



 City of Highland Park

Request for Proposals: Survey and Focus Group Facilitation

Purpose

- Provide survey design, data analysis and focus group facilitation
- Gather community feedback as to location of permanent place of remembrance
- Public input to represent community needs

Scope of Work

- Guide process of community survey design
- Collect and analyze survey data
- Facilitate focus groups
- Organize analyzed data obtained through survey and focus groups
- Present data to working group

Project Schedule

- April 10: Questions due to the City
- April 15: Questions and Answers published on City's website
- May 1: Proposals due
- Month of May: Proposals evaluated
- Month of June: RFP awarded and work begins

Submittal Requirements

- Firm Details
 - Overview
 - References
 - Project Manager, Staff, Sub-consultants
 - Conflict of Interest
 - Artificial Intelligence
 - Required City Resources

Submittal Requirements

- Project Plan
- Costs
- Deliverables
 - Planning process timeline and overview
 - Sample survey questions
 - Process for evaluating data
 - Structure of focus groups
 - Detailed explanation of how data will be combined and presented

Selection Criteria

- Adherence to intent of RFP
- Approach to the project and its fit with the community
- Qualifications and reputation
- Prior experience
- Quality of proposed plan and deliverables