

CITY OF BEDFORD

REQUEST FOR QUALIFICATIONS

15 - CMO1001

FOR

CITIZEN SATISFACTION SURVEY

Issued By

**City of Bedford
City Manager's Office
2000 Forest Ridge Drive Bldg. A
Bedford, Texas 76021**

Request for Qualifications

1. The City of Bedford is seeking a qualified professional firm or service provider to lead the City Council through the development of a survey instrument as well as conduct a citizen satisfaction survey to objectively measure public opinion on the delivery of City services as well as specific policy questions. The document should also identify priorities among residents to be used as part of the City's budgeting and planning processes.

2. Potential service providers are invited to submit their qualifications for providing this scope of work. The City of Bedford reserves the right to reject any or all submittals.

3. Scope of Services

The qualified professional firm will lead the City Council through the development of a survey instrument, conduct a city-wide satisfaction survey and provide a report of the results. A successful firm will:

- Obtain results that are statistically valid considering Bedford's 2010 census population of 46,979 and reflective of the demographic profile of all residents of the City of Bedford.
- Develop a survey instrument reflective of the City Council's stated preference that the document be flexible enough to allow for the following:
 - Numerous opportunities for comments on a wide variety of questions
 - Use specific questions as well as those that are more encompassing
 - Be future focused
 - Every question should be quantifiable
- Assist the City Council with determining the best survey methodology including addressed based sampling, online, mail and phone.
- Report findings:
 - Make a final presentation to the Bedford City Council.
 - Develop a final report which shall include but is not limited to the following:
 - Executive summary
 - Statistical analysis of survey results
 - Survey background
 - Profile of respondents as applicable
 - General overview of the survey
 - Content descriptions and summaries of each survey topic
 - Copy of the survey instrument
 - Twenty (20) color copies of the final report and a copy in an electronic format.

The final scope of services will be negotiated with the service provider deemed most qualified and modified as necessary.

4. Submission Requirements

Interested firms should submit the following information in their response to this Request for Qualifications:

- Company information and profile including name and contact information.
- Background/ qualifications of all professional staff members who will work on this project including the name of a project manager who will be the lead person/ primary contact throughout the survey process.
- Recent experience of the service provider, including similar projects undertaken for other municipalities.
- Reference list with at least three (3) clients including the address, telephone number and contact person for whom similar projects were performed.
- Using the description provided in the scope of services provide a recommended survey methodology and approach.
- Proposed project schedule. Be sure to include the role of the City Council in developing and approving the survey instrument. The schedule should allow for at least two (2) City Council meetings for this process. The City Council meets on the 2nd and 4th Tuesdays of the month.
- Other items the service provider wishes the City of Bedford to consider in evaluating the service provider's response to this request for qualifications.

5. Selection Criteria

The City will be evaluating the RFQs based on, but not limited to, the following selection criteria:

- The professional and ethical reputation of the service provider.
- The service provider's demonstrated proposal and expertise in performing the services required for this project.
- The qualifications and experience of the staff that will be in charge of the project.
- The past record of performance with respect to quality of work and ability to meet schedules.
- The service provider's ability to complete the outlined project in a reasonable timeframe and at a reasonable cost.

6. Deadline and Submission Process

Twelve (12) copies of the complete Statement of Qualifications as well as any related materials must be received no later than **4:00 PM CDT ON OCTOBER 27, 2015.**

Responses may be submitted in person or through regular mail. Proposals received after the stated date and time will not be considered. **All submissions must be signed and dated.**

Please submit responses to:

ATTN: Citizen Satisfaction Survey RFQ
Meg Jakubik
2000 Forest Ridge Drive
Bedford, TX 76021

All submitted materials will become property of the City.