



Orange Village

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www.orangevillage.com

Judson A. Kline, FAIA
Office of the Mayor

RFP COMMUNITY SURVEY 2024

5 February, 2024

RELEASE DATE: February 12, 2024

DUE DATE: February 28, 2024, at 4:30 PM EST

REQUEST FOR PROPOSALS

2024 ORANGE VILLAGE COMMUNITY SURVEY

Orange Village, Ohio invites qualified consultants to submit a proposal to develop and conduct a community survey.

The selected consultant will develop a survey instrument and methodology to measure citizen opinion on various topics relating to community values, issues, services, activities, facilities, and direction of the Village. The selected consultant will be responsible for creating and administering the survey after obtaining Village input on questions; tabulation of results, cross-tabulations, analysis, comparison to results of prior surveys, conclusions; and presenting a final product to Village officials in a written report, executive summary, and formal presentations.

Results from the community survey will be used for strategic planning, community development, public education, and budgeting purposes. It is anticipated that residents and businesses in the Village will be surveyed.

GENERAL BACKGROUND

Orange Village is in northeast Ohio, east of Cleveland and on the east side of I-271. The 2020 census reported a population of 3,421 persons in 1,444 housing units. 84 new dwellings have been constructed since January 2020.

Orange Village has conducted community surveys in 1999, 2007, and 2014 to assess the perceptions and attitudes of residents and business owners regarding community values, growth impacts, economic development, land use policies, recreation amenities, and special events and festivals. The surveys also measured residents' satisfaction levels with Village services. In 2014, surveys were mailed to 1,323 residences. 474 households returned surveys for a 37% response rate. The 2014 survey report and results can be viewed at https://www.orangevillage.com/wp-content/uploads/2019/10/FINAL-Orange_Survey_Report_9-23-14_small.pdf

PROPOSAL SUBMITTAL AND QUESTIONS

Proposals are due no later than February 28, 4:30 p.m., EST. Late submittals will not be accepted.

Each consultant proposing shall submit one (1) digital copy in PDF format to:

Mayor Judson Kline
Orange Village
4600 Lander Road
Orange Village, Ohio 44022
[Jud Kline <klinej@orangevillage.com>](mailto:jklinej@orangevillage.com)

Mayor Kline can be contacted by email by interested consultants to obtain additional information or for questions in the preparation of a proposal. Questions shall be submitted in writing not later than February 21, 2024. All questions and answers will be shared in writing with all proposers by email on or about February 23.

SCOPE OF WORK

A. SURVEY DESIGN & QUESTIONS

The selected consultant shall assist and guide the Village's Mayor, staff and other officials in developing an updated and objective survey instrument designed to gauge community sentiment about Village qualities, communication, meetings and events, facilities, infrastructure, services, and other timely issues of interest to the Village. Questions will also help measure satisfaction with Village services and the demographics of the respondents.

The 2014 Survey should be used as a guide for the topics to be addressed in the 2024 Survey. The topics were organized as follows:

- Village Qualities
- Village Communication
- Meetings and Events
- Facilities
- Infrastructure
- Services
- Overview
- Community Values

It is expected the consultant will lead the survey design process to develop the survey instrument with Village approval. The survey and questions must be designed to ensure statistical validity and unambiguous quantifiable results. The consultant will assist with determining the length of survey and organization of the questions to ensure the most cost effective and accurate survey results are achieved.

B. SURVEY DISTRIBUTION

The 2014 community survey was a mail/internet survey yielding a response rate of 37%. The Village is amenable to a variety of distribution methods, but electronic delivery is preferred. The consultant will be asked to provide recommendations on how to increase survey yield. The consultant will be responsible for the distribution and collection of surveys.

C. SURVEY ANALYTICS & REPORT

Once surveys have been collected, the consultant shall compile and analyze the results and prepare a draft written report including all illustrative graphs, raw data analysis, executive summary of findings and recommendations and any other information the consultant believes could be beneficial to understanding the collected information.

The consultant will meet with the Mayor and Village Council in a work session to present the draft report, taking questions and recommendations to complete a final report. The consultant shall meet a second time, if requested, with the Mayor and Village Council to present the final report.

The final report shall be similar in content and quality to the 2014 report.

For the draft and final reports, the consultant shall provide the Village with two (2) report copies in electronic format (one in MS Word and one in PDF format).

PROPOSAL CONTENT

Interested consultants shall submit proposals that clearly demonstrate their ability to provide the services as outlined in this Request for Proposals (RFP). The proposal contents shall be outlined as listed below to facilitate fair and equal evaluation of the responses.

A. Cover Letter

A cover letter shall be provided which succinctly explains the consultant's interest in the project. The letter shall contain the name, address and phone number of the person who will serve as the consultant's principal contact with the Village and shall identify individual(s) who will be authorized to make presentations on behalf of the consultant. A principal of the firm must sign the proposal cover letter and the proposal itself.

B. Methodology

Describe the preferred process, methodology, approach and schedule for completion of the scope of services. Indicate how the process and approach will accomplish the project objectives. Identify tasks the consultant will perform versus tasks Village staff will perform or coordinate. Identify any suggested modification to the scope of services listed above.

C. Schedule

A proposed timeline for the community survey is attached. Please review and provide a schedule to complete the Scope of Work. Explain reasons for any deviation from the preferred timeline.

D. Qualifications of Key Personnel

Identify the individual proposed to be assigned as the project manager and primary contact with the Village. Submit summarized resumes of all personnel who will be involved in completing the scope of services. Please include their experience in performing the required and necessary services or functions.

E. Consultant's Experience and References

Provide at least two (2) references for completed projects of similar scope completed during the past ten (10) years. Include the name of the organization, a summary of the work performed and the name and telephone number of the responsible contact person.

F. Village Responsibilities

Identify all services that are expected to be provided by the Village.

G. Cost of Services

The Scope of Work is estimated to not exceed \$12,000. Each proposal shall include a fee schedule for services and shall include a not-to-exceed amount for the project. Please state the proposed fee for the Scope of Work including all expenses attributable to the project. If a fee greater than the not-to-exceed estimate stated above is required, provide supportive information for the additional fees and expenses.

H. Sample Surveys Conducted, Other Information

Please provide samples of (or electronic links to) surveys or survey reports conducted by the consultant. Other information relevant to the scope of work may also be attached.

I. Contract.

Provide statement that proposer has reviewed the attached draft Contract and will accept the contract terms if selected. Provide statement of any Contract changes that the proposer would prefer or require if selected.

CONTRACT

Upon selection of a consultant, the Village intends to enter into an agreement using the attached draft Contract to secure these services. No changes or deviations from the terms set forth in this document are permitted without the prior approval of the Village. Please submit any requested deviations with your proposal.

SELECTION PROCESS

The Mayor and staff ("Selection Team") will review all proposals, select the most qualified proposers for interviews and conduct interviews for the final selection of the successful consultant. Proposals will be evaluated based upon the following factors:

- 1) Responsiveness and clarity of the proposal
- 2) Experience with similar projects; staff expertise and overall experience of personnel to be assigned to the project
- 3) Understanding of objectives and direction for achieving them
- 4) Schedule and Cost of Services
- 5) References

Based upon the Selection Team's review, the Team may select up to three consultants to make 45-minute formal presentations of their proposal and to respond to oral questions from the Team.

Interviews are tentatively scheduled for March 11, 2024, with a final selection on March 14, 2024.

The Village reserves the right to reject any and all proposals and to waive any irregularities or informalities. This RFP does not commit the Village to award or contract, nor pay any costs incurred, in the preparation and submission of proposals in the anticipation of a contract. The Village intends to select a consultant that demonstrates, in the Village's sole opinion, that it is the most highly qualified consultant to provide the Scope of Services described in this RFP based upon its demonstrated competence and qualifications and that provides the best value to the Village. With the most highly qualified consultant, the Village will negotiate a contract for the provision of those services at a fair and reasonable price. If a negotiated agreement cannot be reached, the Village may terminate negotiations with the most highly qualified consultant and open negotiations with the consultant which demonstrates the next highest degree of qualification and so on until a contract is achieved. The Village will not bear any expense for the preparation or

submittal of the proposals. The Village retains all rights to solicit and enter into agreements with consultants for additional services or projects deemed necessary by the village.

ATTACHMENTS

- A. Preliminary Scope of Work
- B. Preferred Timeline for Completion of 2024 Orange Village Community Survey
- C. Draft Contract for Community Survey Services

ATTACHMENT A:

PRELIMINARY SCOPE OF WORK

Note: This preliminary scope of work is presented as a reference. The selected consultant will work with the Village to develop the final scope of work.

The Village's intent is to conduct a broad community survey to be completed by August 1, 2024. The survey should include questions that could be used as a benchmark for future surveys.

The consultant shall:

1. Review, refine and develop survey
 - a. Develop survey questions to gauge community perceptions on topics such as:
 - (1) Quality of life
 - (2) Sense of community
 - (3) Important issues facing the Village
 - (4) Communication and engagement with the Village and sources of information
 - (5) Demographic information
 - (6) Values the Village should embrace
 - b. Review draft survey questions developed by the Village and recommend refinements
 - c. Develop survey instrument using "best practices"
 - d. Meet in-person or virtually with Village representative as necessary to develop survey
2. Conduct survey
 - a. Conduct survey as agreed to by the Village
3. Prepare report on survey results
 - a. Provide a preliminary report with comparisons to previous survey results, where applicable
 - b. Prepare a final written report of survey results in electronic form. Include a description of survey methodology, an executive summary, and detailed analysis for the overall respondent population and for relevant subgroups
 - c. Present summary to Village Council and Village staff

ATTACHMENT B:

PREFERRED TIMELINE FOR COMPLETION OF 2024 Orange Village COMMUNITY SURVEY

Allow time for Council input

Feb 12	RFP Solicitation Released 3:00 p.m. EST
Feb 21	Deadline for questions to Village
Feb 28	Proposal Submittal Deadline Noon EST
March 8	Successful Proposer(s) notified of Interview 5:00 p.m. EST
March 11	Interviews in Orange 9:00 a.m. – Noon
March 14	Final Consultant Selection <i>will inform Council Mar 13</i>
March 31	Professional Services Agreement Executed
Mar 31-Apr 30	Survey Design, includes meetings with the Mayor and designees
May 7	Meet Village team to Finalize Survey Instrument <i>for presentation to Council</i>
May 8	<i>Presentation to Village Council</i>
May 10	Surveys Distributed
June 14	Survey Return Deadline
July 2	Draft Report Due
July 10	Presentation of Draft Report to Village Council
August 1	Final Report Delivered

ATTACHMENT C:

DRAFT CONTRACT FOR COMMUNITY SURVEY SERVICES

CONTRACT FOR COMMUNITY SURVEY SERVICES

This Contract ("Contract") is entered into on [Date], by and between:

[Your Company Name], a [Your Company Type] registered in [State], with its principal place of business located at [Address] (hereinafter referred to as the "Consultant").

And,

The Village of Orange, Ohio, a municipal corporation, represented by its Mayor, **Judson Kline**, having its principal place of business at 4600 Lander Road (hereinafter referred to as the "Client").

Collectively referred to as the "Parties."

BACKGROUND

WHEREAS, the Client has issued a Request for Proposals (RFP) titled "2024 Orange Village Community Survey" on February 12, 2024 seeking qualified consultants to develop and conduct a community survey;

WHEREAS, the Consultant has submitted a proposal in response to the RFP, which has been accepted by the Client;

NOW, THEREFORE, in consideration of the premises and the mutual covenants contained herein, the Parties agree as follows:

1. SCOPE OF WORK

1.1 Survey Services: The Consultant shall provide the following services as outlined in the RFP titled "2024 Orange Village Community Survey" dated February 12, 2024:

- Survey Design & Questions
- Survey Distribution
- Survey Analytics & Report

1.2 Compliance with RFP: The Consultant shall perform the services in accordance with the specifications and requirements detailed in the RFP.

2. COMPENSATION

2.1 Payment: The Client shall pay the Consultant for the services outlined in the RFP in accordance with the fee schedule provided in the proposal. The total compensation for the services shall not exceed \$12,000, as specified in the RFP.

2.2 Payment Terms: Payment shall be made as per the terms and conditions outlined in the proposal submitted by the Consultant.

3. TIMELINE

3.1 Project Timeline: The Consultant shall adhere to the timeline for the completion of the 2024 Orange Village Community Survey as outlined in Attachment B of the RFP.

4. REPORTING

4.1 Reports: The Consultant shall provide the Client with the following reports:

- Preliminary Report:** The Consultant shall provide a preliminary report with comparisons to previous survey results, where applicable.
- Final Report:** The Consultant shall prepare a final written report of survey results in electronic form. The report shall include a description of survey methodology, an executive summary, and detailed analysis for the overall respondent population and relevant subgroups.
- Presentations:** The Consultant shall present a summary of the survey findings to the Village Council and Village staff.

5. ADDITIONAL PROVISIONS

5.1 Modifications: Any modifications to the scope of work or timeline shall be agreed upon in writing by both Parties.

6. TERMINATION

6.1 Termination: Either Party may terminate this Contract in accordance with the termination

provisions outlined in the RFP.

7. GOVERNING LAW

7.1 **Governing Law:** This Contract shall be governed by and construed in accordance with the laws of the State of Ohio.

8. ENTIRE AGREEMENT

8.1 **Entire Agreement:** This Contract, along with the RFP and any attachments, constitutes the entire agreement between the Parties and supersedes all prior and contemporaneous understandings, agreements, representations, and warranties.

IN WITNESS WHEREOF, the Parties hereto have executed this Contract as of the date first above written.

[Your Company Name]

By: _____

[Your Name]

[Your Title]

[Date]

The Village of Orange, Ohio

By: _____

Judson Kline

Mayor

[Date]

