



**REQUEST FOR QUALIFICATIONS & PROPOSALS (“RFQ/P”)
2018 COMMUNITY SURVEY**

**PROPOSAL SUBMISSION DEADLINE
Monday, August 13, 2018
4:00 P.M.**

Issuance Date: Monday, July 23, 2018

SECTION I – PURPOSE AND BACKGROUND

A. PURPOSE

In this Request for Qualifications and Proposals (“RFQ/P”), the Town of Pittsford (“Town”) intends to secure the services of an experienced and qualified firm (“Firm”) to develop and administer community survey(s) to its residents. The objective of the survey(s) is to obtain resident opinions on various issues related to living in the Town, including opinions about municipal services and issues of priority.

B. SCHEDULE

Issuance of RFQ/P:	Monday, July 23, 2018
Deadline for Submissions:	Monday August 13, 2018

C. BACKGROUND

The Town has sought to make continual improvements to its service model and wants to regularly assess the resident satisfaction with the current level of service. The Town’s commitment to being customer-centered is the impetus for developing a community survey. The Town recognizes that its residents are the final judge of quality and performance and strives to achieve the highest level of customer satisfaction.

The Town seeks to conduct Community Survey(s) to enhance its understanding of the needs of residents and measure the response of the Town, and its departments, in meeting those needs. Also, the survey(s) will assist in identifying critical issues to residents and approaches to addressing those issues. The results will also assist in the development of community programs, performance measures for Town agencies and the creation of the Town’s annual budget.

In the era of social media and digital communications, the Town understands that the time of many residents is at a premium and that many residents are already engaged in a variety of professional, community and recreational activities. This limits the ability of many residents to attend town board meetings, or other public forums, to express their views and share their concerns regarding town government. The Community Survey(s) should be created with this reality in mind and expand the reach and feedback received by the Town.

Also, the Town understands that residents’ needs and concerns can vary by neighborhood. A goal of the survey(s) would be to enhance or assist in the creation of neighborhood groups/associations to help them identify opportunities to enhance their quality of life and strengthen our sense of community.

D. RESPONSIBLE RESPONDENT QUALIFICATIONS

Respondents may be non-profit or for-profit and should have experience developing complex survey methodologies. Respondents must also have the capacity to administer surveys in multiple formats to diverse populations as well as to businesses. Respondents must be in good financial standing with federal agencies and the State of New York.

SECTION 2 – SCOPE OF SERVICES

The proposed contract for the development and administration of a community survey(s) for residents is expected to include the following services:

1. Work in conjunction with Town Staff to develop the survey instrument – including questioning and sequence.
2. Develop format for delivery and response to ensure quality actionable information is provided.
3. Assist in drafting survey-related communications for Town publication.
4. Translate the survey instrument and other material into foreign languages as reasonably requested.
5. Develop a self-hosted and secure online platform for respondents to input their answers to the survey instrument.
6. Ensure that residents have anonymity in submitting responses.
7. Implement safeguards to ensure responses are provided only by Town residents, and respondents are not able to submit multiple replies.
8. Provide a tool for residents to voluntarily provide additional contact information, i.e., email addresses, phone numbers so that the town can engage in appropriate follow-up to serve the constituent or connect them with a community organization and/or neighborhood group.
9. Analyze survey results and develop a document/presentation of the survey results.
10. Make a presentation on results to the Town Board and provide a public report.
11. Provide additional survey research services as defined by the Town.

SECTION 3 – PAYMENT SCHEDULE

The Town will pay invoices as billed for services outlined in the contract resulting from the RFP.

SECTION 4 – PROPOSAL SUBMITTAL INSTRUCTIONS

1. All respondents should carefully review the contents of this document. All of the Requirements and Specifications in this document will become part of the agreement to be signed by the Town and the successful respondent.
2. All proposals must be submitted no later than 4:00 p.m. on Monday, August 13, 2018.
3. Proposals may be submitted electronically to jmoffitt@townofpittsford.org with “2018 Community Survey Proposal” in the subject line. Proposals can also be mailed or personally delivered to the Jack Moffitt, Constituent Services Coordinator, at the Pittsford Town Hall, 11 South Main Street, Pittsford, NY 14534.
4. Inquiries concerning this RFQ/P can be submitted to: jmoffitt@townofpittsford.org indicating “2018 Community Survey RFQ/P” in the subject line. All questions must be submitted in writing. Questions must be submitted by Monday, August 6, 2018.
5. All costs incurred in the preparation of a proposal responding to this RFQ/P will be the responsibility of the Responder and will not be reimbursed by the Town.
6. The Town of Pittsford reserves the right to reject any proposal for non-compliance with these requirements and specifications and/or to waive informalities.
7. The proposal is not a contract offer. The Town’s selection of a proposal is not a contract acceptance. A contract is a separate, written agreement between the Town and a respondent which may be formed after the selection process.

SECTION 5 – ELEMENTS OF THE RESPONSE

All proposal submissions must include the following information to be considered complete. The narrative section (not including the price proposal) should not exceed 15 double-spaced pages. The Town reserves the right to reject any proposal for non-compliance with these requirements and specifications and/or to waive informalities.

A. SERVICES PROPOSAL

1. Cover Letter: A transmittal letter on the respondent's business stationery from the individual(s) or a principal officer of the firm offering the proposal and certifying that the proposal and price proposal will remain in effect for ninety (90) days after the proposal due date. The letter should contain a general description of the mission or focus of the organization and provide the name and address of the individual or firm, and contact information for the individual or officer (telephone number and email address).
2. Services to be Provided: The respondent shall submit a narrative description of the services to be provided to the Town, including the respondent's approach to carrying out the Scope of Services outlined in this RFQ/P. Please explain how your organization will approach this work. Provide details on possible methodologies that might fit with the required work. Identify where the Town might be able to control costs while maintaining the validity and reliability of the results. Describe challenges that might arise during this work and explain any successful experiences your organization has addressing such challenges. A list of other services or additional work hours that may be provided at additional cost may be included.
3. Technical Expertise: The response should describe prior development of varied survey methodologies and the lead in administering these to both individuals and businesses. These efforts must reflect engaging a diverse population of respondents. We have a preference for prior experience administering surveys through electronic media and web-based portals.
4. Capacity: Please describe the organization's size and structure. Provide assurance that the firm is capable of providing the described services to the Town in addition to the other responsibilities or commitments of the firm. Indicate if appropriate, if the firm is a small or minority-owned business. If any partners (subcontractors) are involved in response to this RFP/Q describe your relationship, the roles each will play in the proposal and provide general information on the partner's expertise and experience. The firm should have an understanding of local issues; therefore, knowledge of local issues will be evaluated as part of the selection process.
5. References: Provide at least three (3) references of clients for whom similar services such as those described in the Scope of Services were provided. Provide a description of the work provided, dates of service, and contact information for those references (include organization name, contact person's name and title, telephone number and email address).

B. BUDGET PROPOSAL

1. A lump sum total cost proposal, as well as line item costs where applicable for completing the Scope of Services for the project described in this RFQ/P.

2. An estimate of the number of hours by person that will be required to accomplish the various activities described in the Scope of Services described in this RFQ/P.
3. All non-personnel costs, such as for deliveries, transportation, site visits, printing, reproduction, and other expenses are to be included in the lump sum total cost proposal.
4. Identify costs for any other related services or additional work hours that were identified in the “Service to be Provided” section or may be provided at additional cost.

SECTION 6 – EVALUATION CRITERIA

Proposals will be evaluated on the following criteria:

1. Technical expertise of the firm.
2. Responsiveness and understanding of the Scope of Services.
3. Organization, capacity, and structure of the firm.
4. Client references.
5. Cost-effectiveness.

SECTION 7 – SELECTION PROCESS

All proposals that are deemed responsive (as described above) will be reviewed by multiple staff. All reviewers will sign a confidentiality statement and keep all content of proposals confidential, except to the extent disclosure of proposals is required by law or deemed advisable by the Town in any litigation arising from this RFQ/P. The winning proposal may be shared unless it contains details on business models and/or proprietary secrets.

The Town may, at its discretion, request presentations or meetings to clarify or negotiate modifications to the proposal. However, the Town reserves the right to make an award without further discussion of the proposals submitted. Therefore, proposals should be submitted initially as completely as possible, for both the services rendered and budget. The Town contemplates award of the contract to the proposal with the highest total points.

The Town reserves the right to negotiate proposed fees submitted with proposals.