



Request for Proposal for Community Survey

February 29, 2016

Cottonwood Heights City

Cottonwood Heights City
1265 E. Fort Union Blvd., Suite 250
Cottonwood Heights, UT 84047



Mayor Kelvyn Cullimore Jr
Councilmember Mike Shelton
Councilmember Scott Bracken
Councilmember Mike Peterson
Councilmember Tee Tyler City
Manager John Park

February 29, 2016

RE: Cottonwood Heights Community Survey RFP

Dear Potential Vendor,

The City is soliciting Proposals for a Community Survey. This Request for Proposal has been initiated due to an interest that the City Council and administration has to better understand citizen's satisfaction level for services provided by the City and unmet needs. We are looking for proposals that indicate a statistically accurate and unbiased method of gathering citizen opinions on a variety of issues. The City has a budget of between \$12,000 and \$18,000 and will be evaluating how the chosen contractor can provided the greatest benefit to the City.

It is anticipated that vendors will propose an innovative and comprehensive process to learn how citizens feel about the Police, Public Works, Community Development, and the Administrative Services Departments and related services. We want to know what services they are happy with and what services they want added or improved. Knowing how much they are willing to pay for those services and how they are willing to pay for them are also important.

It is expected that the vendor will work cooperatively with the City to develop a list of subjects and eventually the questions that will be used for gathering data. The proposal should detail the survey method, survey size, and anticipated accuracy of the data. A schedule outlining the timeline from when the contract is signed until a report of the survey is delivered to the Council is expected.

Proposals must be submitted to City Recorder, Linda Dunlavy by 4:00 PM on Friday, March 25, 2016. A finalist's interview may be used to determine the successful candidate. If you have any questions or comments, please do not hesitate to contact me at (801) 944-7020 or brycehaderlie@ch.utah.gov.

Sincerely,

Bryce Haderlie
Assistant City Manager
City of Cottonwood Heights

A. Project Description:

The City desires to obtain a valid and accurate survey from a sample of the population regarding his/her satisfaction with current City services, land use, future planning, etc. The City will use this information to influence service improvements, set policy, strategically plan, and set goals to help the City evolve into the community that citizens want to live, work and play in.

Any questions or requested clarifications pertaining to the RFP must be presented in writing via e-mail to Bryce Haderlie, Assistant City Manager at bhaderlie@ch.utah.gov by 4:00 p.m. Tuesday March 15, 2016. An addendum will be issued not less than four (4) business days before the RFP due date.

B. Proposal Due Date:

Proposals must be received by **4:00PM on Friday, March 25, 2016**. ("Proposal Due Date") via hand delivery to Cottonwood Heights Recorder, Linda Dunlavy in a sealed envelope along with the Project name, Location, Bid Date, and Bid Time. (See Proposal Submission below for additional information)

C. Proposal Content:

Each Proposal will be evaluated and scored based on the documents and information outlined below:

- a. **Company, Culture and Team** – Information about the firm, how long it has been in business, how many public surveys it has conducted, past clients (government or private business) and other pertinent information about the company submitting the proposal.
Names, background and credentials of members of the team that will work on the project. Information may include years in the industry, years with the firm, innovative ideas put into practice, etc. References for similar projects are helpful.
- b. **Cost/Rates** – Cost for the service and hourly rates that would be charged for additional services.
- c. **Survey Process**– How the survey will be created and conducted, survey methodology, metrics, sample size, anticipated level of accuracy, subject and question development process, etc.
- d. **Innovation and Creativity** – Indication of opportunities that the City may not be aware of that can make this survey process better and information more useful for the Council and staff to use after it is collected.
- e. **Survey Schedule and Report** – What is the anticipated schedule once a notice to proceed has been issued? What will the format of the report be and how does the contractor see that the City can use the report?
- f. **Additional Information** – Any additional information that will aid in the selection of the successful vendor.

F. Proposal Submission:

Six (6) copies of the Proposal are to be hand delivered or submitted by mail to the City offices by the due date and time. The Proposal must be submitted in a sealed envelope bearing the name and address of the firm. Each Proposal should be dated as of the Proposal Due Date. All proposals shall be submitted to the following address:

Cottonwood Heights City
Attn: Linda Dunlavy, Recorder
O- 801-944-7021
1265 E. Fort Union Blvd. Suite #250
Cottonwood Heights, UT 84047

Any Proposal that is deemed incomplete or not fully responsive may be rejected by the City. All proposals are the property of Cottonwood Heights and any proprietary information must be identified.

Proposals will be evaluated and scored under the following criteria:

**Cottonwood Heights City Hall Project
FF&E Request for Proposal
Scoring/Evaluation Sheet**

Description	Score/Value
Company, Culture, Team- Quality, Reliability, Stability, Culture, Level of Service, References	0-25
Survey Process- How the survey will be prepared, conducted, and tabulated (including coordination with Council and staff)	0-25
Survey Schedule & Report- Timeliness of report, format of report and how it can be adapted and used by the City	0-20
Innovation and Creativity- Unique approach to the process and demonstration how the techniques and process will result in a high-quality and usable finished project for the city	0-20
Cost/Rates – Cost for the service and hourly rates for any extra work	0-10
Total Score	0-100

(0= no value or benefit, top score= maximum value or benefit)