

Legislation Text

File #: 15-7089, Version: 1

City Strategic Research and Consulting Services

Action:

- A. Authorize the City Manager to negotiate and approve a contract with Southeastern Institute of Research, Inc. ("SIR") for strategic research and consulting services, for a term of one year, and**
- B. Authorize the City Manager to renew the contract for up to one, additional one-year term with possible price adjustments and amend the contract consistent with the purpose for which the contract was approved.**

Staff Resource(s):

Brent Kelly, City Manager's Office

Explanation

- This contract will support the continued efforts of the City to help improve communication and community building activities through research, community feedback, and scientific data analysis.
- Work includes an assessment of resident and community expectations of City services and strategic planning for various departments, such as Economic Development and Planning and the Charlotte Mecklenburg Police Department. In addition, an analysis of the City's communication impact through various media platforms will be conducted and areas of improvement will be identified.
- The vendor will also assist the City in establishing a common City-wide vision and path forward toward more effective communication to residents, businesses and community partners.
- Southeastern Institute of Research, Inc. (SIR) is a strategic management consultancy that provides market research, communications planning, change management, website optimization, leadership training, and other related services.
- The City has utilized SIR to provide research and strategic planning support services, including demographic trend analysis and review of national best practices in planning and communication.
- Based on SIR's stated proficiencies, effective performance to date, and familiarity with the City's structure and future goals, it will be advantageous for the City to continue to use SIR's services to formalize planning and communication efforts.
- The estimated contract expenditure is \$125,000.

Charlotte Business INclusion

No subcontracting goal was established because there are no subcontracting opportunities (Part C: Section 2.1(a) of the Charlotte Business INclusion Policy).