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SERVING THE COUNTIES OF GRANT, GREEN, IOWA, LAFAYETTE AND RICHLAND.
HELPING COMMUNITIES REACH THEIR GOALS.

Thursday, December 04, 2008

Dear Platteville Town and City Comprehensive Plan Committee,

The following is a proposal for Southwest Wisconsin Regional Planning Commission to produce, distribute, compile and analyze a community-wide survey for the Platteville Town and City Comprehensive Plan update between January - July 2009.

The survey will be made available to all residents of the Town and City, and all students at UW-Platteville. The survey will be available online, and residents will be provided a secure PIN to log into their survey. For residents who prefer a paper survey, there will be a phone number they may call to receive a print copy mailed to them, they will also receive return postage.

Home owners will receive the survey invitation in their utility bill. Students will receive an email invitation only. Rental units will receive a mailed invite. These distribution methods will help guarantee that we reach as many residents of the Town and City as possible, and give all residents an opportunity to have their voice heard in the Survey.

Sincerely,

Amy Seeboth

Associate Planner
Southwest Wisconsin Regional Planning Commission

Proposal Details

Population

City & Town Properties	3,600
Estimated Rental Units	1,088
UW-Platteville Students	6,000
Estimated requests for print surveys	400

Total HH and Rental Units **4,688**

Timeline	Element	Hours	Cost/ Hr.	Unit	Cost/ Unit	Final Cost
	1. Formatting and Layout					810.00
January	1.a Paper Survey Layout	5	50			250.00
February	1.b Postcard Layout	2	50			100.00
	1.c Online Survey Layout	8	50			400.00
	1.d Online Survey Domain (\$20/mo)			3	20	60.00
	2. Database construction/upkeep	10	50			500.00
	3. Invite				Total Cost	708.03
March	3.a Postcard paper			4,688	0.06	281.28
	3.b Printing			4,688	0.014	65.63
	3.c Mailing (w/ bulk rate)			1,088	0.24	261.12
	3.d Time	2	50			100.00
	3.e Email invite to students					0
	4. Survey reminders (same cost as invite)				Total Cost	1416.06
April	4.a Reminder 1					708.03
May	4.b Reminder 2					708.03
	5. Paper Survey's				Total Cost	1772.80
	5.a Recording print survey requests	12	50			600.00
	5.b Printing time	12	50			600.00
	5.c Paper			400	0.042	16.80
	5.d Printing ink, overhead					200.00
	5.e Postage (includes return postage)			800	0.42	336.00
	5.f Envelopes (includes return survey)					20.00
June	6. Tabulation (12 min/survey)	80	50			4,000.00
July	7. Analysis					800.00
	7.a Statistical Report Compilation	10	50			500.00
	7.b Report Writing & Review	6	50			300.00

TOTAL ESTIMATE

\$10,006.89