



Asst. City Manager's Office – 1140 Terex Road • Hudson, Ohio 44236 • (330) 342-1775

**PROFESSIONAL SERVICES - REQUEST FOR PROPOSALS  
FOR A COMMUNITY SURVEY  
RFP # 2020-ACM1**

**REQUEST FOR QUALIFICATIONS:**

**Project Name:** The City of Hudson Downtown Development Community Survey.

**Timeframe:** 60 calendar days from the signed agreement and the notice to proceed.

**Background**

The City of Hudson, Ohio (City), is a full-service City located in Summit County, Ohio, with a population of 22,285 (2018), providing a wide range of municipal services. For more information about the City of Hudson, please visit: [www.hudson.oh.us](http://www.hudson.oh.us).

**Scope of the Project:**

The City is requesting formal statements of proposals from experienced consultants to assist in the development, implementation, compilation, and analysis of a statistically significant random community survey questionnaire to assess a vacant 20-acre City owned property located within our central business district. The final survey shall identify community ideas and priorities for the future development of this area. The Consultant shall analyze the results of the survey and communicate those results in written & oral reports to administrative staff & our elected officials as described below.

The scope of work is expected to include, but not limited to, the following tasks:

- **Develop Survey Instrument** - The Consultant will meet with elected officials, and administrative staff, to design the survey questionnaire for this project. (Min. 4 kick-off meetings with the City.)  
The Consultant will analyze the population, provide modes of performing the survey, & develop the questionnaire based on the needs of the City.  
The Consultant will ensure consistency with baseline data. The survey shall be random and equally divided between the four (4) Council wards of the City. The City will provide a MS Excel spreadsheet of the current property owners & addresses within the City of Hudson to the consultant for the 4 Wards. (This does not include email addresses of property owners.) The analysis will also need to include geocoding, so the City may better understand the survey opinions. The surveys will need to be tracked per the 4 Council Wards by a QR or other type coding.
- **Survey Implementation / Administration** - Assuming the acceptability of the Consultants survey, the Consultant will determine the best way to administer the

survey to ensure it is statistically valid for a diverse population of approximately 22,285 (2018) people. The Consultant will perform a test questionnaire survey and administer such survey to a sample of the population as determined by the Consultant.

A minimum of 400 randomly selected property owners per Ward (1,600 total in City) within the City will need to be contacted for the final approved survey. The sample size will ensure a statistically significant sampling at a 95% confidence level with a 5% margin for error for the expected response rate. This will be achieved by the Consultant with a mode(s), recommended by the Consultant. A minimum of 2 reminders shall be sent to the property owners during the survey timeline for any non-responders. The City shall approve the final survey questionnaire, sample size and timeline prior to the release.

- **Analysis of Survey Results** - The Consultant will collect & analyze the data from the survey and ensure that it is meaningful and consistent. The Consultant will organize and weigh the data. The Consultant will explain what the results mean to the City and how the City can use the information in relation to key priorities and ideas for the future downtown development area.
- **Report** - The Consultant shall create a written report that includes both a summary, a MATRIX of the survey results, a graphical presentation of the survey results and the associated analysis. The criteria of the MATRIX will be provided by the City when a finalist is chosen. The Consultant will present the report to elected officials and staff by a virtual meeting (i.e. Zoom®, MS Teams®, etc.) based on the COVID-19 pandemic and current safety practices. Following the meeting with elected officials, the consultant shall make the final changes, revisions, and necessary updates to the report for the City to use as a final survey guide as we plan the development. (Minimum of 4 final meetings with the City.)

## PROPOSAL SUBMISSION REQUIREMENTS:

### Deadline for Submission:

Proposals shall be received electronically (preferred method) to the email address below no later than **Friday, 4:00 p.m. EST on Dec 11, 2020.** (EST = Eastern Standard Time.)

Send Proposals to: [tsheridan@hudson.oh.us](mailto:tsheridan@hudson.oh.us)

Packet materials can be delivered to the City on or before Dec. 11, 2020 at 4:00 p.m. EST:

### Attn: Downtown Development Community Survey

C/O: Thomas Sheridan  
City of Hudson  
1140 Terex Road  
Hudson, Ohio 44236

**The Point of Contact for this proposal:**

Respondents shall direct all questions regarding this RFP and selection process to:

**Thomas J. Sheridan, Asst. City Manager – Professional Services**

Email Address: [tsheridan@hudson.oh.us](mailto:tsheridan@hudson.oh.us)

Phone Number: 1-330-342-1775

**Selection Process:**

The selection process will include but is not limited to the following:

- The City is soliciting a Requests for Proposals (RFP) for a Community Survey for the development of the City's downtown.
- The City will be reviewing proposals and determining qualified Consultants who show a clear understanding of the project goals/tasks, experience with this type of survey, technical skills, data analysis experience, public relations and the ability to work cooperatively and constructively with City staff and our elected officials.
- The City will conduct personal interview(s) with the finalists, involving one company officer and at least one key staff member assigned to the project. This process will be performed by virtual method (i.e. Zoom®, or MS Teams®, etc.).
- Provide a complete scope of work and a detailed not-to-exceed cost for services.
- The City staff will recommend the final Consultant to City Council in Jan. 2021.

**Proposal format** (Recommended 12 pages or less):

Proposals should adhere to the format below and contain all the information specified:

1. The full name and address of the Consultant. Location where the survey will be completed.
2. A Brief description of the history, mission, and organizational structure of the Consultant.
3. A detailed statement of the Consultant's approach to satisfying the requirements of this public random survey and the timeline based on this proposal.
4. A Brief statement if the Consultant has worked for the City of Hudson, Ohio in the past 10 years. Include the Consultant's experience with other governmental projects similar in size and scope to this survey. (Contact names, email address and phone numbers).
5. The name and qualifications of the primary manager for the project, including the names and qualifications of the other professional staff members who will be assigned to the project. Note: The project manager shall manage the project from inception to completion.
6. A statement of whether or not the Consultant is currently involved with any material litigation, arbitration, or bankruptcy proceedings, regarding any work or contracts they have been involved within the last 3 calendar years.
7. Examples of data sets, a MATRIX, maps, reports, etc. that would be used to analyze the results of this type of community survey.

8. Separate Proposal Fees: Indicate Consultant's hourly rates and charges including rates for subcontractors, travel, and other misc. expenses. The consultant shall provide a fee schedule with a Not-to-Exceed amount on a separate page including all costs for labor, equipment, & materials (including postage and printing) for a complete survey as described herein. Provide a copy of the company's minimum insurance amounts (a) Worker's Compensation Insurance, (b) professional liability insurance (I.E. Errors and Omissions) of not less than \$1,000,000 and (c) comprehensive public liability insurance of not less than \$2,000,000. The consultant shall maintain all of the levels of these insurances during the length of the project.
9. Provide examples of how the utilization of survey data will achieve positive community results to the City. Provide a schedule for the project by the consultant, provided the consultant is given approval to begin and a contract signed by Jan. 15<sup>th</sup>, 2021.
10. List all sub-consultants and their fees within the proposal.
11. The consultant shall include any tasks or fees the Consultant feels were excluded from the proposal, along with any additional fees by the Consultant that would be incurred for the tasks.
12. The Consultant is encouraged to provide any innovative ideas the Consultant has used in the past that you would like the City to consider in your proposal.
13. Including other miscellaneous items as requested within this RFP.

The City of Hudson reserves the right to reject any and all proposals.

The City will determine which Consultant has the necessary background, skills, and the most highly qualified Consultant based upon the City's review of the proposals.

Upon notification of selection by the City of Hudson, the successful respondent is required to execute and deliver a City drafted contract within two (2) weeks of notification. As part of the City agreement, the Consultant shall agree to indemnify and hold harmless the City of and from any and all claims, demands, losses, causes of action, damages, lawsuits, judgements, including attorney's fees and costs, caused by, arising out of, or related to the Consultant's work. Importantly, due to its status as a political subdivision of the State of Ohio, the City will not be able to agree to indemnify or hold harmless Consultant. If the finalist is unable or unwilling to agree to the terms of this proposal, the Consultant may remove their proposal prior to a final agreement with the City.

All dates in the RFP are subject to change at the discretion of the City of Hudson, and the notice of any changes will be provided to all respondents by the City.

Prospective Consultants shall be advised that no obligations or commitments are incurred by the City of Hudson in soliciting the qualifications. Any action taken in response to this RFP or any action taken in making or canceling an award shall be

without any liability or obligation on the part of the City of Hudson. The City of Hudson reserves the right to request additional information from the consultant, as needed prior to an agreement.

The City shall not return any materials received in response to this invitation.

**The compensation for this project will be reimbursed per the following guidelines:**

- A. Invoices submitted by the Consultant shall be in a format and consistent with the present policies of the City and include the purchase order number. The City will not be subject to any type of late fees or penalties associated with any invoice submitted as part of this project.
- B. The method of compensation for this project shall be in accordance with the information found in the scope of services and as follows:
  - a. A detailed Not-to-Exceed fee based on the Scope of Services, along with a detailed cost breakdown schedule, including hourly rates of the project team, meeting costs, overhead costs, and all other miscellaneous fees incurred by the Consultant for the specific billing period (30 days) and as approved by the City.

**Below is the proposed outline schedule of tasks for this project:**

- The selected Consultant will enter into an agreement with the City.
- Meet with the City and elected officials. (Minimum of 4 meetings.)
- Create and conduct a complete professional random survey and questionnaire. This shall include the review with the City and will include any iterations of the draft questionnaire. The draft questionnaire shall be tested with a sample group.
- Provide a final survey sample size of the population that will yield a confidence level and achieve the results as noted above.
- Collect and document a consistent set of survey results.
- Organize the response rates of survey data results.
- Weigh and analyze the data results.
- Create a MATRIX with input from the City. (Min. 2 meetings.)
- Report to the City Elected Official at a public meeting with Council, the Mayor, and the Administration. Costs for the consultant time.
- The Consultant shall make the necessary revisions to the final report following the public meeting and input from the City and elected officials. The City will hold the final 10% of the Consultants project fee until the final report is submitted and approved by the City.
- Upon request, the Consultant will provide the City with any data collected, or other information from this project within 10 days of request and at no cost additional to the City.

**End of Proposal.**

The site details are on Page 6.

### Site Details:

The City owned 20-acre site is located near 94 Owen Brown Street. The photo is looking to the northwest of the central business district in Hudson, called First and Main. The site is the former location of the: City Salt Dome; The City of Hudson Public Power Maintenance Garage; The School System Bus Garage; and The Windstream Maintenance Building.

The facilities mentioned above were all relocated to other areas of the City of Hudson within the past 5 years and the site has been cleaned & all buildings have been razed.

The Crossroad intersection in the center of the photo below is Owen Brown St. and Morse Road.

The Cleveland to Pittsburg Norfolk and Southern railroad tracks are located in the left side of the photo. The remaining 1-story brown colored building located at the above intersection, has been vacated by the Windstream Company and is in the process of being marketed and/or razed. The City plans to develop this area in 2022-2024.

