

Addendum #1



Capital Project Committee

Project Information

Project Name: Polling/ Public Opinion Research and Public Outreach Consultant Services RFP

Bid Number: RFP #FD20-03-060

Date: April 20, 2020

Project Manager: Paul Fetherston

Addendum Items

Item 1

Due to the corona virus - the City of Greeley is only accepting proposals electronically. - please see attached document.

Item 2

In one place it states, "Commitment letters shall be included from all partnering firms." Can someone clarify what needs to be included in that letter? **If multiple firms partner to submit a proposal – for example, the two firms may collaborate to submit one proposal where one firm is the firm that provides polling services and the other firm provides communication and public engagement services. In those instances, each firm should submit letters confirming their individual and respective commitment to the proposal.**

Item 3

Is the City of Greenley only interested in receiving proposals from firms that Colorado specific polling and public education or are firms with related experience allowed to submit proposals? (RFP Page 4, Section III) **The City is looking for proposals to meet both polling and public education needs – and will consider a joint proposal from two firms covering both needs.**

Item 4

The Scope of Work for this project mentions the attendance of public meetings as a requirement under this effort. Due to the COVID-19 outbreak, we are wondering if these meetings will take place in-person or online? (RFP Page 4, Section III.4) **It is anticipated that the selected vendor(s) will adjust its approach to reflect the status of gatherings at that time.**

Item 5

Data shows that approximately one-third of Greenley's adult population is of Latino descent. What percentage of this group is online? And what percentage of this does the city anticipate prefers to complete surveys in Spanish? **The City does not have data points to reference for either question. According to survey data completed by the City, however, those that responded and identified as 'Hispanic and/ or other race' indicated their preference for getting information in the following order:**

Direct mail from the city

City Website

Staff (email, phone or in-person)

Facebook

	<p>Water Bill mailer</p> <p>Nextdoor</p> <p>Tribune Online</p> <p>Tribune Print</p> <p>Twitter</p> <p>YouTube</p>
Item 6	What is the budget for this project and has that budget been approved yet? There is no specific budget allocated for this initiative.
Item 7	Regarding when you would like the ballot measures on the ballot, does it have to be during the 2020 election cycle, or is the timeframe flexible? As referenced in the RFP, the Food Tax expires in 2021 and a common practice in Colorado is to seek renewals at least one year before the expiration.
Item 8	What is the City of Greeley currently doing in terms of education and marketing efforts addressing transportation/infrastructure/parks projects, funding, and public perception? General communication.
Item 9	How did the City of Greeley pass the Food Tax and the Keep Greeley Moving initiative previously? What strategy worked and what did not when those initiatives passed successfully? The City utilized polling and public engagement. In addition, a separate citizen campaign committee spearheaded a community effort to support the taxes.
Item 10	Is there another ballot measure that the City of Greeley wishes to emulate in these efforts? If so, please name. No.
Item 11	What are the City of Greeley's goals and needs for Phase Two? The question is unclear for a response.
Item 12	Is the City of Greeley aware of or does it expect a considerable amount of opposition from the community or organizations in the community in regards to these ballot measures? The purpose of the polling would be to help identify the level of support.
Item 13	What are your sample size expectations? In cases like this, the de facto minimum is 400, which generates results with a margin of error of +/- 4.9% at the 95% confidence level in the most conservative case. But that sample size only allows for a limited number of data cuts before the margin of error associated with the results becomes unconscionably high. So do you have a general expectation re: the margin of error? Or alternately, do you have a sense of the number and variety of data cuts you'd like to see at a reasonably reliable level, e.g., gender, age, gender-age cohorts, city wards/districts, political affiliation, etc.? The City is seeking the services of a professional polling consultant who will put forth a best practice plan for statistically valid polling.
Item 14	Beyond understanding the likely level of support for the measures under test, what else is of interest? Based on other, similar projects, we could include questions designed to achieve one or more of the following goals:

	<p>Determine the public's preferred spending priorities, e.g., in relation to the Food Tax, which spending priorities would help drive support—repair/replacement of public buildings, recreational facilities or streets?</p> <p>Gauge the relative appeal of discrete messages associated with each measure in order to determine the optimal combination</p> <p>Understand which endorsements would enhance support for these measures, e.g., Chamber of Commerce, prominent non-profits, etc.</p> <p>Identify preferred communication strategies</p> <p>The City is seeking the services of a professional consultant to provide its recommendations for the appropriate polling to be completed with the overriding objective to be what ballot package – if any – would be most supported by the community.</p>
Item 15	<p>Are there any longitudinal or benchmark measures we should take into account when conceptualizing the work? For instance, do you have an NPS or comparable measures you use to track satisfaction with city government? The City typically conducts a statistically valid community survey – one of which was completed in 2019.</p>
Item 16	<p>How have the outcomes associated with the existing sales tax measures been communicated to the public? General communication efforts through signage, social media and media releases.</p>
Item 17	<p>Are you only interested in firms capable of doing both the research and the outreach/education campaign? Or are you willing to split those responsibilities? The City is looking for proposals to meet both polling and public education needs – and will consider a joint proposal from two firms covering both needs.</p>
Item 18	<p>Do you have a do maximum or do not exceed budget figure? The City does not have a specific budget for this initiative.</p>
Item 19	<p>In part 3 (transmittal letter), the “consultant philosophy as it pertains to public opinion polls” is requested. Can you help us understand what part of public opinion polling you’re seeking our philosophy on? We want to be thorough here, but also concise—there’s quite a lot to opine on and we want this to be relevant to you. This is an open-ended opportunity for the consultant to share their views on their approach to and utility of public opinion polls.</p>
Item 20	<p>In part 4 (scope of work), an additive scope of work for “organizing and conducting a successful public education effort” is requested. Can you provide us with some background on how you expect the work on this project will be divided between municipal staff and the selected consulting firm? The division of services would be a discussion at that time between the City and the selected vendor.</p>
Item 21	<p>In part 5 (qualifications), team member resumes are requested. Are you seeking resumes as they pertain to relevant project experience or professional resumes that list itemized work history, employers, personal achievements, etc.? Resumes that provide the experience and training that support the individual's role in this project.</p>
Item 22	<p>In part 6 (cost), there's a request for a breakdown of cost by task categories. Is there a specific list of categories we should include, or should we simply include those that are relevant to determining the project price? There is no specific list of categories.</p>

Item 23	<p>Also in part 6, there's a request for a rate sheet for all firms involved. Just to clarify, this means an hourly project rate for each staff member involved in the project? It's not our typical practice to price projects using hourly rates, though we can submit them if necessary. Just wanted to be transparent about that. Thank you for the information.</p>
Item 24	<p>We wanted to inquire about Greeley RFP BID #FD20-04-068. In the RFP document, the City requests "three examples of the most recently completed public polling surveys, reports and education campaign/materials from other cities". We were surprised to see that request because we have never shared polling information conducted for clients with anyone not authorized by the original client, a stance that we understand to be fairly normal in this industry. We would be happy to find another way to demonstrate our experience and success, but client confidentiality is paramount to us, so we will not be able to share private work conducted for other clients. Similarly, we would not share any of the work done under this RFP with future or prospective clients.</p> <p>We would appreciate any input or guidance on this issue. The City was requesting examples/ a list of who the vendor has recently completed polling surveys etc. which would help the City to get an idea of with whom a consultant has worked and an approximate size of the projects. The City was not requesting the actual results, reports etc. The City understands the confidential information nature of aspects of the services to be provided.</p>

**ONLY ELECTRONIC RFP RESPONSES WILL BE ACCEPTED DURING THE
COVID-19 EVENT**

Instructions for electronic submittal.

Email your RFP Response to purchasing@greeleygov.com. Submit your RFP response to this email only – please do not email to multiple people. Only email's sent to purchasing@greeleygov.com will be considered as responsive to the request for proposals. Emails sent to other City emails may be considered as non-responsive and may not be reviewed.

Proposals shall be submitted in a single Microsoft Word or PDF file under 20MB

The RFP number and Project name **must be noted** in the subject line, otherwise the proposal may be considered as non-responsive to the RFP.

Electronic submittals will be held, un-opened, until the time and date noted in the RFP documents or posted addenda.