Request for Proposals: Professional Polling and Public Opinion Research Related to Policing Alternatives in Metro Atlanta

Background:

The Atlanta Policing Alternatives and Diversion (Atlanta PAD) Initiative was born out of the work and vision of Atlantans directly impacted by arrest and incarceration. Since 2017, Atlanta PAD has provided critical services to local government and residents that reduce the reliance on the criminal justice system while developing a model for specialized community response that has received national recognition. Originally launched as a pilot initiative in two of Atlanta's six police precincts in 2017, Atlanta PAD now provides all Atlanta, Metro Atlanta Rapid Transit Authority (MARTA), and Georgia Tech Police citywide the option to divert such persons away from jail and towards the care and support that they need.

Starting in 2021, in response to broad public demand for service-based responses to behavioral health and poverty concerns, Atlanta PAD began partnering with the City of Atlanta's 311 non-emergency services line to dispatch response teams to community concerns, making Atlanta the first city in the country to dispatch in-person response services through 311. Services include immediate shelter, basic supplies and care, outreach, and case management. For 2022, Atlanta PAD accepted 369 diversions (331 of which were pre-arrest diversions) and 1,321 community response requests through 311.9

However, Atlanta PAD needs assistance to sustain and amplify these crucial advancements in policing alternatives and pre-arrest diversion. While Atlanta PAD conducted smaller surveys to collect information that helped to guide its mission and efforts, more extensive data collection and analysis for advocacy and policy strengthening is needed. The Carter Center will contract a polling firm/vendor to co-create surveys with Atlanta PAD that will gather statistically significant data within the City of Atlanta, and additional neighboring Metro Atlanta cities, as needed, regarding public perception/support of policing alternatives.

Summary Scope of Work:

The Carter Center anticipates awarding a contract to a vendor for a four-month term. The successful vendor will be expected to provide all tools, equipment, materials, facilities, labor, transportation, and management necessary to conduct professional polling and public opinion research to:

- Identify community members’ priorities and ability to access public services and resources;
- understand the level of public awareness as well as satisfaction in accessing Atlanta PAD’s alternate first responder services;
• gauge the level of public, police, and policymakers’ support for policing alternatives, deflection, and diversion;
• obtain empirical data to sustain deflection and diversion work and support mental health policy development/strengthening; and,
• support the development of public outreach campaigns.

The scope of work includes 1) the development of a statistical survey questionnaire in consultation with The Carter Center and Atlanta PAD; 2) the drawing of a random, representative, and statistically-sound sample stratified by age, ethnicity, and gender; and 3) the administration of the survey; Additionally, the scope of work includes 4) the development and 5) administration of a non-statistical assessment tool, i.e. interviews w/key stakeholders, e.g., business leaders, specific community leaders, persons with lived experience, police, policymakers, etc. The work must also include 6) the production of a report that includes generalizable conclusions based on survey and assessment data analysis, recommended next steps to sustain policing alternatives, and the presentation of results that would allow for incorporation into relevant stakeholder engagement and advocacy efforts.

Once the vendor is selected, the vendor will work with The Carter Center and its partner, Atlanta PAD to:

• Develop the survey questionnaire and assessment tool in English and Spanish and confirm administration modes (i.e. phone, online, in-person, etc.) in collaboration with The Carter Center and Atlanta PAD to gauge awareness, support, and satisfaction with policing alternatives in Metro Atlanta
• Pilot the survey and assessment tools among a small group of select individuals identified by The Carter Center and Atlanta PAD
• Select a random, representative, and statistically-sound sample stratified on the basis of age, ethnicity, and gender within the population universe of Metro Atlanta for the survey
• Identify a list of key stakeholders to interview in consultation with Atlanta PAD for the non-statistical assessment
• Administer the survey to sampled individuals and assessment with key stakeholders
• Produce a presentation of preliminary analysis of survey response and assessment data, disaggregated by age, ethnicity, gender, and location (city/county) to Atlanta PAD and The Carter Center
• Coordinate with Atlanta PAD and The Carter Center to assess the results of the poll and discuss implications, related issues, and alternatives
• Prepare a final written report and presentation of results that includes the framework and methodology used; the tabulation of all calls and/or contacts made as part of the survey; the tabulation of survey results, key findings, and detailed findings (i.e. top-lines and cross tabs); and conclusions and recommendations

All tasks shall be completed to the satisfaction of Atlanta PAD and The Carter Center and deliverables turned over to The Carter Center by the end of the contract period. The selected vendor will be expected to provide The Carter Center with the final survey questionnaire and raw survey results data (de-personalized and in a machine-readable format).
**Estimated Duration of the Award:**

September 1, through December 15, 2023

**How to Apply:**

Proposals are due no later than 5:00 pm EST on August 9, 2023. Proposals received after the deadline will not be accepted. All proposals will be e-mailed to policingalternatives@cartercenter.org before the due date. The emailed proposal’s subject line shall include this RFP's title. The Carter Center will not be liable for any expenses incurred by vendors responding to this solicitation.

**Proposal Format:**

Proposals should include the following:

- Written proposal of no more than 12 pages using the template provided
- The following annexes:
  - Cost Proposal
  - Resumes of Key Personnel
  - Examples of Past Polling Work
  - Project Schedule
  - References

Shortlisted vendors may be required to submit additional documentation, respond to further questions, or take part in a virtual interview at the Carter Center’s discretion.

**Proposal Evaluation Criteria:**

Proposals will be evaluated and ranked according to the following evaluation criteria by an evaluation committee composed of Carter Center staff.

<table>
<thead>
<tr>
<th>Phase 1 Proposal Responsiveness Review</th>
<th>Score</th>
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<tbody>
<tr>
<td>Responsiveness: Does the proposal meet the minimum requirements to be responsive</td>
<td>Pass/Fail</td>
</tr>
<tr>
<td>Responsibility: The documentation provided shows that the proposing vendor is capable of performing the work</td>
<td>Pass/Fail</td>
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<thead>
<tr>
<th>Phase 2 Proposal Evaluation</th>
<th>Criteria</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vendor Qualifications, Expertise, and Experience</td>
<td>Vendor qualifications, expertise, and experience of proposed personnel reflect an understanding of the scope of work that inspires confidence in their ability to deliver a high quality final product</td>
<td>20%</td>
</tr>
</tbody>
</table>
The Carter Center may conduct virtual interviews and oral presentations with the highest-scoring vendors. Should interviews and oral presentations be conducted, proposals will be evaluated using the criteria provided below.

<table>
<thead>
<tr>
<th>Phase 3 Interview and Presentation Scoring</th>
<th>Criteria</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>References</td>
<td>References are satisfied with past performance and recommend the vendor</td>
<td>Pass/Fail</td>
</tr>
<tr>
<td>Interview: Project understanding, Plan, and Approach</td>
<td>Vendor and proposed Key Personnel exhibit strong understanding of RFP deliverables and provides detailed overview of polling plan and approach and how data can be used to influence policy outcomes</td>
<td>30%</td>
</tr>
<tr>
<td>Quality of Presentation</td>
<td>Presentation is well-designed and organized, clearly articulated, and professional</td>
<td>20%</td>
</tr>
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The technical approach, including survey methodology, is clear, manageable, and expected to achieve results/deliverables outlined in RFP.

Cost Proposal: Proposal reflects a competitively priced, clear and comprehensive budget that will fully deliver on the RFP.

Gender and Inclusion: Proposal reflects Do No Harm, Gender and Inclusion principles.
**Minimum Qualifications:**

To be considered for this contract, proposing vendors should:

- Demonstrate relevant experience with public polling instruments and analysis to inform advocacy and policy strengthening
- Demonstrate experience developing and implementing work plans for projects similar to the scope of work outlined in this RFP
- Demonstrated the ability to provide equitable and inclusive services within Metro Atlanta’s diverse population
- Provide up to three Key Personnel with polling/data collection experience
- Have no fewer than five years of demonstrated experience in conducting public opinion polls, communicating with the public, and developing strategic recommendations for advocacy and policy strengthening
The Carter Center

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Template: Proposal

I. Vendor Background Information:
   This section must include the following (maximum of 2 pages):
   
   A. Organization legal name, addresses, telephone numbers of the principal office/national headquarters and local Metro Atlanta office, if any.
   B. Year established and history.
   C. Business entity status (i.e. partnership, corporation, LLC, etc.)
   D. Indicate if the vendor has defaulted in its performance of an agreement in the past five years; has any pending litigation, liens, or claims involving your firm/organization; and/or has filed for bankruptcy in the last 10 years. If yes, provide details.

II. Vendor Qualifications, Expertise, and Experience:
   In this section (maximum 5 pages), include the following:
   
   A. Describe the vendor’s qualifications and experience working on similar, relevant, or related projects.
   B. Describe how the vendor is organized to provide the required services as outlined in the Scope of Work.
   C. Provide a list of exemplary services the vendor has performed in the past three years, including a description of the services, date of engagements, members of the proposed team that performed the services, deliverables provided, and response rates.
   D. Provide the names, qualifications, certifications, and relevant technical experience of personnel of the proposed project team who will perform the services outlined in the Scope of Work. Include details of their experience with similar projects with comparable magnitude.
   E. Provide resumes, each no more than 3 pages, for each member of the proposed project team and include the qualifications and experience suited to the proposed assignment. Include resumes as a separate attachment (not included as part of the page limit for this section).

III. Technical Approach and Work Plan:
   In this section (maximum 5 pages), include the following:
   
   A. Technical Approach: Describe your approach to completing the Scope of Work. Identify deliverables and key decision points. Provide comments regarding the
Scope of Work. This may be used as an opportunity to expand upon your team’s specific experience and expertise in approaching a public opinion poll.

B. Work Plan: Describe how the project team will fulfill the Scope of Work. Include a detailed project schedule as an annex (not included in the proposal page limit). Provide a matrix of personnel, tasks, and an estimated effort in hours.

IV. Annexes:
Submit the following annexes as part of your proposal submission. The following annexes are not included in the proposal page limit.

A. Cost Proposal:
Cost is a factor in the selection of a polling vendor. Vendors must complete and submit a cost proposal. The proposing vendor’s responsibility is to state all costs to provide the services outlined in the Scope of Work. Costs shall include, but not be limited to, direct labor, overhead, fringe benefits, profit, subcontractors, and other direct costs such as materials, supplies, taxes, and travel. A proposing vendor’s failure to submit a Cost Proposal will deem their proposal ineligible for review.

B. Resumes of key personnel:
Include current resumes of all key personnel who will work to meet the deliverables outlined in this RFP. Each resume should be 3 pages or less.

C. Examples of past polling work:
Provide examples of past polling work conducted within the last five years, including questionnaires, methodologies, and findings reports.

D. Project Schedule
Provide a sufficiently detailed schedule that indicates what and when activities will be carried out to meet the deliverables outlined in this RFP.

E. References:
Provide the following:

- Three (3) client references that provide former clients and representative projects undertaken in the last five (5) years which demonstrate relevant experience with the project.
- For each project identified above, provide a project description, overview of project costs, dates of engagement, project owner, and member(s) of the proposed team for this RFP that participated in the project, including any subcontractors that worked on the project.
- For each reference, provide the name of the agency/entity, and the contact person’s accurate name, title, address, phone number, and email address.