



Memorandum

TO: HONORABLE MAYOR
AND CITY COUNCIL

FROM: Emily S. Lam

SUBJECT: See Below

DATE: July 20, 2026

Approved

Date:

7/29/26

COUNCIL DISTRICT: Citywide

**SUBJECT: Amendment to the Agreement with True North Research, Inc. for
Community Survey Services**

RECOMMENDATION

Adopt a resolution authorizing the City Manager or her designee to negotiate and execute the Third Amendment to the Master Consulting Agreement with True North Research, Inc. to increase the compensation by \$300,000 for a new maximum compensation not to exceed \$1,250,000, and with no other changes to the agreement, subject to the appropriation of funds.

SUMMARY AND OUTCOME

This authorization enables the work approved by the City Council for community surveys to move forward. This work includes the Annual Community Opinion Survey and the quarterly Focus Area Community Surveys. Other surveys may be administered under this master agreement. These surveys report outcome and performance data in the City Auditor's Annual Report on City Services, the City Manager's Operating Budget documents, and the City Council Focus Area Status Reports and public dashboards. City Council authorization to negotiate and execute this Third Amendment to the Master Consulting Agreement with True North Research, Inc. would allow staff to move forward and issue additional service orders to continue surveying services.

BACKGROUND

In June 2021, the City conducted a competitive request for proposal to procure services seeking professional survey research consultants to help design, administer, and report on survey projects. The purpose of these services is to better understand the

community's satisfaction, behaviors, and attitudes towards a broad range of City services and to gauge the level of community support and interest in potential ballot measures.

On September 8, 2021, the City entered into a Master Consulting Agreement with True North Research, Inc. in the amount of \$320,000. The Agreement authorized the City Manager's Office to request surveys on an as-needed basis. On May 21, 2024, the City Council authorized the City Manager to negotiate and execute a First Amendment to the Master Consulting Agreement with True North Research, Inc. to increase the budget authority for services by \$330,000 for a new maximum compensation not to exceed \$650,000, with no other changes to the agreement, subject to the appropriation of funds. On June 3, 2025, the City Council authorized the City Manager to negotiate and execute a Second Amendment to the Master Consulting Agreement with True North Research, Inc. to increase the budget authority for services by \$300,000 for a new maximum compensation not to exceed \$950,000, with no other changes to the agreement, subject to the appropriation of funds.

ANALYSIS

Staff requests City Council authorize the City Manager or her designee to negotiate and execute a Third Amendment to the agreement to increase the compensation in the amount of \$300,000 for a maximum compensation not to exceed \$1,250,000, under the same material terms and conditions as the original agreement and subject to the appropriation of funds. Individual service orders will be executed before each survey is conducted.

Past service orders under this Master Consulting Agreement included: 1) implementation of the quarterly Focus Area Community Survey to understand resident perception towards the City Council Focus Areas; 2) implementation of the annual Community Opinion Survey, the results of which are included in the City Auditor's Annual Report on City Services and the City Manager's Operating Budget document; 3) implementation of potential ballot measure polling to evaluate community opinion on stormwater funding topics; and 4) community energy needs assessment to inform future customer programs.

EVALUATION AND FOLLOW-UP

No additional follow-up action with the City Council is expected at this time.

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BUDGET REFERENCE

The table below identifies the fund and appropriation to fund the next service orders under the master agreement recommended as part of this memorandum.

Fund #	Appn. #	Appropriation Name	Total Appropriation	Amount for Contract	2026-2027 Proposed Operating Budget Page*	Last Budget Action (Date, Ord. No.)
001	3079	Customer Satisfaction Survey	\$179,000	\$300,000	831	06/16/2026 31336

*The 2026-2027 Proposed Operating Budget was approved on June 9, 2026 and adopted on June 16, 2026 by the City Council.

COORDINATION

This memorandum was coordinated with the City Attorney's Office and the City Manager's Budget Office.

PUBLIC OUTREACH

This memorandum will be posted on the City Council Agenda website for the August 11, 2026 City Council meeting.

BOARD, COMMISSION, COMMITTEE RECOMMENDATION AND INPUT

No board, commission, or committee recommendation or input is associated with this action.

CEQA

Not a Project, File No. PP17-003, Agreements/Contracts (New or Amended) resulting in no physical changes to the environment.

PUBLIC SUBSIDY REPORTING

This item does not include a public subsidy as defined in section 53083 or 53083.1 of the California Government Code or the City's Open Government Resolution.

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Administration, Policy, and
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For questions, please contact Erik Jensen, Deputy Director, City Manager's Office of Administration, Policy, and Intergovernmental Relations at erik.jensen@sanjoseca.gov.