

**Natick 360**  
Honoring Our Past. Planning Our Future.



**Strategic Planning Oversight Committee**  
**Minutes \* May 22, 2007**

**Present**

Matthew Gardner, designated by the Conservation Commission  
John Heerwagen, at-large member  
Bill Mayhew, at-large alternate member  
David Parish Co-Chair, designated by the Board of Selectmen  
George Richards, designated by the Planning Board  
Craig Ross, Co-Chair, designated by the Finance Committee  
Andres Rochwerger, at-large member  
Harlee Strauss, at-large member

**Absent**

Rosemary Driscoll, designated by School Committee (provided comments by fax)  
Terri Evans, at-large member

**Staff Present**

Chris Bradley, Procurement Officer

**Consultants Present**

Phillip Blackerby, Blackerby Associates (by telephone)

The meeting was called to order at 6:35 p.m. EDT by the Co-Chair, Mr. Ross, in the Ed Dlott Meeting Room, 2<sup>nd</sup> Floor, Town Hall, Natick, MA 01760. A quorum was present.

***Item 1: Selection of Survey Contractor***

Mr. Ross read aloud some of Ms. Driscoll's faxed remarks. Other members of the Committee discussed the merits of both proposals.

The Godbe proposed methodology included a double mass mailing to develop a sample large enough to achieve the intended result. The ETC Institute proposed methodology included a smaller mailing with telephone follow-up. The Godbe proposal was more customized to Natick's unique situation, while the ETC proposal contained more standard language. The ETC proposal showed better experience in survey execution, while the Godbe proposal showed stronger analytical experience. Some Committee members were concerned that the Fountain Hills, Arizona, engagement was not mentioned in the ETC proposal. ETC appears to be a larger firm, with in-house capabilities to conduct the mailing and telephoning tasks. The ETC proposal includes additional services, such as geo-coding. After consideration of the various advantages outlined above, the committee agreed that ETC Institute represented a much stronger proposal.

Mr. Gardner moved to recommend the ETC proposal, Mr. Richards seconded the motion, and the Committee voted 8-0-0 to recommend the ETC proposal.

The Committee's composite rating is summarized in the following table:

<b>Criteria</b>	<b>ETC Institute</b>	<b>Godbe</b>
Response to Request	HA	A
Schedule	A	A
Scope of Project Experience	A	HA
Quality of Project Experience	HA	A
Personnel	HA	A
<b>Composite Rating</b>	<b>HA</b>	<b>A</b>

Mr. Richards moved to award a composite rating of HA to ETC Institute proposal, and a composite rating of A to the Godbe proposal, Mr. Gardner seconded the motion, and the Committee voted 8-0-0 to approve the motion.

The two pricing proposals were then opened by Mr. Bradley and reviewed by the Committee. The price for the ETC proposal is \$24,400. The price for the Godbe proposal is \$21,330.

After considering the price, superior methodology, quality of the proposal and the total services offered, Mr. Heerwagen moved to recommend approval of the ETC Institute proposal, Ms. Strauss seconded the motion, and the Committee voted 8-0-0 to approve the motion.

Mr. Gardner moved to adjourn, Mr. Heerwagen seconded the motion, and the Committee voted 8-0-0 to adjourn. The Committee adjourned at 7:25 p.m.