



Community Survey
Request for Proposals (RFP)
January 2014

The Town of Raymond is inviting all interested, qualified consultants and firms to submit proposals to develop and conduct a citizen opinion survey. The selected consultant will develop an appropriate survey instrument and methodology to gauge citizen opinion about current Town programs and activities as well as future goals and direction. Areas to be assessed or explored include taxpayer support for various Town-related activities and capital expenditures; the ranking of services performed by Town Staff and Elected Officials; and clarifying “quality of life” principles. Town staff has investigated potential designs and cost structures from other Maine towns with similar demographics and are seeking assistance in determining the correct and most cost effective survey methodology for Raymond. The consultant will also be responsible to further conduct the task of carrying out the survey by tabulating its results and preparing a final report.

Copies of the RFP and related materials may be obtained from the Raymond website (www.raymondmaine.org), the Town Office located at 401 Webbs Mills Road, or by contacting Danielle Loring, Executive Assistant (danielle.loring@raymondmaine.org) at 207-655-4742 x 133.

Questions concerning the RFP must be submitted in writing to Danielle Loring (danielle.loring@raymondmaine.org) by 4:00pm on Thursday, February 6, 2014. Responses/answers will posted to the town's website the following day (Friday, February 7th) by 4:00pm and emailed to all known interested parties.

Responses to this RFP will be accepted until Friday, February 14, 2014 at 2:00pm. It is the sole responsibility of the consultant to ensure that the proposal is received before the submission deadline. Late proposals will not be considered. The Town of Raymond reserves the right to reject any or all proposals, waive minor informalities, and accept the proposal deemed to be in the best interest of the Town.

A. Background Information:

The Town of Raymond is located in Cumberland County on the northeastern shore of Sebago Lake in the heart of Maine's Lakes Region. Raymond is bordered by the towns of Windham, Gray, Poland and Casco as well as serving as the mainland connection for the Town of Frye Island via the ferry landing on Raymond Cape. Raymond is approximately twenty miles distant from both Portland, Maine's largest city, and the second largest population center of Lewiston-Auburn¹.

Raymond today is a four season recreational destination with a threefold increase in population from

¹ U.S. Census Bureau, *2010 Census of Population and Housing, Population and Housing Unit Counts, CPH-2-21, Maine*
U.S. Government Printing Office, Washington, DC, 2012

the year round U.S. Census Bureau count of 4436² to approximately 12,000 in the summer. It is a prime location for luxury second homes and more rustic traditional camps, as well as having several large children's summer camps. It is estimated that the Sebago Lake region receives 450,000 to 500,000 annual overnight visitors, capturing 2.6% of the State's 17.8 million annual visitors³. Raymond is considered to be one of the top reasons to visit the area with six pristine lakes and ponds and scenic mountain views within its boundaries attracting many day visitors. The Town has a relatively high median income, ranking 17th out of 522 in the State at \$67,917⁴. The healthy living environment, combined with easy commuting distances to nearby cities and transportation centers, makes Raymond an attractive area for growing families and for doing business.

The Town has an active and diverse business corridor located along Route 302, bordered by expansive and beautiful outdoor public flower gardens and connected by pedestrian friendly sidewalks, which also connect two of the Town's three public beaches and a busy State-owned boat launch on Sebago Lake. Major industries in Raymond include Dielectric Communications, a worldwide leader in telecommunication towers, and premier yacht builders, Sabre Yachts.

In October 2013, Raymond achieved a AAA Standard and Poor's bond rating and was cited as having "a strong management team backed with prudent fiscal policies." The rating report also highlighted the Town's healthy financial reserve level; very strong tax collections; high income and very strong per capita market value of real estate.

B. Scope of Work:

The selected consultant shall:

- Assist Town Staff and Board of Selectmen to determine the most cost effective, reasonable, and productive survey methodology to employ for Raymond's demographics using information provided by the Voter Registration and Tax Assessing Office.
 - Including the proposed quantity of surveys, length of survey, suggested content and duration of survey collection.
- Assist in developing objective questions designed to gauge community sentiment about issues such as: community values, growth impacts, public services, land use and conservation issues, needs for recreation (both indoor & outdoor), ranking of governmental services, budgetary and planning priorities for town-related services and capital expenditures, and other issues related to the Town.
 - The survey and questions will be designed to ensure statistical validity and unambiguous, quantifiable results.
- Assuming the acceptability of the approach, quantification, and the content and scope of questions, the selected consultant shall then proceed with administration of the survey within the agreed upon schedule.
 - Any modifications or revisions to the questions or survey methodology shall be required in a timely manner and approved by Town Staff.

² *Ibid.*

³ Maine Office of Tourism: Visitor Tracking Research 2011 Calendar Year Annual Report (April 2012)
<https://www.visitmaine.com/resource/visitmaine/vault/application/mainevisitorsresearch2011annualreport4-13.pdf>

⁴ United States of America. State of Maine. Office of Policy and Management. 2011 Median Income by Town. Web. 11 Aug. 2013. <<http://econ.maine.gov/index/build>>.

C. Deliverables:

- The consultant will provide ten (10) bound copies of the final report including but not limited to:
 - Executive Summary
 - Survey background
 - Copy of survey instrument(s)
 - Profile of the Town of Raymond
 - Profile of respondents
 - General overview of survey
 - Content description and summaries of each survey topic
 - Statistical analysis of survey results including graphs, raw data, and any other information that the consultant believes could be beneficial to the Town.
 - Comparison to similar local/national survey data norms as deemed useful
- Electronic copies of the report(s) and data in both Word/Excel and PDF.
- The consultant will also make a final presentation to the Board of Selectmen outlining the final report.

The final scope of services will be negotiated and modified as necessary with the service provider deemed most qualified. As a cost saving measure, the Town is willing to utilize staff as appropriate for administrative functions for the survey.

E. Format and Requirement of Responses:

- All responses must be made in writing and signed by an authorized agent or representative of the Private Consultant/Firm making such response.
- All responses will include the name, address, telephone number(s) and email contact information of the authorized person in connection with the response along with information on all others who are authorized to represent the individual, group, organization or entity in connection with the response.
- Consultant must be an Equal Opportunity Employer
- All responses will be accompanied by each of the following:
 - COVER LETTER: A cover letter shall be provided which succinctly explains the service provider's interest in the project.
 - QUALIFICATIONS OF KEY PERSONNEL: Submit summaries of all staff members who will be involved in completing the scope of services. Please include their individual experience in performing the required and necessary services or functions.
 - FIRM'S REFERENCES: Provide at least three (3) references for completed projects of similar size and scope, including at least two (2) references for projects completed in the last two years. Include the name of the organization, a brief summary of work performed, and the contact information for the individual responsible for the project.
 - TOWN'S RESPONSIBILITIES: Identify all services that are expected to be provided by the

Town of Raymond.

- NON-COLLUSION CERTIFICATE (ATTACHMENT 1): Each proposal shall include a completed Certificate of Non-Collusion that is signed by an authorized representative for the firm.
- COST & TIME REQUIRED FOR SERVICES: Each proposal shall include a fee schedule for services and shall include a not-to-exceed amount for the project on the required form in a separate sealed envelope labeled “PRICE PROPOSAL” (ATTACHMENT 2) with firm's name clearly marked.

All responses must be submitted on or before 2:00pm on Friday, February 14, 2014 to:

**Town of Raymond
ATTN: Danielle Loring
401 Webbs Mills Road
Raymond, ME 04071**

All materials submitted will become property of the Town of Raymond.

F. Consideration of responses:

All responses will be subject to public review and disclosure by involved Town Staff and the Board of Selectmen, including discussion at public meetings.

Request for responses will be evaluated on the following criteria:

1. Qualifications and Experience of the Firm (30%)
2. Qualifications of the Project Team (Key Staff) (30%)
3. Narrative and Project Approach (30%)
4. Cost Effectiveness (10%)

After reviewing all responses and narrowing down to a finalist consultant/firm, Town Staff will make a recommendation to the Board of Selectmen on whether to proceed. Said recommendation will be considered as a regular agenda item for the Board of Selectmen meeting, publicly noticed and advertised on the Raymond website (www.raymondmaine.org) and posted in the Town's public posting places.

This RFP does not indicate a commitment by the Town of Raymond to contract for services for administering a community survey. The purpose of this RFP is to allow the Town to explore the viability of obtaining such consulting services. The Town reserves the right to reject any or all responses. If a response is selected for further consideration, the details of any agreement would be negotiated by the Town Manager and/or Board of Selectmen.

Questions regarding public deliberations or the bid process should be directed to Danielle Loring, Executive Assistant, at 207-655-4742 ext 133 or danielle.loring@raymondmaine.org.

Please send responses and seal Price Proposal to:

Town of Raymond
ATTN: Danielle Loring
401 Webbs Mills Road

Raymond, ME 04071

ATTACHMENT 1

CERTIFICATE OF NON-COLLUSION
This Page Must Be Included with Response

The undersigned certifies that under penalties of perjury that this bid or response has been made and submitted in good faith and without collusion or fraud with any other person. As used in this certification, the word "person" shall mean any natural business, partnership, corporation, union, committee, club, or other organization, entity, or group of individuals.

Authorized Official:

Date

Company/Individual's Name: _____

Authorized Representative: _____
Title: _____

Address: _____

Phone: _____ Email: _____

Fax: _____ Federal ID: _____

ATTACHMENT 2

PRICE PROPOSAL

DO NOT LEAVE BLANKS

If an item does not apply to your proposal, enter "0"

- 1. Survey design and methodology.....\$ _____
- 2. Data gathering/survey administration.....\$ _____
- 3. Tabulating Survey, Analysis and Presentation of Results.....\$ _____

Additional administration costs.....\$ _____

Total (not-to-exceed) Cost: \$ _____

Signature of Authorized Representative

Date: _____

Printed Name and Title

Company: _____