

SBAC DRAFT RFP

Project Title: Survey of Voters in Cape Elizabeth, Maine

Background Information: In November 2022, the Town of Cape Elizabeth voted against a new school bond referendum. More information on the project can be found here:

<https://www.cebuildingproject.com/>.

Despite the defeat of the bond proposal, the need to address Cape Elizabeth's aging schools remains pressing. To help address these issues, the School Board and Town Council have formed a joint ad hoc School Building Advisory Committee (SBAC).

Project Summary: The School Building Advisory Committee in Cape Elizabeth, Maine is seeking proposals from market research and/or public relations firms to conduct a survey of the town's voters. The purpose of the survey is to gain a better understanding of the hopes, concerns, motivations, and priorities of citizens regarding the school bond proposal; including reasons why voters either supported or rejected the school funding bond proposal that was voted down in the previous year's election. The insights gathered from the survey will enable the committee to make informed decisions on how to proceed and to guide their decision-making process.

The committee's primary objective is to understand why the bond referendum failed and to use that information to craft future plans that will generate majority support from voters while meeting the needs of students, educators, and families. The survey will help the committee to gain a deep understanding of the voters' sentiments and make informed decisions that align with the interests of the community.

Project Objectives:

- To provide the school Building Advisory Committee with insights that will help them to better understand the needs and priorities of the town's voters and inform their decision-making process moving forward.
- To understand the key concerns or issues that influenced the voting behavior of the town's voters.
- To identify the reasons why voters supported or did not support the school funding bond.
- To obtain feedback from voters on potential school building improvement plan options that address priorities, concerns, or objections that were raised by voters.

Scope of Work:

The selected firm will be responsible for designing and conducting a survey of a statistically relevant cross-section of the town's voters. The survey should be conducted via a combination of methods to ensure a representative sample of the town's population. The survey should be designed to collect both quantitative and qualitative data, with a focus on understanding voters' opinions and perceptions related to school building infrastructure needs and the rejected school funding bond.

The firm should also conduct data analysis and prepare a comprehensive report outlining the survey results, including key findings, insights, and recommendations. The report should also include a summary of the survey methodology and any limitations or challenges encountered during the survey process.

Project Deliverables:

- A detailed project proposal outlining the proposed survey methodology, sample size, survey questions, and data analysis approach.
- A comprehensive report summarizing the survey results, including key findings, insights, and recommendations.
- A presentation of the survey results to the School Building Advisory Committee, including a discussion of the survey methodology and any limitations or challenges encountered during the survey process.

Project Timeline:

The project should be completed within a targeted timeline of six-eight weeks of the contract award date. The proposed timeline should include the following milestones:

1. Project kick-off meeting with the School Building Advisory Committee – within one week of contract award
2. Survey design and questionnaire development – within two weeks of project kick-off meeting
3. Survey fielding – within two-four weeks of questionnaire development
4. Data analysis and report writing – within two weeks of survey completion
5. Presentation of survey results to School Building Advisory Committee – within one week of report completion

6. Presentation of survey results to the community – within two weeks of report completion

Budget:

The budget for this project should include all costs associated with survey design, data collection, data analysis, report writing, and presentation of results. The budget should include a detailed breakdown of all costs, including any expenses associated with travel, survey incentives, or other project-related expenses.

Proposal Submission:

Interested firms should submit a detailed proposal outlining their approach to conducting the survey and their experience conducting similar research projects. Proposals should also include a detailed project timeline and budget breakdown.

Interested firms should submit twelve paper copies of their proposal along with a Statement of Qualifications of the firm to conduct this work.

Responses are due to:

Chris Record, Ph.D., Superintendent of Schools
Cape Elizabeth School Department
320 Ocean House Rd
Cape Elizabeth, ME 04107 by 2pm on March 30, 2023.

For more information please contact: Marcia Weeks 207-799-2217
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