

Request for Proposals

FOR

**2012 LEHI CITY
CITIZEN SURVEY**

**Proposals Due:
February 23, 2012
2:00 PM, MDT
Purchasing Office
153 North 100 East
Lehi, UT 84043
801-768-7100**

Overview of Objectives

Lehi City is requesting Proposals from qualified firms to conduct a sample survey of Lehi City's residents over a list of approximately 90 questions covering several topics. The overall research objective is to measure Lehi residents' opinions and attitudes regarding services and current issues in the City.##

Methodology

Within the confines of general research industry standards, the survey methodology should address the following requirements:

1. Use of 3 or more of the following media to maximize citizen survey responses across the widest possible demographic: telephone, SMS, email, online, and/or mail.
2. Minimum 400 completed interviews.
3. 8-10 minute questionnaire developed collaboratively by the consultant and the City.
4. Statistical analysis, including; statistical testing & written report (and associated charts & graphs) which detail entire population, demographic, geographical, and different survey format cross-tabulation results. Tables should also include comparisons to previous years' service evaluation ratings.
5. The sampling plan for the survey should produce a confidence level of 95% with an interval of +/- 5%.
6. The questions should include, "Yes" or "No" responses, use a lycard scale of "Strongly Agree", "Agree", "Disagree" and "Strongly Disagree" responses, and also use some open-ended questions (see attached 2012 Citizen Survey DRAFT).

Final Deliverables

Consultant will deliver the following:

1. Two-page key-findings summary
2. Verbatim respondent comments
3. Cross-tabulation and previous years' ratings comparison report
4. Raw data file in CSV format
5. On-site PowerPoint presentation at City Council meeting.

Timeline

The City anticipates the interview surveys to take about a week, with preliminary results available with two days after completion of the fieldwork. The final report should be available in about another week. The statistical analysis should take about another 5-7 weeks. **However, the latest possible deadline for reporting final results (including statistical analysis) is April 30, 2012.**

Contract Extension Option

The City is also requesting an option to renew this contract with two one-year options to conduct a similar survey at the same time in 2013 and 2014.

Submission Requirements

Offerors are to submit an electronic copy of the proposal through BidSync.com or may submit one (1) bound hardcopy and one (1) CD electronic copy on or before 2:00 PM, February 23, 2012 to the Purchasing Department, 153 North 100 East, Lehi City, UT 84043. Proposals must be clearly marked "RFP 2012 Citizen Survey". Late Proposals cannot be accepted and will be returned unopened to the Offeror.

All Proposals must follow the format as outlined below. Failure to do so may result in disqualification.

- | | |
|-----------|---|
| Section 1 | Introduction of Company and staff |
| Section 2 | Qualifications and experience conducting telephone, SMS, email, online, and/or mail surveys and your proposal for 3 or more types of surveys – along with why you have chosen one over the other for our survey and your sampling plan that ensures the required confidence level (e.g. one response per survey code given). Scope of work you propose and why. |

- Section 3 Fees - List the fees individually for each service and for the two one-year options for years 2013 and 2014. For example, the cost for, 1) preparing the instruments/questionnaire, 2) conducting the survey/compiling the results, 3) producing and presenting a report of the results.
- Section 4 Timelines and Schedules – address how you will meet the deadline of April 30th for producing the final report and add additional information if necessary or pertinent.

Questions and Answers

All questions related to the Request for Proposal must be submitted in writing and submitted either by email bbybee@lehi-ut.gov, or via Bidsync.com. The Q&A period shall expire on February 20, 2012.

The answers to Offeror's questions will be compiled and distributed to all Offerors. Offerors must notify the Purchasing Officer of their intent to participate in the RFP or take the responsibility to check the Purchasing website for possible addendums or clarifications. Failure to do so may result in the Offeror not receiving all addendums or clarifications necessary to present a responsive Proposal.

Evaluation Criteria

The following criteria will be used to evaluate all Proposals:

1. Method proposed and reasons for your recommendation.
2. Cost of the survey for 2012 and consideration of the cost of the two one-year options for surveys in 2013 and 2014.
3. Experience in conducting similar surveys.
4. Report format proposed and ability of City to use the survey data for its own purposes.
5. Ability to meet the deadline.

The City reserves the right to reject any or all Proposals or accept what is, in its judgment, the Proposal which is in the City's best interest. The City further reserves the right, in the best interests of the City, to waive any technical defects or irregularities in any and all Proposals submitted.

Discussion may be conducted with responsible Offerors who submit Proposals determined to be reasonably susceptible of being selected for award for purpose of clarification to assure full understanding of, and responsiveness to the solicitation requirements.

Projected Timetable

Questions and Answers Due:	February 20, 2012
Proposals Due:	February 23, 2012
Award Notice:	February 28, 2012
Contracts Due:	March 6, 2012

The City reserves the right to modify the timeline if necessary.

Summary

The City reserves the right to reject any or all Proposals or accept what is, in its judgment, the Proposal which is in the City's best interest. The City further reserves the right, in the best interests of the City, to waive any technical defects or irregularities in any and all Proposals submitted.

Submit one electronic copy on or before 2:00 PM, February 23, 2012 to the Purchasing Department in City Hall at aalger@lehi-ut.gov. Late or faxed Proposals will not be accepted.

Alyson Alger
Purchasing Agent
Lehi City Corporation



Lehi City
2012 Citizen Survey DRAFT
To Be Conducted: February
Sample size: 400 interviews

May I speak with someone who is 18 years of age or older? (ONCE APPROPRIATE PERSON IS SECURED): May I ask you some of your opinions?

1. First of all, I need to verify that you are a resident of Lehi City.

Yes	1
No (THANK AND TERMINATE)	2

2. How would you rate the overall quality of life in Lehi City on a 1-5 scale, with one meaning 'poor' and five meaning 'excellent?'

1/Poor	1
2	2
3/(Neutral)	3
4	4
5/Excellent	5
Don't know (DO NOT READ)	6
Mean score	

3. What do you like most about living in Lehi? (UNAIDED)

4. How would you rate Lehi City today compared to five years ago? Would you say it is (READ OPTIONS)..?

Much better	1
Somewhat better	2
About the same	3
Somewhat worse	4
Much worse	5
Don't know / haven't been here that long	6

5. In your opinion, has the overall image of Lehi improved, stayed the same, or deteriorated in the past five years?

Definitely deteriorated	1
Probably deteriorated	2
Stayed the same	3
Probably improved	4
Definitely improved	5
Don't know (DO NOT READ)	6

6. What is the major improvement, if any, that you have seen occur in Lehi City over the past five years? (UNAIDED)

7. What would you say is the one major improvement you would like to see in the next five years that would make living in Lehi City better for you? (UNAIDED)

8. What would you consider to be the most important issue facing Lehi City today? (~~IF NO COMMENT OR DON'T KNOW ON 11, SKIP 12~~)

Please rate the following Lehi services using a 1-5 scale, with one meaning 'very dissatisfied' and five meaning 'very satisfied.'

	<u>Very Dissatisfied</u>			<u>Very Satisfied</u>		<u>Don't know</u>	<u>Mean score</u>
9. Police crime prevention:	1	2	3	4	5	6	
10. Police response times:	1	2	3	4	5	6	
11. Police traffic enforcement:	1	2	3	4	5	6	
12. Animal control services:	1	2	3	4	5	6	
13. Fire services:	1	2	3	4	5	6	
14. Emergency medical services:	1	2	3	4	5	6	
15. Garbage collection:	1	2	3	4	5	6	
16. Recycling services:	1	2	3	4	5	6	
17. Pressurized irrigation system:	1	2	3	4	5	6	
18. Snow removal services:	1	2	3	4	5	6	
19. Utility billing system:	1	2	3	4	5	6	
20. Culinary (drinking) water services:	1	2	3	4	5	6	
21. Street lighting:	1	2	3	4	5	6	
22. Lehi City Cemetery:	1	2	3	4	5	6	
23. Literacy Center:	1	2	3	4	5	6	

Please rate these Lehi City programs using a the same 1-5 scale (IF NEEDED "with one meaning that you are 'very dissatisfied' and five meaning that you are 'very satisfied'.')

	<u>Very Dissatisfied</u>			<u>Very Satisfied</u>		<u>Don't know</u>	<u>Mean score</u>
24. Senior citizens programs:	1	2	3	4	5	6	
25. Lehi Legacy Center:	1	2	3	4	5	6	
26. Youth recreation programs:	1	2	3	4	5	6	
27. Adult recreation programs:	1	2	3	4	5	6	

Using the same 1-5 scale, please rate these additional Lehi services (IF NEEDED: "with one meaning 'very dissatisfied' and five meaning 'very satisfied',').

	<u>Very Dissatisfied</u>			<u>Very Satisfied</u>		<u>Don't know</u>	<u>Mean score</u>
28. Beautification and landscaping on city roadways:	1	2	3	4	5	6	
29. Surface maintenance on city streets:	1	2	3	4	5	6	
30. Storm water drainage:	1	2	3	4	5	6	
31. Appearance of city parks:	1	2	3	4	5	6	

32. Lehi Round-Up celebration:	1	2	3	4	5	6
33. Courtesy of city employees:	1	2	3	4	5	6
34. Overall work performance of city employees:	1	2	3	4	5	6

On some other issues...

Please tell me whether you agree or disagree with the following statements about Lehi. Please use a 1-5 scale, with one meaning you 'strongly disagree' and five meaning you 'strongly agree.'

	<u>Strongly Disagree</u>				<u>Strongly Agree</u>	<u>Don't know</u>	<u>Mean score</u>
35. I know how to inform the city about the way I feel on important issues	1	2	3	4	5	6	
36. Lehi is a good place to live	1	2	3	4	5	6	
37. Overall, I feel safe living in Lehi and my neighborhood	1	2	3	4	5	6	
38. I feel safe having my children walk to school	1	2	3	4	5	6	
39. I feel safe walking down my street during the day	1	2	3	4	5	6	
40. I feel safe walking down my street at night	1	2	3	4	5	6	

41. Overall, would you say you are satisfied or dissatisfied with the aesthetic appearance of the city?

Very dissatisfied	1
Somewhat dissatisfied	2
Neither satisfied nor dissatisfied / Neutral	3
Somewhat satisfied	4
Very satisfied	5
Don't know (DO NOT READ)	6
Mean score	

42. IF DISSATISFIED: What specifically about the aesthetic appearance of the city makes you dissatisfied?

(CODE ENFORCEMENT SECTION)

43. As you may know, Lehi City has ordinances to enforce property maintenance of such things as weeds, junk cars, debris and illegal structures. In your opinion, has the city done a good job enforcing these ordinances?

Definitely	1
Probably	2
Probably not	3
Definitely not	4
Don't know (DO NOT READ)	5

44. IF PROBABLY NOT / DEFINITELY NOT: Why? (UNAIDED)

45. What could the city do to assist residents in better maintaining properties in your neighborhood? (UNAIDED)

LIBRARY

46. In the past year, have you, personally, gone to Lehi Public Library?

- Yes 1
- No [..... 2
- Don't know/refused/no answer (DO NOT READ)..... 3

47. [IF NO] What would you say is the **MAIN** reason you don't use the library? (UNAIDED)

I would now like to ask you a couple of questions about the Lehi Library...

48. Did you know the Lehi Library offers electronic book checkout? Yes/No

49. How important do you think it is for the library to add electronic books and other electronic resources to the collection?

	<u>Very Dissatisfied</u>			<u>Very Satisfied</u>		<u>Don't know</u>	<u>Mean score</u>
50. What is your overall satisfaction with the Lehi Library? Please use a 1-5 scale with one meaning "very dissatisfied" and five meaning "very satisfied."	1	2	3	4	5	6	
51. How would you rate the customer service you receive at the Lehi Library?	1	2	3	4	5	6	

PARKS SECTION

52. Overall, how well maintained are the parks in Lehi City?

- Very well maintained
- Adequately maintained
- Not maintained
- Don't know (VOL)

53. Would you like to see Lehi's parks upgraded with new or additional playground equipment, new or remodeled pavilions and/or other park improvements? YES/NO (If NO ask question 66)

If Yes, As you know upgrades, remodeling and adding additional features to parks costs money.

54. Would you support a property tax increase to help pay for park improvements? Yes/No

55. Would you support a flat rate park fee on your monthly utility bill of approximately \$2 to help pay for park improvements? Yes/No

56. Generally, how safe do you feel when using Lehi City parks? Use a 1-5 scale with one meaning *not at all safe* and five meaning *very safe*.

1/ not at all safe	1
2	2
3/ (neutral)	3
4	4
5/ very safe	5
Don't know (DO NOT READ)	6
Mean score	

LEHI Justice Court

58. Have you been involved in any case in the Lehi City Justice Court? Yes/No (If No go to question 67)
59. If Yes, was your involvement with the Court after June 1, 2011? Before/After (If Before go to question 60)
59. If After, in what capacity?
- A. defendant in a criminal or traffic case
 - B. party to a small claims case
 - C. witness
 - D. juror
 - E. other

On a scale of 1-5 how would you rate your experience with the Judge in each of the following categories:

- 60. Fairness
- 61. Treating people with courtesy and respect
- 62. Professionalism
- 63. Being prepared

On a scale of 1-5 how would you rate your interaction with the court staff in each of the following categories:

- 64. Treating people with courtesy and respect
- 65. Professionalism
- 66. Explained the process and procedures appropriately

EMERGENCY PREPAREDNESS QUESTIONS

Now a few questions about emergency preparedness...

67. Have you heard of Be Ready Utah – or Be Ready Lehi?
68. Do you believe Lehi City is ready for a major emergency?
69. Do you have a 72-hour emergency kit for each person in your household?

MISCELLANEOUS QUESTIONS – ideas for questions

70. Would you recommend Lehi to others as a good place to live?

Definitely not
Probably not
Probably
Definitely
Don't know (DO NOT READ)

71. How likely is it that **you** will still live in Lehi in five years?

Very likely
Somewhat likely
Somewhat unlikely
Very unlikely
Don't know (DO NOT ASK)

72. If you had a chance to move from your current home, would you try to stay in Lehi City or move to another community?

- Definitely move to another
- Probably move
- Probably stay in Lehi
- Definitely stay
- Don't know (DO NOT ASK)

73. What words would you use to describe Lehi? _____

74. How do you think people who live in other parts of Utah County would describe Lehi? _____

Now on a different subject...

75. During the past year have you contacted any Lehi City office to seek service, information, or to file a complaint?

- | | |
|---------------------------------------|---|
| Yes | 1 |
| No (SKIP TO Q. 79) | 2 |
| Don't know (DO NOT READ – SK TO Q.79) | 3 |

76. IF YES: Were you generally satisfied or dissatisfied with the city's response?

- | | |
|---------------------------------------|---|
| Very dissatisfied | 1 |
| Somewhat dissatisfied | 2 |
| Somewhat satisfied (SKIP TO Q. 78) | 3 |
| Very satisfied (SKIP TO Q. 78) | 4 |
| Don't know (DO NOT READ – SK TO Q.78) | 5 |

77. IF DISSATISFIED: Which department did you contact and why were you dissatisfied? (UNAIDED)

78. What suggestions, comments, or questions do you have for those who manage Lehi City? (UNAIDED)

DEMOGRAPHICS

Finally, some questions that will help us analyze the data...

79. Gender: (DO NOT ASK)

- | | |
|--------|---|
| Male | 1 |
| Female | 2 |

80. Is your age category...?

- | | |
|----------------------|---|
| 18-24 | 1 |
| 25-34 | 2 |
| 35-44 | 3 |
| 45-54 | 4 |
| 55-64 | 5 |
| 65 or over | 6 |
| Refuse (DO NOT READ) | 7 |

81. Which of the following best describes your employment status?

- | | |
|--|---|
| Employed outside home (full or part time) | 1 |
| Employed/ work from home (SKIP TO Q.109) | 2 |
| Not formally employed / homemaker / stay at home | 3 |

Unemployed	4
Retired	5
Student / not employed	6
Other	7
Refuse (DO NOT READ)	8

82. IF EMPLOYED: In what geographical area are you currently employed?

Downtown Salt Lake City area	1
North Utah County	2
Lehi City	3
Other Salt Lake area	4
Provo / Orem area	5
Other Utah Valley area	6
Not currently employed (homemaker / unemployed / retired / etc.)	7
Other	8
Refuse (DO NOT READ)	9

83. What is the highest level of formal education you have completed?

High school or less	1
Some college / tech school	2
Two-year college degree	3
Bachelor's degree (4 yr)	4
Grad. sch. / degree beyond 4 yrs of college	5
Refuse (DO NOT READ)	6

84. How long have you lived in Lehi?

Less than 2 years	1
3-5 years	2
6-10 years	3
11-20 years	4
21 or more years	5
Refuse (DO NOT READ)	6

85. How many people, either related or non-related, including yourself, live in your home?

1 person	1
2 people	2
3 people	3
4 people	4
5 people	5
6 people	6
7 people	7
8 people	8
More than 8 people	9
Refuse (DO NOT READ)	10

86. Do you have children living in this household?

Yes	1
No (SKIP TO Q.114)	2
Don't know (DO NOT READ)	3

87. IF YES: Do you have children in the following age categories?

	<u>Yes</u>	<u>No</u>	<u>D.K.</u>
Under 2 years	1	2	3
2 to 3	1	2	3
4 to 5	1	2	3
6 to 7	1	2	3
8 to 9	1	2	3
10 to 11	1	2	3
12 to 13	1	2	3
14 to 15	1	2	3
16 to 17	1	2	3
18 years	1	2	3

88. What is your approximate yearly household income? Just stop me when I say the right category.

Under \$20,000	1
\$20,000 to \$29,999	2
\$30,000 to \$39,999	3
\$40,000 to \$49,999	4
\$50,000 to \$59,999	5
\$60,000 to \$69,999	6
\$70,000 to \$79,999	7
\$80,000 to \$99,999	8
\$100,000 to \$149,999	9
\$150,000 to \$200,000	10
\$200,000 or more	11
Refuse (DO NOT READ)	12