

REQUEST FOR QUALIFICATIONS:

TO DEVELOP, CONDUCT, AND INTERPRET THE RESULTS OF COMMUNITY SURVEYS FOR THE CITY OF BURNSVILLE

Oct. 7, 2020

The City of Burnsville is seeking Statement of Qualifications (SOQs) from qualified consultants to assist the City departments in developing, conducting, and interpreting the results of residential and business surveys for the City of Burnsville.

Qualified consultants are required to submit one (1) electronic copy of the material described in the **RFQ Content** section.

Please remit SOQs to:

Carissa Larsen
Communications and Community Engagement Director
City of Burnsville
100 Civic Center Parkway
Burnsville, MN 55337
Carissa.Larsen@burnsvillemn.gov

RFQ's must be received no later than 4 p.m. on October 26, 2020.

The SOQ's will be reviewed, and those consultants whose qualifications most appropriately meet the City's needs will be invited to interview on November 4 and 5, 2020.

Thank you for your interest.

Sincerely,

Carissa Larsen
Communications and Community Engagement Director
City of Burnsville



**DEVELOP, CONDUCT, AND INTERPRET RESULTS OF
COMMUNITY SURVEYS
FOR THE CITY OF BURNSVILLE**

**City of Burnsville
100 Civic Center Parkway
Burnsville, MN 55337
www.burnsvillemn.gov**

Oct. 7, 2020

I. INTRODUCTION

The City of Burnsville is seeking Statement of Qualifications (SOQs) from qualified consultants to assist the City leadership and City departments in developing, conducting, and interpreting the results of community wide residential and business surveys for the City of Burnsville.

A. Community and Organizational Overview

The City of Burnsville, incorporated in 1964 with a population of 62,240, is approximately 27 square miles and more than 98 percent developed. The city is home to more than 2,500 businesses including major regional employers such as Collins Aerospace, Burnsville-Eagan-Savage School District 191, Fairview Ridges Hospital, Northern Tool and Pepsi Co.

Burnsville is a regional hub for medical services, primarily located at the Ridges Campus; for retail experiences, primarily located at and surrounding the Burnsville Center/County Road 42 Corridor with more than 8 million visitors per year; and for recreation at Ames Center (performing arts), Buck Hill ski area, and multiple other venues.

The City is also home to numerous and diverse neighborhoods and housing. The city's "downtown" Heart of the City is a 15-year-old, "New Urbanism" project with a mix of residential, entertainment/arts, and retail land uses in a compact neighborhood. Burnsville has a diverse housing stock with approximately 8,000 apartment units. The majority of Burnsville's housing stock (rental and owner occupied) is considered affordable.

Externally, the City has adopted the brand of "Burnsville: You Belong Here" and utilizes this brand to communicate its welcoming and inclusive nature to diverse residents, visitors, and businesses. This brand is primarily used to support community and economic development strategies.

The City provides a full array of municipal services and general administrative functions. The City is governed by a five-member City Council, which includes four council members and a mayor that are all elected at large. Burnsville is a Statutory Plan B city and operates under the Carver Governance model, whereby the City Council's focus is on policies and outcomes. The City Manager is the chief administrative officer and is accountable to the City Council for the administration of all affairs and day-to-day operation of the City. The City Manager oversees the Council agenda process and provides policy recommendations to the Mayor and Council. The City Manager implements Council direction and outcomes through several City department heads.

At the beginning of 2020, City leadership and management completed strategic planning that included updating the City's vision statement. The vision statement is Burnsville is a

vibrant city, **boldly** leading, **welcoming** to all. Supporting statements include: VIBRANT CITY - The City of Burnsville is full of opportunity, unique restaurants and shops, and a variety of activities to participate in all year round; BOLDLY LEADING - The City Burnsville prides itself on leading the way for proactive initiatives that better our environment, infrastructure, and community; and WELCOMING - One of the most unique things about Burnsville is our focus on inclusion and welcoming all people. Our brand “You Belong Here” stems from our City’s caring and compassionate

II. Project Description

Every four years, the Burnsville Council directs staff to collect information regarding the opinions of the residential and business communities through statistically valid surveys. In prior years, the surveys have been conducted via landline telephone and cell phone, randomly selecting residents and business owners/managers. The City is open to conducting the survey via mail. Past questions range from the quality, importance, and satisfaction with City departments and services to opinions on crime, property maintenance, and traffic. Results of the 2016 surveys can be found at: <https://burnsvillemn.gov/181/Residential-and-Business-Surveys>.

For this year’s community survey, the City would like to include additional or different questions that relate to its vision statement.

The project scope shall include:

- Host an initial meeting to kick off the process with City staff to discuss goals and creative ways to meet those goals.
- Create survey instruments, work plans, and schedules, in consultation with City staff.
- Collaborate with City staff to determine the most cost-effective, reasonable, and productive survey methodology. Provide recommendations on the number of survey questions, suggested content and questions, and duration of survey to maximize engagement results.
- Develop survey questions to gauge community perceptions on:
 - Quality of life
 - Sense of community
 - Important issues facing the City
 - Quality of City Services
 - City Government and Staff
- Recommend appropriate methodologies and strategies for providing the best data samples, objective results, and valid findings, including one or a combination of medium such as phone, mail, or internet.
- Conduct the survey(s) in late 2020/early 2021.
- Provide an initial data results within 30 days of the survey’s completion.

- Provide final report of the survey's results in both detailed and summarized form, including any conclusions or recommendations drawn from the findings. Hold a meeting with City staff to review the preliminary results and data.
- Present the results to City staff, City Council and other key stakeholders identified by the City (minimum of two presentations.) All presentations will be developed in collaboration with the City, with length and content varied based on the audience.
- Provide City with data that can be utilized in Microsoft Excel.

III. Statement of Qualifications

The City requests that SOQs include the following:

- Introduction to Firm
- Project Understanding and Approach
- Proposed Schedule
- Key Personnel Qualifications - Staff included must be the actual staff who will work on this project.
- Related Experience - Minimum of 3 projects completed within the last 3 years. Include the names of the organization, summary of work performed, and contact information.

IV. Project Timelines

Distribute RFQ	10/7/20
Respondent Questions Deadline	10/16/20
Submission Deadline	10/26/20
Consultant Interviews	11/4/20 and 11/5/20
Consultant Selection	11/6/20
Draft Agreement	11/11/20
Council Adoption	11/17/20

V. Selection Process

The City will take into account the following in selecting the consultant. Evaluation criteria will include:

- Completeness and quality of the SOQ
- Relevant experience with similar surveys
- Understanding of the assignment
- Knowledge of the City of Burnsville and how it fits in the metropolitan region
- Qualifications of the consultant
- References

The City may interview a limited number of finalists, if deemed necessary.

The City reserves the right to request additional information as deemed necessary and appropriate.

The City reserves the right to reject all submissions and re-issue the RFQ.

VI. Proposal Instructions

One electronic copy of the proposal shall be submitted to:

Carissa.Larsen@burnsvillemn.gov

All responses, questions, and correspondence should be directed to Carissa Larsen via email or at 952-895-4673. In the interest of fairness to all respondents, do not contact other staff or elected or appointed officials

VII. SOQ Content

During the evaluation process, the City of Burnsville shall reserve the right to request additional information or clarifications from a consultant, or to allow corrections of errors and/or omissions.

The following material is required to be received by October 26, 2020 for a proposing consultant to be considered:

A. Transmittal Letter

A signed letter of transmittal briefly stating the consultant's understanding of the work to be performed, the commitment to perform the work within proposed time periods, and a statement why the consultant believes that it is best qualified to perform the services.

B. Project Understanding and Approach

Provide specific approaches, methods, deliverables and assumptions that will be utilized. Include your proposed schedule, as well as anticipated City involvement. This section shall be limited to six pages.

C. Personnel Qualifications - Resumes

For each member of the professional staff proposed to be assigned to this project, please provide the following:

1. Names and proposed roles of individual team members.
2. Education and experience biographies relevant to the qualifications and considerations of the RFQ.
3. Prior relevant experience.

D. Related Experience/References

Provide a brief project description, project cost, date, and contact information (name, telephone number, and email address) for at least three similar projects performed in the last three years.