

# PENINSULA TOWNSHIP GRAND TRAVERSE COUNTY

## REQUEST FOR PROPOSAL (RFP) COMMUNITY SURVEY

Issue Date 2/21/19

Proposal Deadline: 3/14/19

Proposals to be sent to:

Peninsula Township  
13235 Center Road  
Traverse City, MI 49686

Local Contact: **Randy Mielnik, Peninsula Township Planning Director, 231-223-7314**

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# NOTICE

## **Peninsula Township**

### **Request for Proposals**

Peninsula Township is accepting proposals from qualified individuals or firms to assist with developing a survey of resident attitudes on community issues. Complete information is available at Peninsula Township Hall or at <http://www.peninsulatownship.com>.

Proposals will be received by the Peninsula Township clerk on or before March 14, 2019, at 5:00 p.m. at the following address:

Peninsula Township Hall  
13235 Center Road  
Traverse City, MI 49686

## GENERAL CONDITIONS AND CONTRACT TERMS

- A. **PROPOSALS** – All proposals must be valid for thirty (30) days and signed by the individual authorized to obligate the associated organization(s), person, or persons to perform the work scope.
- B. **WITHDRAWAL OF PROPOSALS BEFORE DUE DATE** – A proposal may be withdrawn before the due date by submitting a written request to the clerk.
- C. **PROPOSAL AMOUNTS** – Proposals should reflect costs associated with the complete scope of services. Any ambiguity in the bid as a result of omission, error, unintelligible, or illegible wording shall be construed in the favor of the township.
- D. **TAX EXEMPT STATUS** – The township is exempt from federal excise tax and state sales tax. Therefore, the bid price shall not include taxes.
- E. **PROPOSAL AWARD** – Award of a contract shall be made to the proposer who provides goods or services at the best value for Peninsula Township. The township reserves the right to be the sole judge as to whether the proposal meets the needs of Peninsula Township. The township reserves the right to waive any technicalities or informalities for the best interests of the township.
- F. **ADDENDA** – Any changes or clarifications to this RFP will be posted at [www.peninsulatownship.com](http://www.peninsulatownship.com) prior to the proposal's due date.
- G. **RESPONSIBLE STANDING OF PROPOSER** – To be considered for award, the proposer shall have a satisfactory record of performance and be qualified and experienced to perform the required work.
- H. **CONTRACT AGREEMENT** – Once a contract is awarded, prices and hourly rates shall remain firm for the term of the contract.
- I. **CHANGE IN PROJECT MANAGER** – Should the designated project manager change after a contract is signed, Peninsula Township reserves the right to renegotiate the contract.
- J. **PAYMENT** – Partial payments on the total contract sum will be made as deliverables are provided to Peninsula Township.

# WORK SCOPE

## Project Background

Peninsula Township is located in Grand Traverse County immediately north of Traverse City, Michigan. There are nearly six thousand residents in Peninsula Township residing in about 2,600 households. Peninsula Township is rich in rural character with vineyards, orchards, scenic vistas, and more than forty miles of Great Lakes shoreline. Property values are relatively high, and residents have a rich tradition of engagement in public policy choices. To better understand current public opinion on many issues, the township desires to conduct a new community survey. A similar survey was conducted in 2006 that provided substantial insight into local attitudes toward important community issues at that time.

## General Specifications

Nearly fifteen years after the 2006 survey, the need for more current insights into community attitudes is obvious. There is also interest in understanding how public opinion might have shifted in recent years. For this reason, select questions from the 2006 survey are likely to be included in a new survey to see if and how attitudes have changed.

It is very important that the new survey yield statistically valid and reliable results. The survey should attempt to reach all residents and stakeholders and should yield statistically valid results. New survey data will form the foundation for how a new community master plan is developed. It will draw attention to specific planning issues that will become the focus for more interactive community dialog during the planning process. Survey results will also be used to guide regulatory steps regarding short-term rentals and to provide insight into the level of support that exists for continuation of the township's Purchase of Develop Rights (PDR) program. A steering committee is being formed to help guide the survey effort and the subsequent development of an updated master plan.

## Detailed Work Specifications

The selected consultant will assist and advise the township planning director and a steering committee on five key matters. These include:

1. Overall survey methodology/mechanics
2. Question development
3. Collection of responses
4. Analysis and interpretation of data
5. Summary report content

## Overall Survey Methodology/Mechanics

The consultant will be required to review options and make recommendations regarding how to conduct a survey that will achieve both a high level of statistical reliability and inclusiveness. Based on the consultant's advice, this *may* require parallel efforts to sample residents and steps to make the survey widely available (newsletter, website, pick-up at community locations, etc.) so that all residents

and stakeholders have a chance to be heard. It is very important to achieve a high level of confidence in methodologies chosen, and it is important that the survey process be transparent from beginning to end.

### **Question Development**

Peninsula Township recognizes that the way survey questions are phrased may create unintended bias. The consultant will be expected to help develop and review questions with expert advice on how to avoid such unintended bias. Preliminary testing of survey questions (or some type of “pre-survey”) is also anticipated. Some efforts to develop useful survey questions might include reaching out to individuals beyond the steering committee for input.

### **Collection of Responses**

The consultant will be expected to advise Peninsula Township on desirable methods of collecting responses. These methods potentially include coding survey material that comes from different segments of the population and/or different geographic areas. Peninsula Township will provide all copying, envelopes, postage, labels, website space, and related material necessary to conduct the survey. Peninsula Township personnel will enter data into the computer, relying on the consultant to provide instruction and some form of electronic template.

### **Analysis and Interpretation of Data**

The consultant will be responsible for providing a general analysis of survey data. This includes charts and graphics to illustrate notable findings of areas of consensus and/or divergent opinion. Analysis should also include stratification of survey results to indicate how various types of residents view certain issues. This might include distinguishing between the attitudes of older residents, versus newer residents. All data generated from the survey will be the property of Peninsula Township must include the raw data in a format such as an excel spreadsheet.

### **Summary Report Content**

The consultant shall provide a concise written summary report describing the survey process and major findings.

### **Required Consultant Engagement**

Peninsula Township desires considerable communication between the consultant, planning staff, and steering committee during the survey process. Along with daytime communication with staff, no fewer than four (4) public meetings are anticipated to publicly discuss survey methodology, question development, results, analysis, etc. Peninsula Township is open to the possibility of conducting meetings with staff and the steering committee via skype or a similar online meeting platform.

### **Schedule**

A four- to six-month period of performance is anticipated overall. However, the project time frame could be dictated by the timing of a future township newsletter, should that method of survey distribution be among the options chosen.

## **Peninsula Township Responsibilities**

Peninsula Township will support the project and the selected consultant in the following specific ways:

1. Staff will provide relevant information to the consultant such as past survey information and draft questions and will work with the consultant to design the survey.
2. Staff will schedule meetings with the steering committee.
3. Staff will assist with conducting the pre-survey.
4. Staff will provide all materials associated with mailing the survey (labels, survey document copying, envelopes, postage, etc.).
5. Staff will provide labor necessary to enter data electronically into a computer system.
6. Staff will provide space on the township website for an electronic survey instrument.

## **PROPOSAL CONTENT**

The proposal should include the following material:

1. Cover letter explaining the service provider's interest in the project and general project approach.
2. Identification of all staff members who will be involved in completing the scope of services. If more than one firm or organization is involved, indicate respective roles and responsibilities.
3. Qualifications of key personnel, including identification of a project manager who will lead the entire project.
4. References from similar projects with a similar size and scope. Include the name of the organization, summary of work performed, and contact information.
5. Identification of any proposed deviations or clarifications to the work scope or schedule.
6. Cost to complete the work scope described.
7. Proposed cost structure for additional services should they be requested.
8. Other information deemed relevant to the project.

## **PROJECT AWARD**

The proposer bears the full responsibility for ensuring that the proposal is delivered on time. Late proposals will be rejected, and Peninsula Township reserves the right to reject any and all proposals. No officer or employee of Peninsula Township shall have a financial interest, direct or indirect, in any contract with relation to this work. Peninsula Township anticipates awarding the project to the successful proposer at the Township Board meeting on March 26, 2019. Phone interviews, in-person interviews, and/or follow-up conversations may take place before the final contract award.

## **QUESTIONS**

General questions may be directed to Randy Mielnik verbally at 231-223-7314 or via email at [planner@peninsulatownship.com](mailto:planner@peninsulatownship.com) on or before March 8, 2019. Any substantive clarifications with regard to this RFP provided to any consultant will be posted on the Peninsula Township website on or before March 11, 2019. Proposals will be opened and reviewed immediately on March 14, 2019, at 5:00 p.m.