

Request for Proposals  
City of Albany Voter  
Polling Services



Release Date:  
November 21, 2017  
Response Due By:  
January 8, 2018

# **Request for Proposals**

## **City of Albany Voter Polling Services**

**The City of Albany is requesting proposals from qualified firms interested in providing voter polling services to produce a statistically reliable evaluation of Albany voters' interest in supporting local revenue measures, as well as identify how to structure a measure so that it is consistent with the electorate's priorities and sensitivities. Three copies of the proposal shall be submitted in writing by to:**

**Nicole Almaguer, Interim City Manager  
City of Albany  
1000 San Pablo Avenue, Albany CA 94706  
Attn: RFP Voter Polling Services**

### **I. INTRODUCTION**

The City of Albany lies on the northwestern corner of Alameda County, California, bordered by the cities of El Cerrito and Richmond on the north, the City of Berkeley on the east and south side, and by unincorporated Kensington in Contra Costa County on the north and east. The City of Albany was incorporated in 1908, and at the time of the 2010 census had a population of 18,500 residents. Albany is known for the excellent quality of its K-12 school district, and small town ambiance in an urban setting.

The City Council consists of five members elected at-large to four year terms. Annually the City Council selects one of its members to serve as Mayor and another as Vice Mayor. Council Members may not serve more than two consecutive terms without a break in service of at least two years. The Office of the City Treasurer is also an elected official that serves a four year term without term limits.

The City is comprised of the following departments: Fire, Police, Finance, Public Works, Community Development, Recreation & Community Services, and the Administration Department including Information Technology, City Clerk, Community Media, City Attorney, and City Manager.

## **II. PURPOSE OF THE REQUEST**

The next scheduled election for the City of Albany will be held in November 2018. Currently, the City Council is considering measures for the November 2018 ballot including revenue measures such as the extension of the existing ½ cent sales tax approved by the voters in November 2012, and consideration of a funding mechanism for ongoing operations and maintenance of community resources, open space and parks facilities. The City is seeking assistance from a qualified consulting firm to help inform the decisions of the City Council in developing measures for the November 2018 ballot by way of conducting an unbiased, statistically reliable evaluation of Albany voters' interests, assess the feasibility of placing a revenue measure on the 2018 ballot, and determine how best to develop a measure to meet the interests of the community.

## **III. SCOPE OF SERVICES**

The information being sought by the City will require the accomplishment of the following tasks:

(In responding, please identify the order for completing these tasks and any other tasks that may be necessary to complete the scope of work.)

### Project Kick-Off Meeting and Background Research

- Conduct a kick-off meeting with staff to discuss research objectives and funding needs
- Review Albany voter and resident demographics, polling and results on past ballot/revenue measures and other data sources
- Prepare a draft survey, with options in length, for review with staff and the City Council
- Conduct survey and analyze survey results
- Present survey findings and analysis to the City Council, along with recommendations as informed by survey results.

## **IV. DELIVERABLES**

At the conclusion of the voter polling services, the consultant shall, as described in the Scope of Work:

1. Provide a summary of findings and survey data
2. Identify key issues and opportunities, and formulate recommendations regarding possible ballot measures that meet the expressed interests of the community.

A final report with survey findings shall be presented to the City Council. Materials shall be provided electronically for distribution.

## **V. TIMELINE**

This project should be completed within 60 days of contract award.

## **VI. SUBMISSIONS**

Please submit qualifications, identify key staff to be assigned to this project, provide resumes for each key staff member; provide at least three (3) professional references for work that was performed similar to that requested in this RFP, and provided a detailed description of your approach to the project, time schedule, and not to exceed total fee amount.

## **VII. SELECTION CRITERIA**

The successful applicant must have operational and organizational assessment experience. The successful firm will have demonstrated their ability to meet these requirements.

Other criteria include:

- Completeness of response to the RFP
- Experience with similar projects and reference feedback
- Cost
- Oral communication skills
- Writing and formatting skills

## **VIII. REQUIREMENTS OF PROPOSAL**

The following materials should be submitted with the proposal.

- **Cover Letter**

The cover letter should briefly state the consultant's understanding of the work to be performed, the commitment to perform the work in the required timelines, and why the consultant believes it is best qualified to perform the duties and tasks outlined and described in scope of work contained in this request. It should be signed by an official with the legal authority to commit the resources of the firm.

- **Qualifications**

- The proposal should include the following information and materials:
  - Qualifications and Related Experience of Personnel Who Will Perform

Work. Résumés of all personnel who are proposed to provide professional services to the City of Albany within the Scope of Work outlined and described in this request should be included. Résumés should include all relevant experience, education, and other qualifications over the past 3 years.

- Prior Relevant Experience. A description of prior work experience and projects relevant to the Scope of Work outlined and described in this request should be included.
  - References of Local Government Clients. Please include a list of at least three (3) current and/or previous local government clients located in California for which a consultant assigned to the project has rendered professional services similar to the scope of work outlined and described in this request
- **Approach, Scope, and Timelines**  
Provide a proposed approach and projected timeline to conduct and complete each step in the Scope of Work
  - **Cost**
    - Cost Estimate with justification
    - Justification of hours and costs may be required prior to final selection, and will be required prior to execution of a contract.
    - Proposal shall include hourly rates for all personnel on the project.
    - Proposal should include options for reducing or adding services

## **IX. General Information**

1. The City of Albany reserves the exclusive right on its selection of a consultant.
2. All proposals submitted will be subject to public records laws.
3. The City reserves the right to cancel or reissue the RFP or revise the timeline at any time.
4. The City reserves the right to reject any and all proposals and to waive minor irregularities in the proposal process. The City may accept any proposal if such action is believed to be in the best interest of the City.
5. The City is not liable for any cost incurred by the proposer prior to execution of a contract.
6. The City reserves the right to negotiate scope and cost with the consultant.
7. The project team shall be approved by the City of Albany. The City must approve any changes in the project team.

## **X. Questions During Proposal Period**

- All questions should be directed to [Nicole Almaguer: nalmaguer@albanyca.org](mailto:nalmaguer@albanyca.org).

## **XI. PROPOSAL TIME LINE**

**Deadline for proposals is 4:00PM Monday, January 8, 2018.**

Deliver four printed copies proposals to:

**Nicole Almaguer, Interim City Manager**

**City of Albany**

**1000 San Pablo Avenue**

**Albany, CA 94706**

**Attention: City of Albany Voter Polling Services RFP**

[nalmaguer@albanyca.org](mailto:nalmaguer@albanyca.org)