



**REQUEST FOR PROPOSALS
#1687**

**CITY OF ATHENS AND MCMINN COUNTY RECREATION NEEDS
ASSESSMENT SURVEY**

**CLOSING LOCATION:
ATHENS MUNICIPAL BUILDING
ATTN: PURCHASING DEPARTMENT
815 North Jackson Street
Athens, TN 37303
(423) 744-2780**

ISSUED: FEBRUARY 08, 2019

DUE: FEBRUARY 22, 2019, 2:00 P.M. EST

NOTICE FOR REQUEST FOR PROPOSALS (RFP)
#1687

Notice is hereby given that the City of Athens is receiving sealed proposals for **CITY OF ATHENS AND MCMINN COUNTY RECREATION NEEDS ASSESSMENT SURVEY** for the City of Athens as described by scope of work included in this bid package.

Proposals shall be identified on the exterior of the sealed envelope with all the information included in the attached Bid Return Address Sheet and clearly marked. Proposals are to be addressed to the City of Athens and mailed or delivered to the following address:

City of Athens
Attn: Parks & Recreation Department
815 North Jackson Street
Athens, TN 37303

Proposals will be **received until February 22, 2019 at 2:00 PM Eastern**. Late bids will not be considered under any circumstances. Proposals will be accepted if the date/time stamped by the Purchasing Department is 2:00 PM; date/time stamps of 2:01 PM or later will be rejected.

During the evaluation process, the City of Athens reserves the right, where it may serve the City of Athens' best interest, to request additional information or clarifications from vendors, or to allow corrections of errors or omissions. Questions and requests for clarification or additional information should be directed by telephone or e-mail to the following City contact:

James A. Gallup
Purchasing Agent
815 North Jackson Street
Athens, Tennessee 37303
(423)744-2780
purchasing@cityofathenstn.com

The City reserves the right to reject any or all bids regarding the quote, to waive irregularities in any proposal, and to make an award in any manner, consistent with law, deemed in the best interest of the City.

SECTION 1. GENERAL BACKGROUND

The City of Athens and McMinn County are located in East Tennessee between Knoxville and Chattanooga. The 2010 census population of Athens is 13,458 and McMinn County is 52,266. Athens has an awarding winning full-time parks and recreation department and citizen Recreation Advisory Board. McMinn County does not have a full-time staff or department but has a citizen recreation board and is an award winning community for recreation. McMinn County and Athens work jointly to provide recreation opportunities for the county. McMinn County has 5 towns/cities including Athens, Calhoun, Englewood, Etowah, and Niota with Etowah also having a full-time parks department. This assessment may be for Athens only or may expand to include the entire county. This is an update to a previous assessment and county-wide master plan for recreation.

SECTION 2. PROJECT APPROACH / SCOPE OF SERVICES

The Research Firm (The Firm) will administer a reliable and valid Needs Assessment Survey (Needs Assessment) for use by the City and County, in short- and long-range planning and strategic decision-making. The findings will need to be based on: 1) quantitative data produced through closed-end questionnaire items that is amenable to statistical analysis based on a random sample of 6,000 addresses in the target area, 2) descriptive data produced through a set of open-ended questionnaire items that is amenable to narrative analysis based on a random sample, 3) both quantitative and qualitative data produced through closed- and open-ended questionnaire items offered to the youth of the community, 4) both quantitative and qualitative data produced through closed- and open-ended questionnaire items offered over a 12-month period to everyone in the community and 5) descriptive and narrative analysis of data collected from the “public domain” digital social networks such as micro-blogs (e.g., Tweets) and updates to digital social networks such as Facebook comments and posts.

The Needs Assessment must produce high quality data that the City and County can utilize to make reliable policy decisions related to a variety of needs and attitudes of the community, that spans a broad range of services and opportunities offered by the City and County. The Needs Assessment must provide unbiased, statistically valid data that can be defended before the community when making decisions related to the allocation of limited resources. Using the multi-modal approach, The Firm will offer a “story” of the community at the conclusion of the first phase of adult and youth data collection, as well as an ongoing “narrative” of the community through the process of collecting data over a 12-month period.

The method(s) used for the Needs Assessment must comply with nationally recognized “best practices” for collecting citizen input as enumerated in recent academic and trade publications related to data collection, management and analysis. In addition to providing the recommendations and action plane, the final report prepared by The Firm must offer

details of the scientific methodology used in the study so that the City and County can replicate the study at a future point without needing the assistance of The Firm.

Given the increasing access to “Big Data” which is comprised on both the structured (amenable to “quantitative” analysis) and the unstructured (amenable to qualitative analysis) components, The Firm must provide a comprehensive data-based narrative about the community using methodology which offers the unique mix of “quantitative” and “qualitative” approaches that eventually offers the narrative.

The Needs Assessment must also address the following *goals*:

- Assess resident satisfaction levels with the quality, quantity and management of City and County resources and services.
- Ascertain the general census of attitudes and opinions toward the recreation and leisure programs, services, and facilities.
- Assess the public’s awareness and perception of the current opportunities in terms of how well the programs and facilities satisfy the needs of residents.
- Determine how effective the City and County is at communicating its "products and services" and disseminating relevant information to residents.
- Determine the most efficient methods of disseminating information to the public.
- Gather information that the City and County can utilize in order to gain a better understanding of its constituency.
- Identify unmet needs in the community and analyze needs by demographic attributes.
- Offer residents the opportunity to make suggestions, offer comments, and express concerns about the future.
- Identify fee levels residents consider acceptable for programs and facilities.
- Identify the best way to fund programs and facilities.
- Understand the way in which people perceive the use of financial resources by the City and County.
- To explore and suggest efficient ways of providing opportunities that take into account the economic and time constraints of the community.
- To investigate how citizens wish to utilize their discretionary time and how the City and County may coordinate efforts in these areas.
- Determine current resident usage levels of facilities, programs, and the appropriateness of when and where these services are offered.
- Identify what keeps some citizens from taking advantage of services and facilities offered by City and County.

The Needs Assessment should include the following *methodological elements*:

- Random sample study of the adults
- Youth Study
- Web-based 12-month long data collection

On-site Focus Group meetings with adults and youth using an accepted methodology of focus group administration as enumerated in academic and trade publications:

- Design of questionnaire with both closed- and open-ended questions
- Selection of a random sample of 6,000 address
- Send invitations by US Mail, to the random sample to complete the questionnaire using an Internet-connected device such as a smartphone (e.g., iPhone), a tablet or a personal computer
- Coordinate the availability of data collection kiosks at libraries and recreation centers where the invitees can complete the questionnaire if the invitee does not have access to a personal Internet-connected device
- Make available paper version of the questionnaire for invitees who are unable to complete the digital version of the questionnaire
- Provide phone-support for invitees who call in to complete the questionnaire over the phone
- Coordinate the collection of data from the youth of the community
- Offer statistical analysis of the data showing descriptives, appropriate measures of central tendency, statistically significant differences in different groups (demographic) of respondents, analysis of statistically significant relationship between different components of the data (e.g. attitude and behavior)
- Offer narrative analysis using theoretically tested and approved method of analysis of descriptive and unstructured open-ended data to create a coherent and reliable narrative of the community
- Maintain the digital questionnaire for 12 months after the conclusion of the random-sample version of the data collection has been completed
- Collect data from micro-blogs and updates to digital social networks for narrative analysis
- Final report that details the methodology and findings of the various components of the study
- Ongoing life-time support with on-demand analysis of the data

SECTION 3. SUBMITTALS

Interested Parties/Firms should prepare 4 copies the following submittals in this order:

1. Qualifications sheet(s) naming the firm, contact information, personnel, experience/examples in projects of this nature, and references
2. Firm specific proposal for implementation of assessment as outlined in the specifications. Deviations from the specifications must be noted in writing.
3. Timetable for implementation
4. Pricing sheet, (Included)

SECTION 4. AWARD OF BID

The proposal shall be deemed as having been awarded when formal notice of award shall have been delivered by the City to the Bidder. A recommendation of the vendor will be submitted to the Athens City Council to be voted on at a regular meeting.

SECTION 5. PROJECTED TIMELINE FOR SELECTION

- February 22, 2019: Request for Proposals due
- February 22-26, 2019: Review of Proposals
- March 4, 2019: Recommendation to City Council
- March 2019: Recommendation to County Commission
- March 19, 2019: Vote by City Council for official approval

SECTION 6. METHOD OF PAYMENT

The project cost shall be a “lump sum” and the submission schedule shall coincide with progress billing or be billed as a single payment upon completion and acceptance of work. An invoice under this project shall include only reimbursement requests for actual, reasonable, and necessary expenditures required by the delivery of service described by this RFP. The lump sum amount shall include, but is not limited to, all applicable taxes, fees, overhead, and all other direct and indirect costs incurred or to be incurred by the selected consultant. Travel, lodging, meal costs shall be included in the lump sum and shall be subject to the amounts and limitations specified in the current State Comprehensive Travel Regulations.

SECTION 7. TITLE VI POLICY

The City of Athens will not discriminate in the purchase of all goods and services on the basis of race, color, religion, sex, national origin, age, disability or any other lawfully protected classification.

This institution is an equal opportunity provider and employer. If you wish to file a Civil Right program complaint of discrimination, complete the USDA Program Discrimination Complaint Form, found online at <http://www.ascr.usda.gov/complaintfilingcust.html> or at any USDA office, or call (866) 632-9992 to request the form. You may also write a letter containing all the information requested in the form. Send your completed complaint form or letter to use by mail at U.S. Department of Agriculture, Director, Office of Adjunction, 1400 Independence Avenue, S.W., Washington, D.C. 20250-9410, by fax (202)690-7442 or email at program.intake@usda.gov.

SECTION 8. IRAN DIVESTMENT ACT

By submission of this bid, each bidder and each person signing on behalf of any bidder certifies, and in the case of a joint bid each party thereto certifies as to its own organization, under penalty of perjury, that to the best of its knowledge and belief that each bidder is not on the list created pursuant to Tennessee Code Annotated § 12-12-106 – List of persons engaging in investment activities in Iran.



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**CITY OF ATHENS AND MCMINN COUNTY RECREATION NEEDS
ASSESSMENT SURVEY PRICING SHEET**

Firm/Company: _____

Address: _____

Authorized Representative: _____ Title: _____

Email Address: _____ Cell Phone: _____

Price for assessment of Athens only: \$ _____

Price for assessment of Athens and McMinn County: \$ _____

Timetable for installation: _____

Authorized Signature

Date

Printed Name

Title

Note: If other communities, within the county, wish to join in this assessment the city reserves the right to negotiate additional associated fees for those services.

FROM:

NAME/ADDRESS OF BIDDER

TO BE OPENED: DATE _____ TIME _____

BID/RFQ NO. _____ PROJECT _____

TO:

**CITY OF ATHENS
PURCHASING DEPARTMENT
815 N. Jackson Street
Athens, TN 37303**