



2024 Blueprint Focus Groups Services Procurement

Consent

Prepared by: AJ Tendick

Attachments: No

Approved by: James Corless

Referring Committee: Policy & Innovation

1. Issue:

Staff is seeking to procure focus group services to perform 2024 Blueprint engagement work.

2. Recommendation:

This item is scheduled to be acted on at the Policy & Innovation Committee after this item is being mailed out. Staff recommends that that the board: (1) authorize the Executive Director to procure focus group services for an amount of up to \$100,000; and (2) delegate authority to the Executive Director to select a vendor and negotiate and execute a contract.

3. Background/Analysis:

In September, staff briefed the board on the Blueprint communications outreach strategy. In that strategy, staff highlighted several feedback mechanisms including polling, surveys and focus groups. As such, staff intends to procure services to conduct these focus groups on several specific topics, including Housing, Transportation System Pricing, Equity, Perception of Safety, and Public Health.

4. Discussion/Analysis:

Focus groups are generally used to gather people's opinions, ideas, and beliefs on a certain topic. While our survey and polling work is useful to gain feedback, they don't capture what a person is thinking or feeling in the same capacity as a focus group. Responses in a focus group are open ended, broad, and qualitative. They provide more depth and allow for individual responses specific to each individual participant's thoughts on a specific topic. Occurring this winter, the focus groups will focus on areas including Housing, Transportation System Pricing, Equity, Perception of Safety, and Public Health where the deeper format will provide an additional set of feedback points on key policy issues for the 2024 Blueprint. As with the other planned feedback mechanisms, summary reports will be shared with the Board as they are available.

5. Fiscal Impact/Grant Information:

This work is included in the Overall Work Program for Fiscal Year 2022-2023.

6. This staff report aligns with the following SACOG Work Plan Objectives:

Goal 1 : Advance Economic Prosperity

Goal 2 : Connected Communities

Goal 3 : Vibrant Places