

REQUEST FOR PROPOSAL
SURVEY AND ANALYSIS SERVICES
Issued June 28, 2021

PROJECT AND GENERAL SUBMITTAL INFORMATION SUMMARY

Purpose

REDI is soliciting competitive proposals to conduct two surveys: 1) focused on businesses in Rockville and 2) focused on site selectors, brokers & developers. REDI desires to enter into a professional services contract with a qualified individual or firm who can demonstrate competency and experience in conducting such surveys, including the design, development, administration, and interpretation of results.

Submittal of Questions

Prospective firms are requested to submit any questions no later than Wednesday, July 07, 2021, by 5:00 PM Eastern Standard Time to Richelle Wilson via email at richelle@rockvilleredi.org. Mark subject line or cover page or envelope: "Questions for RFP, Business Survey."

Proposal Submittals

Proposals must be submitted to and received no later than 5:00 PM Eastern Standard Time on Friday, July 16, 2021, to Richelle Wilson via email at richelle@rockvilleredi.org. Mark subject line or cover page: "Proposal for RFP, Business Surveys."

SCOPE OF WORK

Rockville Economic Development, Inc. (REDI) is a 501(c)3 nonprofit organization in Rockville, Maryland, whose mission is to identify and develop economic opportunities to help the businesses in Rockville prosper. In addition, REDI works alongside other government entities to ensure that the business community has the proper tools and resources needed to thrive and maintain a competitive edge within the region. In furtherance of this mission, REDI is issuing this request for proposal for consulting services to qualified survey research consulting firms to conduct two surveys and prepare a report with analysis documenting the results of those surveys.

Survey Services

This survey's purpose is to gather information from a representative cross-section of the Rockville business community (business owners and senior managers from key industries) so as to identify ways to improve how the City and REDI support a thriving business environment and promote economic development

Survey Contents

Survey of Businesses

- The survey should include, but not be limited to, the following topics:
 - How has business fared during the pandemic?
 - What significant decisions are they making, both in business strategy and in terms of space needs?
 - What are labor and training needs?
 - Provide the number of full-time and part-time workers.
 - Is the firm having difficulty finding enough qualified workers?
 - What specific job skills will the company require over the next five years?
 - Have there been regulatory obstacles?
 - How aware are they of resources available from the City of Rockville, REDI and Montgomery County?
 - Are these resources useful?
 - What resources would be helpful to them to sustain or improve business?
 - Is the city providing them with adequate services in this current climate?
 - What services, in particular, are helpful?
 - What services are not provided that would be helpful?
 - In terms of small businesses:
 - What are the barriers to start a business?
 - What barriers are they facing in raising capital?
 - What are the financial needs for their industry?
 - What are the unique needs for minority and women-owned businesses?
 - What kind of support have they received during the pandemic?
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Survey of Site Selectors, brokers, & developers

- The survey should include but not be limited to these topics:

- Measure their perception of the city.
- Are they aware of Rockville’s industry mix?
- What do they believe are Rockville’s assets and weaknesses?
- How effective are REDI’s marketing/branding strategies?
- What is their knowledge of resources offered to the business community (e.g. incentives, permitting office, etc...)?

Survey Development and Methodology

- Advise REDI on additional topics for the survey for consideration.
- Advise REDI on all best practices regarding methodology, including but not limited to:
 - Outreach tools that are highly likely to yield the most accurate results (i.e., phone, US Mail, internet).
 - Approach to framing questions
 - Recommended length of survey, to balance the desire for a high likelihood of a sufficiently high response rate and the desire to obtain a large amount of information.
- Aggregate data by industry type according to North American Industry Classification System (NAICS).

Reporting

- Provide REDI with a final written report that has a compiled analysis and findings to share with the public, the REDI Board, the Rockville Mayor and Council, and city staff.
- Present findings to the REDI Board, and if requested, Mayor & Council.

REQUIRED PROPOSAL ELEMENTS AND EVALUATION

- Title page with the name and address of the firm as well as phone, email and name of the primary contact.
- Scope of work and description of the services.
- Detailed project timeline for both surveys.
- Provide a lump sum proposal for the work.
 - All costs within the lump sum fee must be itemized. If any component of the project needs to be outsourced to a third party, the proposal must clearly state the party's name, justification for outsourcing, and costs.
 - Any adjustments, additional expenditures, or other services of this scope of this proposal must be pre-approved.
 - Any pre-approved reimbursable expenses shall be at cost with no mark-up.
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- Provide a schedule of values for work that REDI may elect beyond the original scope.
- A summary of the firm’s qualifications and particular experience performing similar projects.
- An outline of the team, including the experience and expertise of 1) the person who will be the project lead and primary point of contact for REDI, and 2) the team members who will perform the work.
- The proposed methodology and the plan of project execution.
- Professional References. Provide at least three references for which the proposer has performed similar work and include current contact information.
- Please provide references for comparable projects and/or case studies, including the company name, type of organization, contact name, contact job title, address, email, phone number, and brief project description for that reference.

If REDI awards a contract, the contract will be awarded to the responsible firm whose offer is most advantageous to REDI, based upon the evaluation criteria for expertise, responsiveness, and price. REDI reserves the right to negotiate any and all elements of any proposal received. Qualified firms must be in compliance with all relevant laws and not be a disqualified federal vendor. REDI reserves the right to reject any or all proposals in part or in full and waive any technicalities or informalities that may best serve REDI's interests.

Term of Contract

The initial contract will be for six months with an option to extend for an additional three months if additional time is needed. At REDI’s election, it may contract for services on a month-to-month basis.

Selection Process

Proposals will be reviewed for completeness, proposer experience, experience with similar work, excellent references, and reasonableness of cost. Interviews may be requested with select proposers.

Questions and Submission

Questions and completed proposals should be submitted to Richelle Wilson at richelle@rockvilleredi.org.