



Request for Proposal (RFP)

City of Olympia | Capital of Washington State

2021 COMMUNITY ENGAGEMENT AND PUBLIC OPINION SURVEY SERVICES

PURPOSE

The purpose of this request for proposal (RFP) is for the City of Olympia (City) to solicit proposals from qualified respondents to conduct a statistically valid citizen survey to assess satisfaction with the community's quality of life, services provided by the City, community priorities and evaluate potential policies and plans of the City. In addition, the respondent must analyze and benchmark the results of the survey and report those results to staff and City Council.

Response to this RFP does not commit the City to pay any costs incurred in the preparation of the response, or any other activities related to this response. All responses and accompanying documentation become the property of the City and will not be returned. This RFP does not obligate the City to contract for services or products specified herein. The City reserves the right to revise the RFP and/or to issue addenda to the RFP.

The deadline for submission of proposal is **4:00 p.m., Pacific Time (PT), Friday, January 29, 2021.**

Proposals shall be submitted to the City by email to the RFP Coordinator at sray@ci.olympia.wa.us. The proposal must be in Word or PDF format.

No faxed or mailed submittals will be accepted.

BACKGROUND

The City of Olympia was incorporated in January 1859 and is approximately 21 square miles in area, has an estimated population of 52,770. With an economic engine anchored by state government, Olympia enjoys the benefits of a stable work force, engaged and educated community, and well-supported school system.

Results from the survey will be used to set strategic goals, appropriate funds and guide the City Council and staff in the decision-making process. The Consultant will meet with the Assistant City Manager, Debbie Sullivan, to develop and finalize the survey instrument and questions. The desired completion target date is **April 2021.**

SCHEDULE

The following schedule is to inform respondents of the estimated timetable of the RFP response preparation and evaluation. Please note the following dates when preparing your response to the RFP. The City reserves the right to modify this schedule at its discretion; timelines will never shorten.

SCHEDULE DATES	DATE
Advertisement of RFP	Thursday, January 7, 2021
Due Date for Questions	Friday, January 15, 2021 @ 4:00pm PT
Due Date for RFP	Friday, January 29, 2021 @ 4:00pm PT
Evaluation Period	Week of February 1, 2021
Selection Notification	Week of February 8, 2021
Executed Contract	Week of February 22, 2021

SCOPE OF SERVICES

- A. The Consultant will provide a comprehensive service including, but not limited to, the following:
 1. Development of community survey that will measure key metrics as determined by the City.
 2. Implement and administer the community survey with the goal of achieving a high citizen participation rate.
 3. Analyze survey results and synthesize responses into a comprehensive executive summary.
 4. Present survey results and findings to City Council, Staff and the General Public virtually.

- B. Methodology:
 1. Use the latest methodology, best-in-class research and communication tools to develop and conduct the survey.
 2. Meet with CITY staff virtually to finalize the survey instrument, which is likely to include customized questions about residents’ quality of life, goals for Olympia, public safety, trust in government and civic engagement, and specific City policy considerations.
 3. Determine the best way to administer the survey to ensure it is statistically valid and reflects Olympia diverse population, with an emphasis on traditionally difficult to reach audiences, such as, but not limited to youth, renters, and Black, Indigenous, and People of Color, and administer such survey.
 4. Ensure quality control and integrity throughout the process; including, but not limited to the appropriate use of data weighting to reflect the CITY’s demographic character using the most current available census data and reviewing address data to reduce duplicate contacts.

5. Analyze the survey results to provide the CITY with meaningful and useful information. The Consultant is expected to explain what the results mean for the CITY and how the CITY can use the information in relation to key CITY priorities, policies, and projects.
6. Create a report that includes both a written summary and graphical presentation of the survey results and associated analysis. Consultant will present the report to City Council, and CITY staff virtually.

CONTRACT AND COMPENSATION

The City will select one (1) consultant for this contract. The selected consultant will be required to enter into a professional services agreement with the City until May 1, 2021. The City has estimated \$30,000 to complete this body of work. The contract may be renewed for additional time providing the contract has not exceeded the not-to-exceed contract amount.

The City of Olympia's Professional Service Agreement (PSA) will be the contract document for these services. A sample of the PSA is available for review on the City's website (www.olympiawa.gov/RFP). All consultants are advised that when applicable, the Equal Benefits Compliance Declaration Form will be used on this project. These contracts are subject to certification of equal benefits provided to all employees.

SUBMISSION REQUIREMENTS

The deadline for submission of proposal is **4:00 p.m., Pacific Time (PT), Friday, January 29, 2021.**

Proposals shall be submitted to the City by email to the RFP Coordinator at sray@ci.olympia.wa.us. The proposal must be in Word or PDF format.

No faxed or mailed submittals will be accepted.

For questions about this RFP, please contact the RFP Coordinator via email at sray@ci.olympia.wa.us. Questions via telephone will not be accepted. All questions to this proposal must be received by **4:00 p.m., Pacific Time (PT), Friday, January 15, 2021.** Questions received after this date may not be answered.

INSTRUCTION TO PROPOSERS

Proposals shall be limited to a total of **20 pages** (i.e. 10 double sided pages if printed) excluding Cover Letter *and Equal Benefits Compliance Declaration (Exhibit A)*.

The proposal must be in Word or PDF format.

PROVIDE THE FOLLOWING INFORMATION IN THE SEQUENCE LISTED BELOW:

1. Cover Letter. The Cover Letter shall be addressed to:

Debbie Sullivan
Assistant City Manager

And at a minimum, contain the following:

- A letter of interest signed by the firm's principal with a statement of availability to complete the work and information about the company's experience and capabilities.
 - Name, title, address, telephone number, and email address of contact person during period of proposal evaluation.
 - Signature and title of a person authorized to bind Proposer to the terms of this proposal.
2. Experience in performing work of a similar nature.
 3. Demonstrated competence in the services to be provided.
 4. Identify sub-consultant(s) by firm name, address, and telephone number. Describe any past collaboration, including the responsibility of each team member, and the project outcome.
 5. Provide organizational chart and identify key members of the team, including sub-consultants, who would be assigned to the services.
 6. List a minimum of three (3) relevant projects, currently in process or performed in the past 3 - 5 years, containing similar projects to this RFP.
 7. For each project listed, include a brief description, date services were performed, scope of work, estimated project cost, and the name, address, and telephone number of the current and/or previous clients contact.
 8. Discuss the QA/QC methods, project management approach, and controls used on similar services/projects.
 9. Cost proposal for completion of Scope of Services by April 2021.
 10. Include confirmation of compliance with the City of Olympia Equal Benefits ordinance (see Equal Benefits Compliance Declaration attached as Exhibit A to this RFP).

SELECTION CRITERIA

Proposals will be evaluated based on the following criteria:

- Previous project experience on similar projects
- Qualifications, knowledge and expertise of key staff identified
- Quality and thoughtfulness of Project Approach, Methodology and proposed Timeline
- Response of references from past clients
- Cost Proposal

Each proposal will be evaluated based on the Consultant's responses to the requirements of this RFP. CITY's Evaluation Committee will perform technical evaluations, rank submittals, and make selection recommendations based on consensus. All Consultants submitting a RFP will be notified of the CITY's final selection decisions.

TERMS AND CONDITIONS

1. Respondents assume the risk of any delay in email. Any RFP received after the designated time will not be considered.
2. Any errors discovered after RFP submission deadline must remain and cannot be adjusted.
3. It is the sole responsibility of the respondent to assure that they have received the most current RFP and addenda.
4. It shall be the responsibility of each respondent to call to the attention of the City any apparent discrepancy in the RFP or any question of interpretation. Failure to do so constitutes acceptance as written.
5. The proposal, as presented, must remain valid for a period of ninety (90) days from proposal due date.
6. The City of Olympia reserves the right to reject all proposals or to request and obtain, from one or more of the respondents, supplementary information as may be necessary for the City to analyze the proposals pursuant to the consultant selection criteria contained herein.
7. The City reserves the right to revise or amend the RFP prior to the proposal due date by written addenda.
8. The respondent, by submitting a response to this RFP, waives all right to protest or seek any legal remedies whatsoever regarding any aspect of this RFP.
9. The successful respondent will be asked to sign a Contract with the City; the City will not sign any company's service agreement, contract or any other form of agreement. The City does reserve the right to extract certain language from a company's agreement and incorporate it into the City contract, if agreeable to both parties.
10. The City reserves the right to negotiate with the selected respondent the exact terms and conditions of the contract or agreement.
11. The contract resulting from acceptance of a submittal by the City shall be in a form supplied by the City and shall reflect the specifications in this RFP.
12. The insurance certificate required, as detailed herein, shall be submitted upon notification of award.
13. All RFP documents are public record and subject to public disclosure.
14. The successful applicant must comply with all Federal, State, and City of Olympia statues and codes as may be applicable to the scope of work detailed herein, including all labor laws.
15. The City shall not be responsible for any costs incurred by any respondent in preparing, submitting, or presenting its response to the RFP.
16. Washington State Law and Venue: Any resulting contracts, (if any) shall be construed under the laws of the State of Washington. All claims, actions, proceedings, and lawsuits brought in connection with, arising out of, related to, or seeking enforcement of resulting contracts shall be brought in Thurston County, Washington.
17. All respondents shall obtain and shall produce, upon request, a license to do business in the City of Olympia prior to executing their contract with the City.

END OF RFP

EXHIBIT A

EQUAL BENEFITS COMPLIANCE DECLARATION

Contractors on City contracts estimated to cost \$50,000 or more shall comply with the City of Olympia Municipal Code, Chapter 3.18. This provision requires that if contractors provide benefits, they do so without discrimination based on age, sex, race, creed, color, sexual orientation, national origin, or the presence of any physical, mental or sensory disability, or because of any other status protected from discrimination by law. Contractors must have policies in place prohibiting such discrimination, prior to contracting with the City.

I hereby declare that the Contractor listed below complies with the City of Olympia Equal Benefits Ordinance, that the information provided on this form is true and correct, and that I am legally authorized to bind the Contractor.

Contractor Name

Signature

Name (please print)

Date

Title