine.

Based on our discussion of your needs and available budget, we have revised our scope and provided options to better fit your budget while still achieving your research goals. The following recaps pertinent points of our discussion and summarizes the changes to our proposal dated December 10, 2014. Our estimated costs to conduct the project are based on the following revisions:

Mail Surveys of Blaine Residents

- We are assuming a more narrowly focused study, with the questionnaire topics zeroing in on interest in a facility, programs, and services. Market projections, pricing, and taxing types of questions will be reserved for a second survey to be conducted at a later time.
- To streamline the process and reduce time costs, we will limit revisions to the questionnaire draft to no more than three rounds.
- The City of Blaine will be identified as the sponsor of the survey; some additional printing savings may be realized if the City is able to provide letterhead for the survey cover letters.
- The questionnaire will be no longer than **4 single-sided 8.5"x11" pages** (printed as an 11"x17" booklet, folded in half and printed on both sides); this will likely be in the 30-50 question range, depending on the length and type of questions.
- The questionnaire will contain **no more than two open-ended questions**.
- The questionnaires will be administered in English only.
- We will monitor sampling and questionnaire completions to ensure that the distribution closely matches that of the census, and that the school districts and wards are sufficiently represented. If necessary, we will weight the data during analysis.

- We have provided costs for 300, 350, and 400 mail survey completes. To reiterate from our meeting, the margin of error for a sample of 300 is $\pm 5.6\%$ at a 95% confidence level; a sample of 350 is accurate within $\pm 5.2\%$; and a sample of 400 is within $\pm 4.9\%$.
- We will provide a full report of the study results; however, the narrow scope of the survey will reduce the amount of analysis and reporting that will be needed.
- ANA researchers will make **one on-site presentation** of the results to the City/Task Force; additional on-site presentations can be provided for an additional fee.
- If desired/needed, we will supplement the mail survey completes with **up to 50 telephone completes**. The purpose of the additional telephone interviews is to ensure appropriate demographic and/or geographic distribution of respondents if the mail survey completes do not capture them sufficiently.

The **costs** to conduct the research as described in our proposal with the above revisions are outlined below:

Study Options	Cost
300 Completed Mail Surveys	\$20,000
350 Completed Mail Surveys	\$21,500
400 Completed Mail Surveys	\$23,000
Up to 50 Completed Phone Surveys (supplement to mail)	\$3,500
Additional Presentations of Study Results	\$500

Please let us know if you need any additional information. We look forward to the possibility of working with the Task Force and providing the City with high-quality research to make this a successful project for the City of Blaine!

Sincerely,



John Steinlicht
Managing Partner



Jennifer Koper
Sales & Marketing Manager