

**Southbury Strategic Planning Task Force
Community Assessment Survey -- Request For Price Quotation
January 2, 2018**

Background:

The Southbury Town Charter requires the town have a Strategic Plan to plan for the future of the community. The Board of Selectmen approved the creation of a Strategic Planning Task Force. Its task is to create and recommend to the Board of Selectmen a strategic plan that is transparent, collaborative and inclusive to address three focus areas.

- quality of life
- efficient local government
- changing the mix of the grand list (economic development)

This process requires the assessment of the community by surveying the attitudes and expectations of residents and business leaders regarding these three focus areas.

Scope of Work:

Work with the Strategic Planning Task Force to design, conduct, assemble the results and present them to the task force. The survey will be available to Southbury residents and businesses in both online and offline formats. To assure the greatest potential for a high response to this survey, the town, with the assistance of the Strategic Planning Task Force will provide assistance in as many of the following ways as possible including but not limited to:

- (1) have the survey link promoted in online newsletters and partner with town groups (such as the Southbury Business Association, the Heritage Village Masters Association, etc.,) to assist the town in promoting the survey
- (2) allow for a link to the survey on the Town web site
- (3) utilize a Town email list of businesses to promote the survey
- (4) mail a postcard to businesses with the survey web link
- (5) highlight the web link in the *Voices* newspaper and any other local newspapers
- (6) provide postcards with the web link in town buildings and at Heritage Village.

The survey questions will be qualified and tested to be objective and unbiased so that appropriate responses will be measured; task force members will be able to review said questions prior to issuance to the community. This task force seeks experienced, professional assistance with references available upon request.

Deliverables:

The Southbury Community Assessment survey final report should include a clear and concise compilation of the data and interpretation of the survey results using best-practices and industry standards. A first draft of the report and all survey responses will be made available to the task force for review and input, and then after presentation at a public meeting, a final report will be issued. The results from the survey will very likely generate a number of insights, which could inform a public event or consensus building exercise to determine critical investments that could be made for future economic success, or how actions can be implemented and/or measured for success.

Estimated Timeline:

The entire project will take approximately 8 weeks to complete, dependent somewhat upon how long the survey remains open for the residents and businesses to respond. Ideally, the project will start late January/early February 2018 and results of the community survey presented to the Task Force no later than April 12, 2018.

Thank you for your interest. Please submit a written sealed proposal to the Office of the First Selectman. All responses to this request must be received by 4:30pm on January 18, 2018 and delivered to the Office of the First Selectman, Attention Strategic Planning Task Force, Town of Southbury, 501 Main Street South, Southbury, CT 06488.

The Town of Southbury reserves the right to award in part, to reject any and all proposals in whole or in part, or to waive technical defects, irregularities and omissions, if in its judgement the best interests of the Town will be served.