



Request for Proposals (RFP) - Community Outreach Survey and Reporting Services

Issued by Omaha Inland Port Authority Community Advisory Committee (CAC)

1. Introduction

The Omaha Inland Port Authority CAC is soliciting proposals from qualified firms or organizations to design, administer, analyze, and report on a community outreach survey. This survey will fulfill statutory requirements for annual community engagement and support OIPA's broader outreach and transparency goals.

The CAC seeks a partner capable of implementing a multi-month survey effort with regular reporting to both the Community Advisory Committee and the Authority's Board.

2. Project Purpose and Goals

The selected proposer will support OIPA & the CAC in achieving the following objectives:

- Fulfill statutory requirements for an annual community survey
 - Engage residents and stakeholders in understanding and shaping the Authority's work
 - Collect actionable, reliable community feedback over time
 - Provide clear, accessible reporting to advisory and governing bodies
 - Establish a foundation for a sustainable, long-term outreach and engagement program
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3. Scope of Work

Proposers should address their approach to the following tasks. Alternative approaches that meet the project goals may be proposed.

3.1 Survey Design and Development

- Develop a concise, accessible survey instrument (approximately 10–15 substantive questions plus demographics)
- Incorporate clear branding and introductory information about the Authority

- Include an option for respondents to sign up for future communications
- Ensure survey questions are suitable for repeated use and longitudinal analysis

3.2 Outreach and Promotion

- Develop a comprehensive outreach and promotion strategy, which may include:
 - Social media content
 - Materials for news media
 - Messaging for community partners, intermediary organizations, and stakeholders
- Provide ready-to-use text and materials for broad dissemination

3.3 Survey Deployment

- Deploy and manage the survey from **May through January**
- Monitor response rates and adjust outreach strategies as needed
- Maintain data integrity and respondent confidentiality

3.4 Reporting and Deliverables

- Provide **monthly summary updates** to the **Community Advisory Committee (CAC)** meetings
- Prepare **quarterly analytical reports** for presentation at Authority Board meetings
- Develop a real-time or regularly updated dashboard for internal stakeholders, if feasible

3.5 Analysis and Final Reporting

- Conduct demographic and trend analysis across the survey period
 - Prepare a final comprehensive report summarizing findings, insights, and recommendations
 - Deliver at least one formal presentation of results to the Authority's Board
 - Facilitate a discussion on lessons learned and recommendations for future annual surveys
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4. Project Timeline

Phase	Timeline
Survey development and outreach planning	March–May
Survey deployment and engagement	May–January
Monthly CAC updates	April–January
Quarterly Board reports	June, September, December
Final analysis and reporting	January–February

Proposers may suggest refinements to this timeline.

5. Proposal Requirements

Proposals should include the following components:

1. Organizational Background and Qualifications

- Relevant experience with survey research, public engagement, or community outreach

2. Proposed Approach and Methodology

- Survey design
- Outreach strategy
- Data collection and analysis methods

3. Reporting Plan

- Monthly CAC updates
- Quarterly Board reporting format

4. Project Team and Roles

5. Proposed Budget and Cost Structure

- Total project cost
- Breakdown of major cost categories

- Breakdown by year for the next two years.

6. Relevant Work Samples or References

6. Evaluation Criteria

Proposals will be evaluated based on:

- Demonstrated experience and qualifications
 - Soundness of proposed methodology
 - Ability to meet reporting and timeline requirements
 - Clarity and quality of reporting approach
 - Cost-effectiveness and overall value
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7. Submission Instructions

- Proposals must be submitted electronically
- Submission deadline: April 16th
- Questions regarding this RFP should be submitted to: *Candice Price and Myah Lanoux-Nguyen*
 - c.price@hometeamauto.com
 - Myah.lanoux@omahaipa.com