



**CITY OF
WALNUT
CREEK**

City of Walnut Creek

City Manager's Office

Request for Proposals for Professional Services

Public Opinion Research Services

DATE ISSUED: September 10, 2021

DATE DUE: September 17, 2021

CONTACT: Carla Hansen, Deputy City Manager

ALL RESPONSES MUST BE EMAIL SUBMITTED

INTRODUCTION

Walnut Creek, California is a thriving suburban community located just 25 miles east of San Francisco. Its roughly 70,000 residents enjoy an exceptional quality of life that has become a hallmark of the City. Attractive neighborhoods, excellent schools, premier shopping, cultural art venues and fine dining have established Walnut Creek as one of California's most desirable cities in which to live, work, and visit.

GENERAL INFORMATION

The City of Walnut Creek is exploring a ballot measure for the November 2022 election to fund the replacement of a swimming pool, bath house, and community center and potentially other programs/services.

The purpose of this Request for Proposals is to evaluate qualified firms who are able to provide all services necessary to conduct a public opinion survey, evaluate the level of voter support for various voter-approved revenue options that support delivery of critical infrastructure projects and/or programs/services, and provide guidance on options for the November 2022 ballot. The City expects the selected firm to initiate work mid-October.

SCOPE OF WORK

The City is seeking proposals from firms with extensive experience conducting public opinion polls and surveys.

The services to be provided by the selected firm shall include, but are not limited to, the following:

- Consult with City on funding needs, research objectives, and communication and methodology options.
- Design a survey instrument based on research objectives that will yield statistically valid sampling of registered and likely voters.
- Review local voter and resident demographics, prior City of Walnut Creek opinion research, results of past revenue/ballot measures, and other relevant data.
- Create an opinion research and communication strategy to:
 - Capture voter opinion on and assess the likelihood of success of revenue options
 - Ensure voters are accurately informed and understand the outcome of their vote(s) associated with any potential ballot measure.
- Conduct public opinion research and test messages in support and opposition of ballot options.
- Coordinate with City to assess preliminary results of opinion research, discuss implications, related issues, and alternatives.
- Prepare a written report and presentation of results. Report shall include at minimum:
 - Framework and methodology used

- Tabulations of all calls and/or contacts made as part of survey
- Tabulation of survey results, key findings, detailed findings, conclusions, and recommendations
- Analysis regarding current sentiment towards public needs, willingness to fund these additional costs, potential funding mechanisms to cover these costs, and options presenting acceptable levels of voter support.
- Consultant representative shall be available to attend and present to the City of Walnut City Council and/or City Council Ad Hoc Committee at project inception (in-person or on Zoom if necessary) to describe methodology/project steps and when reporting findings, analysis, and recommendations.
- The Consultant will work in tandem with the City's Communication and Public Outreach team and consultant selected by the City.

SUBMISSION REQUIREMENTS

All proposals shall include the following information, organized as separate sections of the proposal. The proposal should be concise and to the point.

- Consultant Identification: Provide the name of the firm, the firm's principal place of business, the name and telephone number of the contact person and company tax identification number.
- Client References: Provide a minimum of three (3) client references. References should be California cities or other large public sector entities. Provide the designated person's name, title, organization, address, telephone number, and the project(s) that were completed under that client's direction.
- Process and Methods: Provide detailed overview of how the consultant will approach the work for City of Walnut Creek including an outline of the process, methods to develop questions, conduct polling, analyze data and develop recommendations for City staff and City Council
- Proposed Timeline: Provide timeline for major deliverables
- Price Proposal: The proposal shall include pricing for all services. Pricing shall be all inclusive unless indicated otherwise on a separate pricing sheet. The Proposal shall itemize all services, including hourly rates for all professional, technical and support personnel, and all other charges related to completion of the work shall be itemized.

SELECTION PROCESS

Proposals will be reviewed by City staff and evaluated to determine which proposals best meet the criteria. The final selection will be based on completeness, experience with agencies, technical merit, and time to perform.

The City reserves the right, without qualification, to:

- Reject all proposals.
- Exercise discretion and apply its judgment with respect to any proposal submitted.
- Select a proposal which qualifies based on the following factors:

- Experience of the consultant and staff selected to provide the specified services
- Record of the consultant in accomplishing work within a required time, and within an established budget
- Record of the consultants responsiveness to client requests
- Ability to work with City staff and communication and public outreach consultants
- Financial responsibility (years in business, number of projects completed, annual volume of work in dollars, etc.)
- Extent of consultant organization
- Present permanent staff availability
- References

All interested parties are encouraged to submit proposals to the RFP, as the award is not based solely on lowest cost proposal submitted. Total cost will be taken into consideration, but the consultant’s capabilities, competence, and capacity will be considered as well. The City reserves the right to choose the overall best consultant according to the City’s criteria. The City, and its designated representatives, shall be the sole judge of its own best interest, the proposal, and the resulting negotiated agreement. The City’s decisions will be final.

The City reserves the right to award a contract/select a service provider without discussion based upon the initial proposals. The above factors, along with other factors that the City may deem appropriate, will be used to identify the proposal that represents the best value, which will be the basis for the contract award. The most qualified and responsive proposers will be selected for an interview.

The selected consultant will be asked to enter into a [Consultant Services Agreement](#) with the City of Walnut Creek and comply with the [insurance requirements](#) set forth therein. The City Manager’s Office will supervise the project and coordinate the work.

SCHEDULE

Responses to the RFP must be submitted to Deputy City Manager, Carla Hansen (hansen@walnut-creek.org). Responses are due no later than September 17 at 5:00pm.

Milestone	Date
Release of RFP	September 10, 2021
Proposal Due Date	September 17, 2021 at 5:00pm
Review of submittals by	September 22, 2021
Interviews with finalist	October 1, 2021
Award of Agreement	October 8, 2021