



October 10, 2017

**City of Kerman**

Request for Proposal  
Professional Consultant Services  
For  
Professional Polling/Public Opinion Research Services

Proposals Due: October 31, 2017

City of Kerman  
850 S. Madera Ave.  
Kerman, CA 93630  
(559) 846-9450

## **1. INTRODUCTION**

The City of Kerman is seeking proposals from qualified firms to research and test the public opinion about the creation of a sales tax revenue measure for the November 2018 ballot.

## **2. CITY OVERVIEW AND PROJECT DESCRIPTION**

The City of Kerman was incorporated in 1946 as a general law city and is governed by Council-Manager form of government. The City Council is comprised of four Council members elected at large, serving four year staggered terms and a directly elected mayor who serves for a two-year term.

Located in western Fresno County, the City of Kerman has a population of in excess 14,000 over approximately 4 square miles. Kerman is a full service city with a growing retail sector that includes a Walmart super center, Starbucks and a variety of fast food outlets. Kerman's economy is tied to agriculture and the many crops grown in the area.

The City tried a special sales tax ballot measure in the last election which received 62% of the 66% needed for passage. The local school district also had a bond measure on the same ballot which passed.

The City has identified several Capital Improvement Projects that remain unfunded and that do not have a future revenue source available. Exploring new revenue sources is a primary objective in order to maintain current service levels.

The scope of work outlined below shall accomplish the purpose of this RFP; to conduct a public opinion survey, evaluate the probability of voter approval of a sales tax revenue ballot measure and present data to provide guidance on strategies for placing a sales tax revenue measure on the ballot. Should the City Council approve the placement of a measure on the ballot, additional services may be necessary for public education and outreach.

Qualified firms are asked to prepare a proposal that addresses all tasks as outlined below. Firms may make a proposal on Phase 1 and/or Phase 2 under Scope of Work. City expects consultant to initiate and complete work on Phase 1 between November 2017 - January 2018. (Or dates that are mutually agreed upon by the City and consultant).

## **3. SUBMITTAL FORMAT**

All submittals shall be from a Consultant that has demonstrated experience in producing and conducting statistically reliable polling surveys for California sales tax revenue ballot measures. All submittals shall be organized in the format shown below.

**Submittal Cover** - Include the Request for Proposal title and submittal due date, the name, address, fax number, and the telephone number of the principal firm and contact.

**Table of Contents** - Include a complete and clear listing of headings and pages to allow easy reference to key information.

- A. **Transmittal Letter** - The letter must convey a basic understanding of the prospective project and its key objectives and an overview of the project team. The letter must state why the candidate is interested in pursuing the project, how the project relates to other work the candidate has successfully performed, consultant philosophy as it pertains to public opinion polls, and why the candidate should be selected. The letter should be signed both by the principle contact for a potential award and the letter's signatory must be the person authorized to bind the firm to any subsequent contract with the City.
  
- B. **Scope of Work** - The scope of work will encompass working with City staff, attending various public meetings, conducting statistically valid surveys, measuring survey results, assessing data with City staff and preparing a final report with findings on the feasibility of a successful special tax measure. The selected consultant's proposed work plan and schedule will form the basis for negotiations of a final scope of work for the professional services agreement.

The scope of work shall be more specifically defined by addressing the following items:

Phase 1

- 1. Development of the survey instrument proposed for voter opinion poll and the methodology to be employed for a statically valid sampling of the registered voters.
- 2. Process of conducting and interpreting the public opinion poll, including the sample size based on the City of Kerman demographics. Includes methods used to mitigate language barriers.
- 3. Coordination with City to assess the results of the public opinion poll and discuss implications, related issues, and alternatives.
- 4. Final written report and presentation of results. The final report shall include at a minimum the framework and methodology used, the tabulations of all calls and contacts made as part of the survey, including refusals, disconnected numbers, busy lines, unanswered calls, number of attempts, communication barriers and age issues. The report shall also include the tabulation of survey results, key findings, detailed findings, conclusions, and recommendations.
- 5. An additive alternative to the written report may be a formal presentation of the results to the City Council.

Phase 2:

As an additive alternative, please include the scope of work for organizing and conducting a successful public education effort to increase citizen awareness for the identified need of a new revenue source and facts surrounding the measure. This second phase may or may not be awarded and/or awarded to a different consulting firm specializing in this type of project.

- C. Team Qualifications and Experience - Provide a clear description of the principle firm's project manager and the proposed team with names, resumes, project responsibilities and proposed staffing numbers. Provide a list of all successful ballot measures that have been performed. Experience listed should be from the last three to five years with projects relevant to the Scope of Work in this project. Each listed experience shall have a project manager listed as a reference with the name(s) and current telephone number(s). The listed experience should distinguish between the experience and the projects of the firm and the individuals. Firms and personnel listed in this section will be considered committed to the Project. Commitment letters shall be included from all partnering firms.
- D. Cost Proposal - Provide an all-inclusive cost proposal for all proposed services, including partnering firms total cost and incidental expenses. Provide a breakdown of cost by task categories. Include a rate sheet for all firms that will serve as an exhibit to possible subsequent professional services agreement for the awarded firm.
- E. Organizational Chart - An organizational chart containing the names of all key personnel, joint venture partners and sub-consultants with titles and their specific task assignment for this project.
- F. Example of Most Recent Work - Candidates must provide three examples of the most recent completed public polling surveys, reports and education campaign/materials from other cities along with contact information for public agency references.

**4. RFP and EVALUATION SCHEDULE**

The distribution, receipt, and evaluation of proposals, as well as selection of the Consultant, will conform to the following schedule:

<b>Release of the RFP:</b>	<b>Tuesday, October 10, 2017</b>
<b>Proposals Due:</b>	<b>Tuesday, October 31, 2017</b>
<b>Selection by City Council:</b>	<b>Wednesday, November 15, 2017 or as determined by the City Council</b>

## **5. SUBMITTAL DATE AND DIRECTIONS**

One original and six copies of the submittal shall be delivered in a sealed envelope/box to the address below no later than 4:00 pm on Tuesday, October 31, 2017 addressed as follows:

**Attn: Marci Reyes, City Clerk  
City of Kerman  
850 South Madera Ave.  
Kerman, CA. 93630**

Copies received by FAX or email shall not be deemed received.

## **6. SUBMITTAL SELECTION PROCESS AND EVALUATION CRITERIA**

Each proposal will be reviewed to determine if it meets the submittal requirements contained within this RFP. Failure to meet the requirements of the RFP may be cause for the rejection of the proposal. The City may reject any proposal if it is conditional, incomplete, or contains irregularities.

A selection committee will review all proposals meeting the requirements outlined in the RFP utilizing a Criteria Rating Sheet, included as Attachment 'A'. Candidates may be invited for interviews, in such case, all key project personnel and project manager will be expected to be in attendance.

## **7. PUBLIC DISCLOSURE**

As a general rule, all documents received by the City of Kerman are considered public record and will be made available for public inspection and copying upon request.

## **8. TERMS AND CONDITIONS**

Issuance of the RFP does not commit the City of Kerman to advance a candidate to the next step of the selection process to award a contract for services, or to pay any costs incurred in the preparation of a response to this request. All respondents should note that the formation of any contract pursuant to this RFP is dependent on the approval of the City Council of the City of Kerman.

The City of Kerman reserves the right to cancel or amend the RFP at any time. The City reserves the right to determine the successful respondent, reserves the right to reject any or all proposals for any reason, and reserves the right to waive non-material irregularities.

The City reserves the right to retain all proposals for a period of sixty (60) days for examination and comparison.

Once the proposal has been selected and all negotiations completed, the consultant will be asked to execute a Professional Services Agreement. All agreements will be reviewed and approved by the City Attorney.

All studies, report, documents, and other materials prepared by or in possession of the consultant as part of work or services under any contract awarded pursuant to this RFP shall become the permanent property of the City and shall be delivered to the City upon demand.

## **9. EQUAL OPPORTUNITY PROGRAM REQUIREMENTS**

The City of Kerman is committed to equal opportunity in solicitation of professional services consultants doing business with, or receiving funds from the City. The City encourages candidates to share this commitment.

## **10. CITY CONTACT**

The City of Kerman looks forward to receiving your proposal. If you have any questions regarding this RFP, please contact:

John Kunkel  
City Manager  
(559) 846-9450  
[jkunkel@cityofkerman.org](mailto:jkunkel@cityofkerman.org)

Attachment 'A'

**Criteria Rating Sheet**

**Polling/Public Opinion Research Services - RFP**

Principal Firm Name: \_\_\_\_\_

Rated by: \_\_\_\_\_ Date: \_\_\_\_\_

Criteria	Score	Comments
<b>1. COMPLETE RFP</b>	complete or incomplete	
<b>2. OVERVIEW</b>  A. Description of firm's understanding of project B. Consultant philosophy as a fit to Kerman C. Relevancy of similar work	Out of 30	
<b>3. QUALIFICATIONS</b>  A. Prior experience as it relates to this scope of work B. Specialized expertise of team members C. Experience of relevant work of the Project Manager	Out of 35	
<b>4. PROPOSED SCOPE OF WORK</b>  A. Complete/Satisfactory addresses all objectives B. Methodology Proposed C. Timeline/Ability to complete job on time D. Accuracy of previous polling results	Out of 25	
<b>5. Cost</b>	Out of 10	
<b>Total (out of 100)</b>	____/100	