



## Request for Proposals (RFP)

### The Woodlands Resident Survey 2024

#### C-2024-0447

The Woodlands Township is seeking bids to conduct a random sample survey of The Woodlands residents (population approximately 123,000).

The objective of the survey is to obtain resident opinions on various issues related to living in The Woodlands, including opinions about municipal services and priority issues. The survey is also used as a tool for future budgeting and planning purposes. It is expected that the survey results are statistically valid at the 95 percent confidence level.

Companies that would like to be considered should submit a written proposal as described below. The Woodlands Township reserves the right to reject any or all proposals.

#### SCOPE OF WORK

The selected survey company will:

- Prepare and format the questionnaire, utilizing questions from the [2022 Survey](#), which is linked within this Request for Proposal. The final survey instrument will be determined by selected company and Township staff.
- Obtain sample with the ability to cross-reference by village.
- Ensure that all responses are verified as residents of The Woodlands Township.
- Conduct the interviews.
- Code and process the data.
- Analyze the data, including statistical testing for validity at the industry standard 95 percent confidence level.
- The survey needs to reflect the published average age of The Woodlands Township. (Currently, the median age is 37.8 years in The Woodlands with 48,995 occupied dwellings as published by The Woodlands Economic Development Corporation and The Howard Hughes Corporation.)
- Compare to previous surveys.
- Provide data tables, an executive summary, a comprehensive report, and a presentation of the research findings, including a digital presentation that can be shared and posted online.
- Provide additional cross-referencing if needed.
- Present survey results to The Woodlands Township Board of Directors.

#### SUBMITTAL REQUIREMENTS

- Cover letter indicating the company's interest in the project, including a brief overview of the company, company history, and qualifications.
- Three references for similar projects performed by the company.
- A description of the company's methodology and how the company will accomplish the scope of work outlined, including proposed costs.
- Description of how the company ensures the accuracy of the data collected.
- Include the proposed minimum size of sample needed to obtain statistically significant data grouped by age and village.
- Additional information deemed necessary.

An electronic version of the proposal must be received no later than 5 p.m. on Wednesday, June 5, 2024, and emailed to LeaAnn Petersen, [lpetersen@thewoodlandstownship-tx.gov](mailto:lpetersen@thewoodlandstownship-tx.gov). Please put **The Woodlands Resident Survey Proposal** as the subject line. An acknowledgment of receipt will be sent. If you do not receive an e-mail acknowledgment within 48 hours, please resend.

This request for proposals does not commit The Woodlands Township to award a contract or pay any costs incurred in preparing and submitting proposals in anticipation of a contract. The Woodlands Township reserves the right to negotiate modifications to proposals, reject any or all proposals, and waive informalities or irregularities in a proposal or in the proposal process.

Submitted materials become the property of the Township and will not be returned. Submitted responses and any agreement or other documents become public records that are subject to review and copying by any person making an appropriate request for public records.

## **SELECTION PROCESS**

The Woodlands Township shall review and evaluate all responses submitted to this request for proposal based upon, but not limited to, the following criteria, and weighted as noted below:

- The firm's capability to meet the scope of work. **(25 percent)**
- Methodology for conducting the citizen survey, including how the company proposes maintaining statistically significant data given the discontinuation of many landline phones. **(25 percent)**
- Price **(25 percent)**
- Experience of the company and individual members of the company's professional staff in performing similar services. **(15 percent)**
- Responses from the company's references. **(10 percent)**
- Other information as may be required or secured.

The Township may request one or more respondent(s) to interview by telephone or in person.

## **TIMELINE**

An electronic version of the proposal must be received no later than 5 p.m. on Wednesday, June 5, 2024, and emailed to LeaAnn Petersen, [lpetersen@thewoodlandstowtnship-tx.gov](mailto:lpetersen@thewoodlandstowtnship-tx.gov). (See Submittal Requirements above.) The Woodlands Township expects to select the bid at the June 26, 2024, Board of Directors meeting. The survey should be conducted and tabulated in July and August. Survey results will be presented to The Woodlands Township Board of Directors at their August 21, 2022, scheduled meeting. The results must be made available to Township staff by Monday, August 12, 2024, for placement on the August 21 meeting.

## **QUESTIONS AND SUBMITTALS**

For further information regarding this request for proposals, please contact:

LeaAnn Petersen

Director of Communications

The Woodlands Township

2801 Technology Forest Boulevard

The Woodlands, Texas 77381

[lpetersen@thewoodlandstowtnship-tx.gov](mailto:lpetersen@thewoodlandstowtnship-tx.gov)

Previous surveys can be viewed here: <https://www.thewoodlandstowtnship-tx.gov/surveys>