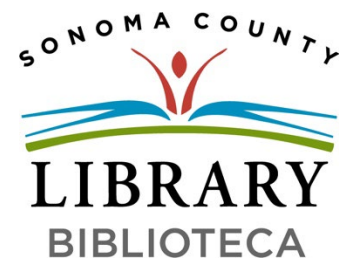


REQUEST FOR PROPOSALS
Community Survey Consultant
April 26, 2023



Proposals will only be accepted electronically, via email. Proposals are due via email on or before **May 16, 2023 at 5:00 PM PST** to:



Sonoma County Library
c/o Erika Thibault, Library Director
email: ethibault@sonomalibrary.org
Phone: (707) 867-8188

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Introduction

The Sonoma County Library is inviting all interested and qualified survey firms and consultants to submit proposals to develop, conduct, and interpret the results of a community survey to gauge public support for library services throughout Sonoma County. The survey will be conducted among residents of Sonoma County. The selected consultant will develop an appropriate survey process and methodology to gauge citizen input on various topics related to library services. The consultant will be responsible for the creation and application of the survey to the appropriate residents as well as tabulating the results and presenting a final product first to the Sonoma County Library Director, then to the Sonoma County Library Commission in both written report and presentation format.

About Sonoma County Library

Sonoma County Library is an independent countywide agency comprised of 12 regional libraries, 2 community libraries, an administrative and support center, and mobile library services. Sonoma County Library is a Joint Powers Authority comprised of the unincorporated areas of Sonoma County and nine cities, with an 11-member Library Commission that serves as its sole governing body. The Library Director is responsible for strategic and operational oversight of the library.

Our mission is to bring information, ideas, and people together to build a stronger community.

Sonoma County Library serves 487,000 residents countywide, has over 300+ employees, and has an operating budget of \$51.3 million, of which 60% comes from property tax, and 40% comes from the Measure Y Sales tax funds.

In November 2016, 72% of Sonoma County voters approved Measure Y, a one-eighth of a cent sales tax to support the Sonoma County Library system.

Measure Y funds are used to increase hours, increase access, expand collections, expand programs and services, and maintain library facilities. Measure Y funding expires in 2026.

The Measure Y Oversight Committee was created to oversee and monitor relevant library expenditures to ensure compliance with the ordinance and intentions of the voters. Measure Y Committee members are appointed by their corresponding library commissioners and operate independently of the Commission. The committee meets several times a year and prepares an annual report with recommendations for the library.

Follow [this link](#) for information about Measure Y, including the ordinance, the expenditure plan, and oversight committee reports.

Scope of Work

The selected firm or consultant shall:

- Work with the Sonoma County Library Management Staff to determine the most cost effective, reasonable, and productive survey methodology to employ for gaining input from Sonoma County residents. This includes the quantity of surveys, length of surveys, suggested content and duration of survey collection to achieve a confidence interval no greater than +/- 5% and a confidence level of 95% or greater.
- After the process, content, and scope of questions are developed and approved by the Library, the selected consultant shall then proceed with administration of the survey within an agreed upon schedule.
- Employ industry-standard methods of data extraction and tools to analyze results among demographics, market segments, and achievable outcomes at a deep level.
- Work with the Sonoma County Library Management team to develop objective questions designed to gauge community opinion on:
 - Areas of Interest — Questions to be developed with chosen Firm and Library Senior Staff. Library hours and access to services — Does the library provide adequate hours, and are the hours convenient for residents? Should the hours be changed? Do you use library online services, e-books and video collections?
 - Library programs — Do they serve you and the community? Do we need more, or less? What could be added or removed?
 - Library branches — Do you visit? Why or why not? How often? What is needed? Are they welcoming?
 - Library collections — Do you use physical materials, digital, or both? How often? What is needed or can be improved?
 - How do you receive information about Library events and programs?
 - Overall perception of the Library — What is needed?
 - Overall satisfaction with the Library — What is needed?
 - Test different funding methods for infrastructure and/or service improvement
 - Test role of tax dollars in funding Library system

Requirements and Selection Criteria

Proposals will be due by Tuesday, May 16 at 5:00 PM local time. They will be evaluated by Sonoma County Library Staff from May 17-24, and if needed, interviews will be scheduled for the week after Memorial Day, from Tuesday May 30 through Friday June 2.

Proposals will be evaluated based on the following criteria:

- Number of questions they recommend (aka length of poll, which may be measured in minutes)
- Sample size (number of completed surveys in the community), along with margin of error
- Low and high range of costs, and what determines the final cost
- Methodology used, which could include live caller, recorded calls, texts, and internet options

- Presentation of results to SCL, including top line results, cross tab options, and presentations to Library Management and the Library Commission. Meetings may be in person or via Zoom and must include a slide deck in addition to a summary report.
- Relevant experience in Sonoma County, with other libraries, government agencies, and work on revenue ballot measures generally
- Demonstrated ability to meet deadlines and operate within budget.
- Prior experience working with both public and staff committees.
- Demonstrable facilitation and qualitative/quantitative integration skills.
- Who is SCL's primary contact for this work and what is their experience?

Proposed Timeline

The survey portion of the project will begin Monday, June 5 with the goal of being completed by Monday, July 24. The successful proposal will include a timeline with a report and presentations to the Library Director and Commission to be completed by Tuesday, August 8.

Proposal Requirements

To be considered, proposals must include:

- Cover letter including a brief description of the firm or individual, as well as the name and contact information of the principal.
- Executive summary of the proposal, including purpose, outcomes, and key points on the timeline.
- List of all personnel directly interacting with SCL and their role and prior experience.
- Summary of the project leader's qualifications and experience.
- Project plan that includes a description of the methodology, tasks, timeline, key dates.
- Schedule of costs to complete the project. All costs associated with the project should be listed.
- A list of other agencies or departments in Sonoma County (including cities) that you might be working for in 2023 or 2024. This could include ballot measures targeting the November 2024 ballot in Sonoma County.
- References of contact information of 3 or more current or previous clients for whom comparable work was completed.
- Copy of your standard contract, if applicable.
- If possible, please provide samples of surveys and reports as would be used here.

Contact

Thank you for your interest. If you have questions about this RFP, please contact:

Erika Thibault, Library Director
 Sonoma County Library
 6135 State Farm Dr.
 Rohnert Park, CA 94928
ethibault@sonomalibrary.org
 (707) 867-8188