

**Town of Windham
Request for Proposals
Windham Community Satisfaction Survey**

The Town of Windham seeks proposals from qualified vendors to conduct a community satisfaction survey capable of meeting bid specifications. Proposals will be accepted until 6/27/2024 at noon by email to rlcropley@windhammaine.us. Proposals must include responses to all requirements contained within this RFP, in a PDF labeled "Windham Community Satisfaction Survey."

Any questions regarding the project specifications should be directed to Roger Cropley, Director of Communications, via email at rlcropley@windhammaine.us or by calling (207)892-1907 or (207)894-4933.

The attached response form must be completed and included with your proposal. Failure to submit a complete package will nullify your proposal. The Town of Windham reserves the right to accept or reject any or all proposals or negotiate with a proposer following the public opening without right or recourse by vendors, if it is in the best interest of the Town to do so.

**Town of Windham
Community Satisfaction
Survey Project Specifications**

OBJECTIVE

The Town of Windham (the Town) is soliciting proposals to conduct at least one community survey in the fall of 2024 (submission to survey will be available during Presidential 2024 election). The selected consultant will develop an appropriate survey process and methodology to measure community input and sentiment on various topics. The consultant will be responsible for creating and administering the survey after obtaining Town Council and staff input, consultant will tabulate the results; and presenting a final product to Town officials in a written report with a presentation in January of 2025. The consultant will also provide the Town with the ability to perform ongoing or follow-up polling independently using a civic survey and engagement platform.

PROJECT AREA DESCRIPTION.

Windham is a town that strives to provide its citizens with a balance of economic and recreational opportunities while maintaining its natural resources. We are constantly working to provide a community everyone can be proud of; with safe, sustainable neighborhoods, a quality educational system, a healthy environment and vibrant economic growth. All while embracing and preserving our rural, small-town roots.

Windham – Find it here.

Windham is situated approximately 15 miles northwest of Portland, the largest city in Maine. This proximity allows residents easy access to Portland's amenities while enjoying a quieter suburban lifestyle.

Windham has a population of around 19,100 with a median household income of approximately \$92,500, which is above the average median income for Cumberland County. Though most residents travel outside the town for work, Windham has seen job growth of 1.2% over the last year and with its various Municipal projects, including a modernized sewer system and new access roads, the potential for expanded growth is predicted to be quite high.

Boasting several lakes and many quality parks within its borders, Windham is known for its natural beauty. Sebago Lake, one of the largest lakes in Maine, partially borders Windham, offering recreational activities such as boating, fishing, and swimming. Other lakes in the area include Little Sebago Lake, Panther Pond, and Crescent Lake. Additionally, there are several parks and conservation areas, such as the newly opened 750-acre East Windham Conservation Area, Lowell Preserve and Dundee Park, providing residents with opportunities for various outdoor recreation and relaxation. Windham has something for everyone making it an ideal place to live or visit.

Windham's educational system is served by RSU14, which includes several schools catering to students from kindergarten through high school. The local school district has an excellent rating and provides students with the opportunity to pursue a quality education in a supportive environment. The schools offer a range of programs, from language classes to career development courses. All of the schools strive to provide a safe learning environment with dedicated staff members and resources available for students who need extra help or support. In addition, parents can take advantage of parent-teacher organizations that provide additional opportunities for student growth and development outside of the classroom. With its strong focus on quality education, Windham offers a great educational experience for its students.

Overall, Windham offers a mix of suburban tranquility, natural beauty, and proximity to urban amenities, making it an attractive place to live for many residents.

DEMOGRAPHICS.

The following demographics are from the latest U.S. Census Bureau release, the 2021 American Community Survey.



What is the population of Windham?

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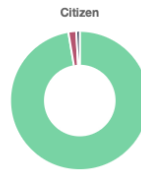
There are 18,438 residents in Windham, with a median age of 40.9. Of this, 51.91% are males and 48.09% are females. US-born citizens make up 97.37% of the resident pool in Windham, while non-US-born citizens account for 1.85%. Additionally, 0.78% of the population is represented by non-citizens. A total of 16,684 people in Windham currently live in the same house as they did last year.




		Y-o-Y Change
Total Population	18,438	-2.0%
Male Population	9,572	2.6%
Female Population	8,866	-6.6%



	Male population	51.91%
	Female population	48.09%

		Y-o-Y Change
Median Age	40.9	-0.5%
Citizen US Born	17,953	-2.1%
Citizen not US Born	341	-4.2%
Not Citizen	144	9.9%



	Citizen US Born	97.37%
	Citizen not US Born	1.85%
	Not Citizen	0.78%

		Y-o-Y Change
Moved from Same County	939	-20.3%
Moved from Same State	349	-7.9%
Moved from Different State	387	-25.4%
Same House as Last Year	16,684	0.1%



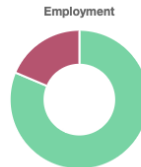
	Moved from Same County	5.11%
	Moved from Same State	1.9%
	Moved from Different State	2.11%
	Same House as Last Year	90.88%

What are the employment statistics in Windham?

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White-collar workers make up 81.36% of the working population in Windham, while blue-collar employees account for 18.64%. There are also 854 entrepreneurs in Windham (8.08% of the workforce); 7,236 workers employed in private companies (68.5%); and 1,372 people working in governmental institutions (12.99%).

		Y-o-Y Change
White Collar	8,595	1.1%
Blue Collar	1,969	0.1%



	White Collar	81.36%
	Blue Collar	18.64%

		Y-o-Y Change
Self Employees	854	-12.1%
Private Companies	7,236	3.1%
Governmental Workers	1,372	-7.8%
Not for Profit Companies	1,102	11.3%



	Self Employees	8.08%
	Private Companies	68.5%
	Governmental Workers	12.99%
	Not for Profit Companies	10.42%

How many households are there in Windham?

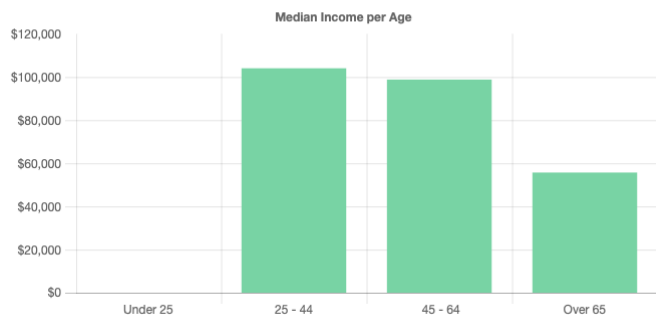
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There are a total of 7,064 households in Windham, each made up of around 3 members. Family establishments represent 70.37% of these Windham households, while non-family units account for the remaining 29.63%. Additionally, 32.38% of households have children and 67.62% of households are without children.

What are the median and average incomes in Windham?

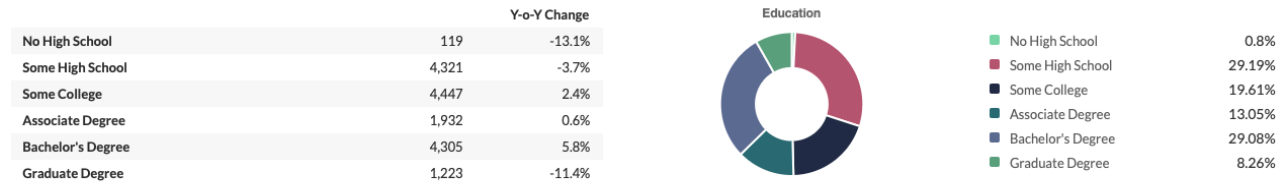
The average annual household income in Windham is \$104,538, while the median household income sits at \$87,162 per year.

		Y-o-Y Change
Average Household Income	\$104,538	9.4%
Median Household Income	\$87,162	5.0%
People below Poverty Level	942	-18.0%
People above Poverty Level	16,570	-1.4%

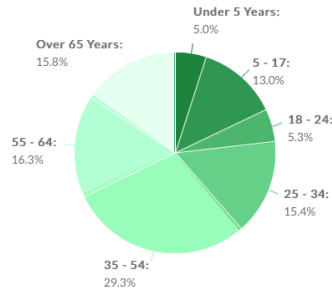


What is the level of education in Windham?

Approximately 29.19% of the population in Windham holds a high school degree (that's 4,321 residents), while 19.61% have attained a college certificate (4,447 locals) and 29.08% have a bachelor's degree (4,305 people).



Age



The purpose of this RFP is to select a research firm to conduct a survey of eligible residents and provide question development as well as a recommended approach to reach a diverse audience. The selected firm will:

- ❖ Host an initial meeting to kick off the process with Town staff late August/early September.
- ❖ Create survey instruments, work plans, and schedules, in consultation with Town staff.
- ❖ Collaborate with Town staff to determine the most cost-effective, reasonable, and productive survey methodology. Provide recommendations on the number of survey questions, suggested content and questions, and duration of survey to maximize engagement results.
- ❖ Provide recommendations on whether to conduct a single survey or multiple surveys to accomplish the project goals.
- ❖ Develop survey questions to gauge community perceptions on:
 - Quality of life
 - Sense of community
 - Important issues facing the Town
 - Town services
 - Contact with the Town and sources of information
 - Demographic information
 - Gauge residents' preferences on Town Council goals related to Financial Stability, Schools and Infrastructure, Economic Opportunity, Growth and Innovation, Governance, Transparency and Engagement, Livable Community, Environmental Sustainability, and Organizational Excellence.
- ❖ Recommend appropriate methodologies and strategies for providing the best data samples, objective results, and valid findings, including one or a combination of media such as phone, mail, or internet.
- ❖ Conduct the survey(s) ideally around fall 2024, but no later than November

2024.

- ❖ Provide the Town with the ability to perform ongoing or follow-up polling independently using a civic survey and engagement platform.
- ❖ Provide a draft (within 60 days of the survey's completion) and final report of the survey's results in both detailed and summarized form, including any conclusions or recommendations drawn from the findings. Hold a meeting with Town staff to review the preliminary results and data.
- ❖ Present the results to Town staff, Town Council and other key stakeholders identified by the Town (minimum of one presentations). All presentations will be developed in collaboration with the Town, with length and content varied based on the audience.

PROPOSED PROJECT SCHEDULE

RFP issued	5/28/2024
Deadline for proposal submission	6/27/2024
Consultant selected	7/9/2024
Surveying complete & reporting available	1/15/2025

This project schedule is flexible based on industry best practices.

**Town of
Windham
RFP Response Form & Proposal Requirements**

Please complete the following response form. Amounts are to be shown in both words and figures. In the case of a discrepancy, the written word shall apply.

Please include a breakdown for the cost of each of the following items as an addendum: Please provide a listing of all labor and materials to provide the services. This must be a turnkey proposal.

On this form, please include the total cost to complete the desired project.

Total Contract Sum:

\$ _____

Total Contract Sum (in words):

_____ Dollars

Signed: _____

(Corporation, Firm, or Company)

By: _____

(Authorized Signer or Owner, Title)

This proposed fee includes all costs, expenses, overhead and profit (fixed fees).

Note: Proposals must bear the handwritten signature of a duly authorized member or employee of the organization responding the RFP.

Quotes shall be honored for ninety (90) days.

**Town of
Windham**
Selection Process

The Town will review all proposals for completeness. If a proposal is determined by staff not to be complete, that proposal may no longer be considered.

The Town will review the remaining proposals and rate them considering each section's relative weight. After this review, the top-rated proposers will receive an interview. It is understood that the Town shall incur no costs for an interview, nor bear any obligation in further consideration of the proposal.

The Town reserves the right to negotiate with the selected firm(s) as to the terms of a contract including, but not limited to, the scope of services. The Town reserves the right to reject all proposals.

Final selection of the Consultant will be to the individual or firm that provides the lowest responsible and responsive bid that is deemed to be in the best interests of the Town. "Responsible" means that the proposer has the skill, judgment, integrity, and ability to perform the work. The Town reserves the right to investigate the references provided as well as other sources. "Responsive" means that the proposer has submitted a bid that corresponds to and addresses the criteria and specifications in this Request for Proposals.

The Town will not be responsible for any costs or expenses incurred by a proposer in preparing or submitting a proposal.

Any proposal must be completed and signed as shown on the Response Form included herein.

**Town of
Windham
Vendor Information Form**

Please complete the following. Attach additional, as necessary.

	Individually Owned/Other	
Our Company		
Address		
Name of Principle		
Email Address		
Contact Name		
Telephone Number		
Email Address (if different)		

All sections above must be completed. All deviations from the specifications must be fully explained in writing on the following Statement of Compliance/Deviations Form.

Proposers understand that the Town reserves the right to reject any or all proposals, reject any or all items, and delete any item or parts of items.

**Town of
Windham**
Statement of Compliance/Deviation

The proposal includes the following deviations from the Specifications, which the vendor represents and warrants as being fully equal or superior to the requirements of the Specifications, for the reason(s) set forth fully below. If there are no deviations, please state so below.