



# **REQUEST FOR PROPOSAL**

## **RESIDENT OPINION SURVEY SERVICES**

**Proposals Due March 25, 2025 no later 4:00 pm.**

**Submit Proposals to:  
Harnett County Finance  
Attn: Renea Warren-Ford  
Purchasing Specialist  
455 McKinney Parkway, Lillington, NC 27546**

**Submit via UPS, FedEx or in person  
Include Bid No. ADMIN-03252025 on the outside of a sealed envelope.**

455 McKinney Parkway

Lillington, North Carolina 27546

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## 1.0 Purpose and Background

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Harnett County is seeking proposals for resident opinion survey services. Proposals should demonstrate a consultant's competence, experience, and qualifications in providing services. Vendors must have experience successfully working in the state of North Carolina.

### **Purpose:**

The Request for Proposal (RFP) seeks proposals from qualified vendors to conduct a survey gathering resident opinions on key aspects of life in Harnett County, including county services and community priorities. This resident-driven survey will provide valuable insights to inform decision-making, shaping the county's future and enhancing the overall quality of life for its residents.

A detailed description of services to be provided is outlined under "Scope of Work".

### **Background:**

Harnett County, located in central North Carolina, sits between the cities of Raleigh and Fayetteville. Spanning 601 square miles, the county is home to approximately 143,573 residents. It includes five municipalities, with Dunn being the largest.

Harnett County is experiencing significant growth, with a 16.5% population increase from 2010 to 2020. Much of this expansion has occurred in unincorporated areas, which account for about 80% of the county's population. Its strategic location near Raleigh and Fayetteville, along with access to major transportation routes such as Highway 87 and I-95, makes Harnett County an attractive destination for residents, businesses, and industries.

## 2.0 General Information

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### **2.1 Request for Proposal Document**

The RFP is comprised of this RFP document, any attachments, and any addenda released before Contract award. All attachments and addenda released for this RFP in advance of any Contract award are incorporated herein by reference.

### **2.2 Proposal Contents**

Proposals should be effectively organized and presented, and should be limited in the number of pages.

All proposals shall address the following information:

- a) *Project Approach*: Provide an approach to the scope of work, with particular attention to methods proposed for public satisfaction and resident opinion survey services. The approach should be responsive to the items presented in this RFP. Provide a tentative schedule for the life of the project, highlighting each major component of the scope of work and deliverables.

- b) *Project Team*: Provide a description and organizational chart that indicates how the project staff or team will work with the County staff. Name the specific staff proposed for the project, including their titles and identify a project manager. Provide a description of the services and tasks that you would expect Harnett County staff to provide.
- c) *Qualifications and Experience*: Identify similar resident survey projects that each team or individual has completed recently; provide a brief synopsis of each and include the name of the project, project location, client name, date completed and contact person. .
- d) Offer alternatives or suggestions to reduce costs.

### **3.0 Vendor Evaluation and Selection**

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#### **3.1 Evaluation and Selection Criteria**

The following will be used in evaluating proposals as part of the initial ranking:

- a) A project approach that satisfactorily addresses all aspects of the scope of work in a way that meets the needs of Harnett County.
- b) Experience of proposed personnel in preparing resident opinion survey services with public participation in counties that are similar to Harnett County.
- c) Availability of proposed personnel to devote adequate time and resources to complete the plan in a timely manner.
- d) References that indicate a positive experience and quality performance.
- e) Overall Quality of the Proposal, including effective organization and presentation as evidence of the quality of the final product that can be expected.
- f) Fee Proposal, based upon the competitiveness of the pricing.

### **4.0 Submission Requirements**

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The Vendor is expected to enter into an agreement with the County of Harnett, and to provide proper insurance documentation, references, execution of proposal sheet, and employee eligibility.

#### **4.1 Submission Schedule**

Proposals are due to the County's Purchasing Specialist by **4:00pm March 25, 2025**. The County may invite one or more selected firms to a presentation and interview before staff and/or other elected or appointed officials prior to final selection. It is anticipated that a final selection and Notice to Proceed will be issued on or around **April 4, 2025**.

## 4.2 Method of Submission

One electronic copy, in PDF format, and one paper copy must be submitted labeled with the firm name.

## 4.3 Contact Information

For questions or to submit a proposal, please contact Renea Warren-Ford at [purchasing.support@harnett.org](mailto:purchasing.support@harnett.org) and include **Resident Opinion Survey** in the **subject line**. Budget parameters will not be discussed with any prospective consultant. Respondents are advised to refrain from contacting County Commissioners and elected officials.

## 4.4 Submit

Send one (1) electronic copy via email in PDF format to [purchasing.support@harnett.org](mailto:purchasing.support@harnett.org) and submit (1) paper copy via **FedEx, UPS or hand deliver labeled with firm name to:**

**Harnett County Resource Center and Library**  
**Attn: Renea Warren-Ford**  
**Purchasing Specialist**  
**455 McKinney Parkway**  
**Lillington, NC 27546**

## 5.0 Scope of Work

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The selected vendor(s), will provide the following:

### 5.1 Develop the Survey and Sampling Plan

#### 5.1.1 Develop the Survey

- Meet with Harnett County staff to discuss goal and objectives for the project and review any previous resident opinion surveys conducted by the County. Ensure that the survey instrument will meet the needs of Harnett County. Utilize sample surveys from nearby communities to help facilitate the survey design process.
- Harnett County staff and vendor will finalize survey that best fits the needs of the County.
- Design survey to reach a diverse range of residents and will be sensitive to all cultural and legal issues.
- Prior to submission to residents, Harnett County staff will have the opportunity to review the survey instrument prior to administration to residents.
- Provide cover letter that will accompany the mailed version of the survey and will be used to create a landing page for the online survey.
- Survey will take no longer than fifteen (15) minutes to complete.

### 5.1.2 Design the Sampling Plan

- Design a sampling plan based on completing a minimum of 500 completed surveys.
- Obtain a 95% confidence level and the results are statistically valid.
- Any surveys collected beyond the goal of 500 to be included in the survey at no added cost to Harnett County.
- Utilize demographic data and geographic data to monitor the distribution of responses to ensure the responding population of the survey is representative of the sample.

### 5.1.3 Conduct Pre-Test

- Pre-test the survey instrument prior to administration.
- Identify issues with survey methodology.
- Corrective actions for any issues to be handled by vendor.

### 5.1.4 Create Online Version of Survey

- Pre-test the survey instrument prior to administration.
- Identify issues with survey methodology.

### 5.1.5 Deliverables

- Deliver the approved survey instrument.
- Provide website page and links to the online survey.
- Deliver the description of the finalized sampling plan.

## 5.2 **Administer the Survey**

### 5.2.1 Administer the Survey

- Utilize combination of mail and online survey information.
- Provide call center phone information for residents wanting to complete surveys telephonically.
- Provide postage paid return envelopes for mailed surveys.
- Provide information to ensure representation for non-English speaking populations.

### 5.2.2 Deliverables

- Provide a copy of the overall results to each question on the survey as tables and include any open-ended responses.

## 5.3 Survey Analysis and Reporting

### 5.3.1 Analyze the Survey Results

- Process final results and create written report for Harnett County.
- Utilize GIS mapping in report where needed.
- Provide additional cross-referencing if needed.
- Create an interactive dashboard for final results for long term utilization of results.
- Present final report in person to Board of Commissioners.

## 6.0 Conditions and Limitations

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### **Equal Employment Opportunity**

All firms will be required to follow Federal Equal Employment Opportunity (EEO) policies. Harnett County will affirmatively assure that on any project constructed pursuant to this advertisement, equal employment opportunity will be offered to all persons without regard to race, color, creed, religion, natural origin, sex, and marital status, status with regard to public assistance, membership or activity in a local commission, disability, sexual orientation, or age.

### **Minority and Small Business Participation Plan**

It is the policy of Harnett County that Minority and Women Owned Businesses (MBEs) and other small businesses shall have the opportunity to compete fairly in contracts financed in whole or in part with public funds. Consistent with this policy, Harnett County will not allow any person or business to be excluded from participation in, denied the benefits of, or otherwise be discriminated against in connection with the award and performance of any contract because of sex, race, religion, or national origin.

Proposals will be evaluated based on the following factors by an evaluation team consisting of County management personnel. The award made to the firm whose proposal has been determined to be most advantageous to the County.

The County reserves the right to reject any proposal. The County may or may not award this contract solely on the cost submitted as part of the proposal. Any cost incurred by respondents in preparing or submitting a proposal shall be the respondent's sole responsibility.

7.0 Bid Tabulation

<b>HARNETT COUNTY BID TABULATION RESIDENT OPINION SURVEY SERVICES</b>	
<b>Number of Survey Requested: 500</b>	
	<b>AMOUNT</b>
<b>Develop the Survey and Sampling Plan</b>	
Task - Develop the Survey	
Task - Develop the Sampling Plan	
Task - Conduct Pre-Test	
Task - Create Online Version of Survey	
<b>Administer the Survey</b>	
Task - Administer the Survey	
<b>Phase 3: Survey Analysis and Reporting</b>	
Task - Analyze Survey Results	
Task - Prepare and Deliver Final Report	
Task - On - Site presentation to Board of Commissioners	
Task - Translate Survey into Spanish	
<b>GRAND TOTAL</b>	



**REFERENCES**

1. Agency or Firm  
Name: \_\_\_\_\_

Business Address: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Telephone Number: \_\_\_\_\_

2. Agency or Firm  
Name: \_\_\_\_\_

Business Address: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Telephone Number: \_\_\_\_\_

3. Agency or Firm  
Name: \_\_\_\_\_

Business Address: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Telephone Number: \_\_\_\_\_

4. Agency or Firm  
Name: \_\_\_\_\_

Business Address: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Telephone Number: \_\_\_\_\_

5. Agency or Firm  
Name: \_\_\_\_\_

Business Address: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Telephone Number: \_\_\_\_\_

**EXECUTION OF PROPOSAL PAGE**

**Resident Opinion Survey Services**

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**Date:** \_\_\_\_\_

By submitting this proposal, the Vendor/Contractor certifies the following:

- An authorized representative of the Vendor/Contractor has signed this proposal.
- It can obtain insurance certificates as required within 10 calendar days after notice of award.
- The Vendor/Contractor has determined the cost and availability of all equipment, materials and supplies associated with performing the services outlined herein.
- All labor costs, direct and indirect, have been determined and included in the proposed cost.
- If required, the Vendor/Contractor has attended the pre-proposal conference and is aware of the prevailing conditions associated with performing this contract.
- The Vendor/Contractor agrees to complete the scope of work for this project with no exceptions.

Therefore, in compliance with the foregoing Request for Proposal, and subject to all terms and conditions thereof, the undersigned offers and agrees, if this proposal is accepted within (60) days from the date of the opening, to furnish the services for the prices quoted.

Vendor: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City, State, Zip Code: \_\_\_\_\_

Telephone Number: \_\_\_\_\_

Principal Place of  
Business if different from \_\_\_\_\_

By \_\_\_\_\_ Title: \_\_\_\_\_  
(Type or Print Name)

\_\_\_\_\_  
(Signature)