

Agenda  
Farmington High School Community Survey Ad Hoc Committee  
August 30, 2018  
Town Hall Council Chambers  
5:00 PM

**\*Please note the time\***  
**A light meal and beverages will be provided.**  
**Committee members are asked to arrive by 4:45 PM**

- A. Call to Order.
  - B. Public Comment.
  - C. Interview firms to select a consultant for the Farmington High School facility survey.  
  
5:00 PM      The Center for Research and Public Policy  
6:00 PM      Connecticut Economic Resource Center  
7:00 PM      The STATS Group
  - D. Executive Session: Review and Discussion of RFP Responses for Farmington High School Facility Survey in accordance with Conn. Gen. Stat §§1-200(6) and 1-210(b)(24).
  - E. To take any action on the selection of a finalist for the Farmington High School facility survey.
  - F. To authorize the Town Manager to negotiate and sign an agreement with the selected firm for the Farmington High School facility survey.
  - G. Minutes
    - 1) To approve the attached July 24, 2018 minutes.
    - 2) To approve the attached July 26, 2018 minutes.
  - H. Adjournment.
- cc: Committee Members  
Paula Ray, Town Clerk

MOTION:

Agenda Item C

To interview the following firms to select a consultant for the Farmington High School facility survey:

5:00 PM	The Center for Research and Public Policy
6:00 PM	Connecticut Economic Resource Center
7:00 PM	The STATS Group

NOTE:

Each interview is expected to last 45 minutes, consisting of a 15 minute presentation and a 30 minute question and answer session.

MOTION:

Agenda Item D

**Executive Session – To review and discuss RFP Responses for Farmington High School Facility Survey.**

To adjourn the meeting to executive session as permitted by Connecticut General Statutes Section 1-200(6) and 1-210(b)(24).

Responses to any request for proposals or bid solicitation issued by a public agency or any record or file made by a public agency in connection with the contract award process, until such contract is executed or negotiations for the award of such contract have ended, whichever occurs earlier, provided the chief executive officer of such public agency certifies that the public interest in the disclosure of such responses, record or file is outweighed by the public interest in the confidentiality of such responses, record or file;

That attendance in the Executive Session shall be limited to:

Voting and Non-Voting Members of the Farmington High School Community Survey Ad Hoc Committee

NOTE: Approval of this motion shall be by 2/3 vote.

MOTION:

Agenda Item E

To take any action on the selection of a finalist for the Farmington High School facility survey.

NOTE:

The selection of any finalist will be contingent on a due diligence background and reference check by the Town of Farmington.

MOTION:

Agenda Item F

To authorize the Town Manager to negotiate and sign an agreement with the selected firm for the Farmington High School facility survey.

NOTE:

Due to the accelerated timeline for the consultant to begin working with the FHS Community Survey Ad Hoc Committee, Town Staff and the Town Attorney created an agreement for the finalist to review and sign, based on the scope of work outlined in the RFP.

*Minutes are considered "DRAFT" until approved by the Committee*

Minutes  
Farmington High School Community Survey Ad Hoc Committee  
Tuesday, July 24, 2018  
Town Hall Council Chambers  
7:00 PM

**Present:**

Beth Kintner, Chair  
C.J. Thomas  
Camille Simpson  
Maura McInnis  
Chris Fagan

Erica Robertson, Assistant Town Manager  
Kathy Greider, Superintendent of Schools  
Bill Silva, Farmington High School Principal  
Nancy Nickerson, Ex-Officio Member  
Kat Howroyd, Management Specialist

**Absent:**

Ellen Siuta  
Bill Beckert  
Matt Ross, Director of Technology  
Kathy Eagen, Town Manager

**A. Call to Order.**

The Chair called the meeting to order at 7:00 p.m.

**B. Public Comment.**

None.

**C. Minutes.**

**1) To approve the attached June 21, 2018 minutes.**

Upon a motion made and seconded (Thomas/Simpson) it was Voted: to approve the June 21, 2018 minutes.

Voting yes were McInnis, Kintner, Thomas, and Simpson,  
Chris Fagan abstained, as he was not at the last meeting.

**D. New Business**

**1) To review and approve the RFP Scoring Matrix.**

The committee had general discussion regarding the RFP Scoring Matrix. A few clarifying questions were asked by the committee to get a better understanding of the intent of the criteria. Mr. C.J. Thomas suggested changing the following criteria from 10 points to 5 points:

- Provides at least one example of a similar survey conducted
- Provides a proposed fee with all related expenses
- The quality of the proposal, particularly the responsiveness to the RFP and the adequacy of the information provided

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There was a discussion about making the criteria "other factors relevant to the consultant's capacity and willingness to satisfy the Town in its needs," but it was decided to leave this criterion at 10 points, because it is the "catch all/fit and feel" criterion.

Mrs. Maura McInnis suggested modifying the third criterion to read, "outlines a **feasible** plan and projected schedule for the development and implementation of the survey, including a description of how the consultant would assist the Town with the development, implementation, and reporting of survey results." The committee agreed and the edit was implemented.

Upon a motion made and seconded (Thomas/Fagan) it was unanimously VOTED: to approve the RFP Scoring Matrix as amended.

The RFP Scoring Matrix was updated at the meeting and five copies were distributed to all committee members to complete for Thursday's meeting.

## **2) To discuss the interview process.**

The Committee reviewed the three interview process options that were included in their agenda packets. The committee had general discussion regarding scripted questions, and the consensus was to include them as it adds consistency to the process and you can determine what is important to each firm, as they will all answer the questions differently. The committee agreed that Option Number 3, that includes a presentation, scripted questions and follow up questions is the best process. Mrs. Robertson informed the committee that Town staff will develop sample questions for the scripted section to be provided at Thursday's meeting.

The committee reviewed the Interview Evaluation worksheet that was included in their agenda packets. It was the general consensus of the committee to change this document to a guide, rather than a worksheet for completion. The document will reflect topics based on the RFP to consider when interviewing the firms. Mrs. Robertson told the committee that an updated version will be provided at Thursday's meeting.

Mrs. Kintner asked everyone to consider the goal for conducting the survey. She believes that understanding the survey's concrete purpose is something to keep in mind throughout the process, because the formulation of the survey may not be as simple as we think. Mrs. Robertson agreed that the committee needs a defined purpose, and the best consultant will help the committee to develop this during the working sessions and creation of the survey questions.

Upon a motion made and seconded (Thomas/Simpson) it was unanimously VOTED: to approve the interview process.

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**3) To approve the meeting schedule.**

Upon a motion made and seconded (Thomas/Simpson) it was unanimously VOTED to approve the following dates for the meeting schedule:

July 24

July 26

August 30

September 6

September 20

September 27

**E. Adjournment.**

Upon a motion made and seconded (Thomas/Simpson) the meeting adjourned at 7:34 p.m.

Respectfully Submitted,

Kathryn Howroyd  
Management Specialist



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Minutes  
Farmington High School Community Survey Ad Hoc Committee  
Thursday, July 26, 2018

**Present:**

Beth Kintner, Chair  
C.J. Thomas  
Ellen Siuta  
Camille Simpson  
Maura McInnis  
Chris Fagan

Erica Robertson, Assistant Town Manager  
Kathy Eagen, Town Manager  
Kathy Greider, Superintendent of Schools  
Bill Silva, Farmington High School Principal  
Matt Ross, Director of Technology  
Nancy Nickerson, Ex-Officio Member  
Kat Howroyd, Management Specialist

**Absent:**

Bill Beckert

**A. Call to Order.**

The Chair called the meeting to order at 7:01 p.m.

Upon a motion made and seconded (Thomas/Simpson) it was unanimously VOTED: to move agenda item D, to approve the interview process, below item B, public comment.

**B. Public Comment.**

None.

**C. Executive Session: Review and Discussion of RFP Responses for Farmington High School Facility Survey in accordance with Conn. Gen. Stat §§1-200(6) and 1-210(b) (24).**

Upon a motion made and seconded (Thomas/Simpson) it was unanimously VOTED: to move to Executive Session for the review and discussion of RFP Responses for Farmington High School Facility Survey at 7:02 p.m. with attendance limited to voting and non-voting members of the Farmington High School Community Survey Ad Hoc Committee.

The committee returned to Open Session at 8:06 p.m.

**D. To approve the interview process.**

The committee reviewed the interview process and sample scripted questions that were distributed at the meeting. A copy of the handout is attached to these minutes as Attachment A.

The committee decided on a 15 minutes presentation, with a 30 minute question and answer session based off scripted and follow up questions.

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The committee reviewed the scripted questions and eliminated number 3, and added "what is your approach?" to question number 1, as the two questions were very similar in nature.

The committee had general discussion regarding the survey methodology and how to achieve statistically significant results. The committee opted to add the following question: "when you are only surveying a small percentage of a population, how do you get a statistically significant result?"

The committee also reviewed the draft interview guide that will serve as a reference document during the interviews. The intent of the document is to provide topics that were included in the RFP, and prompt follow up questions, as necessary. A copy of the interview guide is attached to these minutes as Attachment B.

Upon a motion made and seconded (Thomas/Simpson) it was unanimously VOTED: to approve the interview process.

**E. To select the final candidates for interviews.**

Upon a motion made and seconded (Thomas/Simpson) it was unanimously VOTED to: select the following firms for an interview on August 30 2018 at 5:00 p.m.:

1. The Center for Research and Public Policy
2. Connecticut Economic Resource Center
3. The committee also elected to interview the STAT group, based on their past experience and performance with the Town of Farmington.

**F. Adjournment.**

Upon a motion made and seconded (Thomas/Simpson) the meeting adjourned at 8:23 p.m.

Respectfully Submitted,

Kathryn Howroyd, Management Specialist

## Farmington High School Facility Survey Interview Process

**Process:**

OPTION 1	OPTION 2	OPTION 3
15 Minute Presentation	15 Minute Presentation	15 Minute Presentation
15 Minute Q&A by Committee- Any relevant question that comes to mind	15 Minute Q&A- Scripted Questions	10 Minute Q&A- Scripted  5-10 Minute Follow Up Questions

**Sample Scripted Questions:**

1. The Farmington High School Building Project was rejected at referendum 2:1. We are interested in hearing from all demographics regarding their willingness to finance a major high school project. How will your survey ensure representation of the entire Farmington population?
2. What is the most important thing a municipality should keep in mind when engaging in a targeted community survey?
3. What is your approach to capturing a full demographic representation in a community?
4. How do you determine a survey's success?
5. Do you feel the timeline as outlined in the RFP is adequate for the response rate we are looking for?

## Farmington High School Facility Survey Interview Process

### *Sample Follow Up Questions*

6. For telephone surveys-Many people do not have land line telephones, or even answer phone calls from numbers they do not know, what is your solution to this in order to obtain statistically significant data?
7. For online surveys-Older demographics do not use computers, what is your solution to this in order to obtain statistically significant data?
8. For online surveys- how can you ensure representation of all demographics when you have no control over who accesses the survey?

**Interview Guide**  
**Farmington High School Facility Survey**

Name of Firm: \_\_\_\_\_

**Topic - the firm's proposed survey methodology.** Do they ensure representation of the entire Farmington population?

**Topic - the firms experience in developing surveys in municipalities.** Have they addressed a targeted topic, such as a facility? Have they worked with Towns comparable to Farmington?

**Topic - the firm understands the survey's purpose.** Do they understand why we are seeking this data?

**Topic - timeline and projected schedule for completion of the project.** Do they demonstrate that they have the ability to conduct this type of work in a complete and timely fashion?

**Topic - compilation and analysis of survey results.** Does the firm ensure a satisfactory rate of survey responses? Do they provide multi-level reporting?

**Topic -fee proposal.**

**Topic - overall presentation.** How well suited is the firm to the needs and objectives of the committee?