

HRPDC Marketing Research Scope of Work

I. PURPOSE:

As part of its regional strategic planning process, the Hampton Roads Planning District Commission (HRPDC) plans to conduct marketing research among residents of the Hampton Roads region.

II. BACKGROUND:

The Hampton Roads Planning District Commission (HRPDC) has embarked on an effort to develop Hampton Roads' first Community-based Regional Strategic Plan entitled, Envision Hampton Roads. This innovative approach to planning will give the residents of Hampton Roads the right to set the course for their community's future. Envision Hampton Roads will use interviews, mapping exercises, surveys and other means to hear from residents and use that information to present different community scenarios based on the information gathered. This process will allow residents to react to the scenarios and choose the future that best matches their vision. The goal of Envision Hampton Roads is to engage residents to participate in the establishment of a shared Regional Vision that ultimately creates a blueprint for the Region's future that leads to Hampton Roads being a great place to live, work, play, learn, and visit. In developing Envision Hampton Roads, the HRPDC will be following a 7 step Community Based Planning approach with the first step beginning with establishing Community Values followed by Vision, Strategy, Plan, Fund, Build, and Achieve.

III. SCOPE OF SERVICES: The Contractor shall perform the following tasks:

Phase I - Quantitative Survey:

1. Use input from HRPDC and the qualitative listening process to design a standardized 12+ minute survey questionnaire.
2. Conduct a proper telephone survey among 1,800 Hampton Roads region households:
 - a. Include sixteen municipalities that make up the HRPDC's service area. To wit: the cities of Chesapeake, Franklin, Hampton, Newport News, Norfolk, Poquoson, Portsmouth, Suffolk, Virginia Beach and Williamsburg, and Gloucester, Isle of Wight, James City, Southampton, Surry and York counties.
 - b. Use a randomized calling method that that gives all telephone households and mobile telephone users an opportunity to be included in the study.
 - c. Ensure each of the municipalities in the region proper proportional representation.
 - d. That provides an accurate reflection of the demographic profile of the region.

3. The survey can be started as soon as March 1, 2014 but must be completed, including analysis and reporting, by May 1, 2014.
4. Survey Contract Performance / Deliverables include:
 - a. Analysis of the findings using cross tabulation and statistical modeling
 - b. MS PowerPoint full document report (65-85+ pages) and MS Word document executive summary (4 to 6 pages).
 - c. Full report will include coding 4 open-end questions.
 - d. Presentation of the findings to HRPDC on or about May 1, 2014.
 - e. Presentation to full planning committee within 1-2 weeks thereafter.
 - f. Raw data in SPSS or other commonly used format.
 - g. Data tables with 18 banner points.
 - h. Print out of all verbatim comments.

Phase II - Post Primary Research:

1. Perform other marketing research and consulting services for HRPDC as assigned by HRPDC and/or the full planning committee.
2. Contract Performance / Deliverables:
 - a. Specific tasks TBD.
 - b. Provide hourly rates by professional categories (see below) that would be charged if subsequent work is requested.
 - i. Agency Principal
 - ii. Strategic Planning
 - iii. Research Professional
 - iv. Administrative