REQUEST FOR QUALIFICATIONS

19-41 DATA COLLECTION ANALYSIS
FOR GSC STRATEGIC PLAN

June 2019
TOWN OF GROTON

Request for Qualification

19-41 DATA COLLECTION AND ANALYSIS FOR GSC STRATEGIC PLAN

Project Description
The Town of Groton, Groton CT, Park and Recreation Department is seeking professional services to ascertain and analyze the perceptions and barriers to use of programs and services offered at the Groton Senior Center and to develop a Strategic Plan to address those perceptions and barriers.

Background
The Groton Senior Center is a municipal, multipurpose senior center that is a division of the Department of Parks & Recreation. The Groton Senior Center is accredited by the National Institute of Senior Centers. Senior programs began in the Department in 1967 and grew with the town constructing a stand-alone Senior Center in 1980. In 2009, the Senior Center was fully renovated to meet the needs of the increasing senior population and demand for programs. The new 36,000 square foot center contains various classrooms, technology center, salon, health room, club office, trainer office, staff offices, fitness center and exercise room. The main room includes a stage and an expanded kitchen area. The center offers classes throughout the year, including health and wellness, exercise and educational. The center manages a cafeteria style restaurant serving 13,000 meals annually and a transportation program. Some social services are also offered via the center. The center is active in the community sponsoring community events during the year.

There are approximately 9,000 residents in Groton age 55+. Approximately 669 unique residents age 55+ participate in programs and services annually at the Senior Center. The average daily attendance is 325 unduplicated individuals. The age distribution of users is 55-59= 4%, 60-64= 8%, 65-74= 52%, 75-84= 26%, 85+= 10%. 66% are female, 34% male. 94% are residents, 6% non-residents.

Primary Objectives
The consulting team will utilize various data collection methods to determine statistically valid perceptions and barriers to participation in programs and services at the Senior Center. Key findings will be identified and actionable recommendations proposed to break down barriers to participation.

Areas of Investigation

Participation - Determine key factors in participation among current consumers and factors influencing lack of participation with non- or limited users. Analyze current users, non- or limited users by different variables (i.e., age, personal activity level, home location, work status, access to transportation).

Satisfaction - Measure satisfaction of current users with programs and services
Awareness - Measure awareness of programs and services currently offered in the center

Perception - Understand key perceptions that are limiting consideration and usage with respondents. Understand how perceptions were developed. Identify actions to break down perceptions.

Communication - Awareness of communication efforts by senior center. Preference for communication medium (email, online, print, etc.) and which have the strongest influence in reaching various consumer groups

Driver and Barriers - Understand key barriers that are limiting consideration and usage as they correspond to a respondent’s age (55-70). Identify actions to break down barriers. Understand key barriers that are limiting consideration and usage by non- and limited users. Identify potential challenges/barriers to making any changes to the Center.

Determine to what degree the name “Senior Center” is a limiting factor in attracting consumers 55-70 and more active users. Identify potential alternative names to the Center and how receptive the 55+ community would be to that change. Measure anticipated change in perception and behavior resulting from change in center name.

Scope of Work and Expected Deliverables

Task 1 - Project Initiation/Kick-Off Meeting

Deliverable: Meeting agenda and detailed meeting notes from the kick-off meeting, including leading questions to be asked at the focus group and survey.

Task 2 - Data Collection - Survey

Design Survey
Based on discussion with GPR staff during Project Kickoff meeting, consultant will provide a draft of the survey questions.

Deliverable: Draft Survey Questions

Task 3 - Pre-Test/ Sampling

Program the survey and sample for comprehensive testing prior to complete data collection.

Deliverable: Consultant provided report of sampling results with recommendation of any changes to the questions

Task 4 - Implement Survey

Deliverable: 300 completed telephone surveys (% of resident and non-resident respondents should mirror current participation among resident and non-residents).

Task 5 - Data Collection - Focus Group

Deliverable: Draft guide for Focus Group Participant Screening and Recruitment.
Task – 6 The consultant will conduct focus groups at the Senior Center.

Deliverable: Detailed meeting notes for each focus group that include a summary of key themes at the end of each set of notes.

Task – 7 Strategic Plan Annotated Outline
Based on information from the focus group meetings and survey, the consultant will prepare an annotated outline of a Strategic Plan. The outline will clearly articulate the Areas of Investigation (barriers and perceptions); Outcomes and Initiatives; (recommendations to reduce barriers and change perceptions). Identify potential new user groups and why current participation is not higher within these different groups.

Deliverable: Annotated Outline of the Strategic Plan

Task – 8 Creation of first draft and Presentation of Finding and Outline to the Town Council.
Write Draft Strategic Plan
Based on staff feedback from the annotated outline the consultant will create a first draft of the Strategic Plan.

Deliverable: Draft Strategic Plan

Task – 9 Final Strategic Plans
Incorporating comments from Council, the consultant will deliver a final draft of the Strategic Plan.

Deliverable: 4 hard copies of the Strategic Plan and one digital copy of the Strategic Plan in Microsoft Word, and PDF, and if applicable, the graphic design program used for final layout.

Timetable

The anticipated/desired project schedule is as follows:

- June 24th Begin advertising RFQ
- July 15th Questions due to the Town by 12:30 AM
- July 16th Responses to questions posted to the RFQ website
- July 22nd Consultant submissions due by 2:30 PM
- August Consultant interview dates, if needed
- August Negotiate final contract – scope, schedule and fee
- August Commence work
- October 14th Deadline to complete the studies
- October Annotated Outline to staff
- November First draft report to Department staff
- November 26th Presentation to Council
- December Final report to Department staff

Submittals should include discussion of the team’s ability to meet the desired timeline, an alternative schedule if necessary and a strategy to complete each section of the study, concurrently
CRITERIA FOR SELECTION

The successful consultant must provide a team with the demonstrated qualifications, experience and expertise to complete the Groton Senior Center Perceptions and Barriers Study. The consultant must demonstrate an interest in and convey an understanding of the requirements for the project, provide references for similar projects, demonstrate positive public participation skills, show an ability to work within the time schedule and provide the deliverables noted in the proposed work program.

Key points the Selection Committee will consider in selecting the successful firm include:

1. Professional Qualifications. The education, training, registration and amount of relevant experience of the proposed key project personnel.
2. Creativity, Specialized Experience and Technical Competence. The firm’s creativity, specialized experience and technical competence on similar projects. The effectiveness of the proposed project team (management structure and coordination of disciplines, offices and/or subcontractors) will also be considered.
3. Capacity of the Firm to Accomplish the Required Services on Schedule and within Budget. The firm must demonstrate an ability to complete projects within specified completion dates and budget.
4. Past Performance. Past performance of work on similar or comparable projects should be demonstrated. References and letters of commendation with a focus on work with neighborhood recreation and senior centers will also be evaluated.
5. Understanding of Project. Substantial knowledge of related local issues and previous planning efforts, a clear understanding of the type of project work to be performed and a plan to complete the work should be clearly demonstrated.
6. Design Quality Assurance. The team’s quality control processes and management approach that will be used on the project.

SELECTION/INTERVIEW PROCESS

A Selection Committee will be charged with the responsibility of recommending a consultant to provide the services identified in this RFQ to the Town Manager. The Selection Committee is anticipated to include representatives from the Senior Center staff, Parks and Recreation Director and others. Firms submitting a proposal may be asked to participate in an interview. Following potential interviews and reference checks, the Selection Committee will forward a recommendation to the Town Manager.

BUDGET AND CONTRACT

The Town of Groton will enter into a contract with the selected consulting firm. In order to provide maximum flexibility, the Town Of Groton will require a time and expense agreement, with an established maximum fee.
SUBMISSION REQUIREMENTS

All submissions must include the following information:
1. Identification of the Project Director and key team members:
   a. List all principal participants, including sub-consultants if any, and responsibilities of each
team member.
   b. Contact information for the Project Director, including phone and e-mail address.
2. Qualifications:
   a. Resumes of all principals and professional staff involved, demonstrating qualifications and
related experience and expertise.
   b. Descriptions of similar projects completed by the firms involved in the team.
3. Response to the six key points mentioned in Section V. Criteria for Selection.
4. References: List of three references, including brief description of related projects and contact
name, email address and telephone number.
5. Maximum page limit: 35 numbered pages, 8.5x11 pages, excluding cover, table of contents, cover
letter and dividers.

INSURANCE REQUIREMENTS

Consultant shall agree to maintain in force at all times during the contract the following minimum
coverages and shall name Town of Groton as an Additional Insured on a primary and non-
contributory basis to all policies, except Workers Compensation. All policies should also include a
Waiver of Subrogation.

Insurance shall be written with Carriers approved in the State of Connecticut and with a minimum AM
Best’s Rating of “A-“VIII. In addition, all Carriers are subject to approval by Town of Groton.

(Minimum Limits)

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<th>Products/Completed Operations Aggregate</th>
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If any policy is written on a “Claims Made” basis, the policy must be continually renewed for a minimum
of two (2) years from the completion date of this contract. If the policy is replaced and/or the
retroactive date is changed, then the expiring policy must be endorsed to extend the reporting period
for claims for the policy in effect during the contract for two (2) years from the completion date.
Workers’ Compensation and WC Statutory Limits

Employers’ Liability

EL Each Accident $100,000

EL Disease Each Employee $100,000

EL Disease Policy Limit $500,000

Original, completed Certificates of Insurance must be presented to Town of Groton prior to contract issuance. Consultant agrees to provide replacement/renewal certificates at least 30 days prior to the expiration date of the policies. Should any of the above described policies be cancelled, limits reduced or coverage altered, 30 days written notice must be given to the Town.

QUESTIONS AND PROJECT ADDENDUMS

Questions concerning this project should be addressed in writing to Eileen Cardillo, Purchasing Agent ecardillo@groton-ct.gov. Questions must be received by no later than 12:00 p.m. EST seven days prior to proposal due date. Clarifications to the RFQ and responses to all questions will be posted online at the Town of Groton and State of CT website by. No interpretation made to any respondent regarding the meaning of the RFQ shall be binding upon the Town unless set forth in writing and distributed via addendum by the Town.

DIRECTIONS FOR SUBMISSION

Interested firms must provide 5 written copies and one (1) electronic copy in a sealed envelope of the submission no later than 2:30 p.m. July 22, 2019 to the following address:

Eileen Cardillo
Purchasing Agent
Town of Groton
45 Fort Hill Road
Groton, CT 06340

Proposals received after the due date and time will not be accepted.

Qualification submissions shall be enclosed in a sealed envelope clearly marked “RFQ 19-41 DATA COLLECTION ANALYSIS FOR GSC STRATEGIC PLAN.” The Town of Groton will not accept oral submissions, or copies received by telephone, facsimile machine or email. All submissions received after the deadline shall not be accepted. The Town of Groton reserves the right to reject any and all proposals or portions of proposals, to waive minor deficiencies, or to solicit new proposals on the original project or on a modified project as may be deemed necessary or in the best interest of the Town.
All persons awarded and/or entering into contracts with the Town of Groton shall be subject to and required to comply with all applicable City, State and Federal provisions pertaining to Non-Discrimination, Equal Employment Opportunity and Affirmative Action and the Americans with Disabilities Act (ADA).

Special Conditions:

The selection of a consultant shall not guarantee any minimum amount of services under the contract;

Town of Groton reserves the right to reject any or all proposals; to negotiate any elements of a proposal; to conduct interviews at its sole discretion; and to solicit and/or select contractors outside of the scope of this RFQ;

Town of Groton assumes no responsibility or liability for costs incurred by respondents to this RFQ, including any requests for additional information, interviews, or negotiations; and

All applicable State and Federal rules and regulations must be adhered to by the consultant including stipulations on equal opportunity employment, affirmative action, nondiscrimination, civil rights, Americans with disabilities, and record keeping.

Town of Groton anticipates that this RFQ will meet its needs for consultants to complete the aforementioned professional services, and is conducting this process in accordance with the procurement rules and procedures established and known at the time of the release of this RFQ. Contract language with the successful consultant (s) shall include the appropriate State and Federal language regarding the provision of services to the Town.