



## ADDENDUM NO. 1

**DATE:** August 1, 2018  
**FROM:** City of Grand Junction Purchasing Division  
**TO:** All Interested Parties  
**RE:** Community Survey Consultant Services RFP-4535-18-SH

Firms responding to the above referenced solicitation are hereby instructed that the requirements have been clarified, modified, superseded and supplemented as to this date as hereinafter described.

Please make note of the following:

**Question #1:** Section 3.3 states Analysis of results should include comparison with previous surveys. Could you send a PDF or URL so I can see the form and content of your last survey?

**Answer:** The last survey was done in 2008. Attachment 1 is the Opinion Survey. Attachment 2 shows the survey graphs.

**Question #2:** Section 3.3 states survey results and materials should be delivered in digital format compatible with city software and should also include the PowerPoint presentation of final results. Our reports are all done in Microsoft applications (e.g., PowerPoint, Word and/or Excel). This is not a problem unless you mean something else by "digital format".

**Answer:** Microsoft application is the required digital format, including PowerPoint.

**Question #3:** Can you share with us your prior surveys – the questions and the reports – since you are seeking to compare the next survey to those?

**Answer:** Please see Question 1 above and Attachments 1 and 2.

**Question #4:** What was the budget for your most recent prior survey?

**Answer:** The prior survey was done in approximately 2008 and was part of the greater comprehensive planning process so no individual budget information is available.

**Question #5:** What is the budget for the survey you are seeking in 2018?

**Answer:** The budget for this project is in the \$20,000 to \$40,000 range.

**Question #6:** How has the city used the results of prior surveys and what is your plan for using the new results?

**Answer:** This two part survey will be used for several purposes but are not limited to; formation of goals and policies related to the update of the City's comprehensive plan, updating the City Council's strategic plan and providing feedback to the City and its Departments regarding customer satisfaction with city services.

**Question #7:** Do you have a formal or informal preference for a Colorado firm?

**Answer:** There is no preference.

**Question #8:** If you have used the same survey firm for more than one of your prior surveys, how satisfied were you with the firm's performance?

**Answer:** All previous surveys are considered satisfactory.

**Question #9:** Same question as the above for your most recent prior survey vendor even if that vendor only conducted the survey one time.

**Answer:** All previous surveys are considered satisfactory.

**Question #10:** What is the desired number of completed surveys for the project?

**Answer:** The survey should be a statistically valid survey of the resident citizens.

**Question #11:** How do we access previous Grand Junction community surveys and reports?

**Answer:** Please see Questions 1 and 3.

**Question #12:** What weighting strategy is desired for this project? For example, post-stratification or raking?

**Answer:** The City expects the responding vendors to offer guidance as to the appropriate weighting strategy for this survey.

**Question #13:** The RFP mentions mail, web, and phone-based data collection methods. What methods of data collection were used in the past Grand Junction community surveys?

**Answer:** The survey conducted as part of the City's Comprehensive Plan (~ 2007) was a mailed survey.

**Question #14:** How large is the list of contacts that will be provided to the selected contractor (e.g., email addresses, home addresses, phone numbers)?

**Answer:** The City of Grand Junction does not have a current list of contacts but can make information available from its existing databases such as from utility billing and assessor's parcel information. Please see Question 22.

**Question #15:** What was the approximate length of past community surveys?

**Answer:** The length of past surveys should not dictate the length of this survey.

**Question #16:** What is the current budget for this survey project?

**Answer:** Please see Question 5.

**Question #17:** Who are the current/previous contractors/consultants for the community surveys?

**Answer:** The previous survey was conducted as part of the City's Comprehensive Plan. The City contracted with Winston Associates of Boulder, CO for the completion of this plan. The survey was conducted by a subcontractor of Winston Associates.

**Question #18:** What is your preferred method of billing? For example, Visa P-card payment, checks, etc?

**Answer:** Typically, invoices are submitted and payments made by check, but this could vary by contractor's preference.

**Question #19:** What quality assurance standards are required? For example, double data entry for mailed surveys, live in-house monitoring for phone surveys, soft launch data vetting, etc?

**Answer:** The proposed method of Quality Assurance should be included in your Proposal.

**Question #20:** What is the desired method for project status updates? For example, every other week email, conference calls, etc.

**Answer:** Your method of providing updates should be included in your Proposal.

**Question #21:** What is the sampling frame? For example, households, adult residents, residents that have live in Grand Junction 1 year or longer, adults who work in Grand Junction but live elsewhere.

**Answer:** The sampling frame will include City residents.

**Question #22:** Would it be possible to obtain either a mailing list of households in Grand Junction or an e-mail list of resident from the City?

**Answer:** Yes. The City's GIS system is able to conduct a query of all property owners within the City and create a mailing list. It pulls from the County Assessor data on property ownership, so any residents that are not property owners would not be included. The City also has contact information for residents that use City Water and Sewer services.

**Question #23:** Often times, when there is a question and answer period for an RFP, all questions and answers are published for all bidders to see. I did not see this as part of the RFP, so please let me know if you will be publishing all questions and answers after the deadline passes.

**Answer:** There is a calendar in the RFP document that defines the question and answer period, as well as the date the Addendum will be published. It can be found in Section 3.4 on page 9.

**Question #24:** Will the city be providing support for recruitment efforts in the form of reimbursement for recruitment activities and/or collaboration with the vendor on recruit respondents?

**Answer:** The awarded contractor will be responsible for any and all efforts related to seeking respondents for this survey, with the exception of the ability to utilize utility billing or the City's existing social media network for awareness and marketing of respondents if desired.

**Question #25:** Is there an initial budget to consider for this work?

**Answer:** Please see Question 5.

**Question #26:** Besides open-ended questions, is there any interest for other qualitative methods to complement the survey (i.e., focus groups or key informant interviews)?

**Answer:** The City will consider any survey techniques and methods the vendor finds effective in seeking responses to the survey.

**Question #27:** When was a City Survey last conducted in Grand Junction and who conducted it? Are the results available to Applicants?

**Answer:** Please see Questions 1, 2 3, 4, 13 and 17.

**Question #28:** What were the response rates for each of the tools used (online, phone, mailing) in previous surveys?

**Answer:** The responses were previously conducted only by mail. Though provided at the time, the response rate is not currently known.

The original solicitation for the project noted above is amended as noted.

All other conditions of subject remain the same.

Respectfully,

Susan Hyatt  
City of Grand Junction, Colorado

# ATTACHMENT 1

## Opinion Survey

### Grand Junction Comprehensive Plan 2008

Grand Junction vicinity of Mesa County currently has a population of about 100,000. By the Year 2035, the projected population for this area of the County is at least 200,000, possibly more, and there is enough land and water to accommodate the estimate. This increase in population will happen gradually, not overnight. As we grow, the character of the community is bound to change. However, we have the opportunity now to shape the kind of community we will become.

#### GROWTH AND DEVELOPMENT

1. *In regard to an overall plan for the valley, which of the following is closest to your opinion? N=471*

- 10% The City and County should develop a plan and follow it closely
- 57 The City and County should develop a plan and only deviate from it if there is a public benefit as a result
- 33 The City and County can plan for the future but use the plan as a general guide and not something on which to base decisions
- 1 It is unnecessary for the City and County to develop a plan

For the next set of questions, please refer to the scenarios shown and described in the cover letter:

2. *Through policies and regulation, the City and County can encourage future growth to happen in various ways. In general, which single choice best describes how you think the City and County should grow? (CHOOSE ONE ONLY) N=463*

- 2% Along existing major roadways and at major crossroads
- 9 Concentrated in the core of the City then gradually growing concentrically outward
- 50 Concentrated in mixed use centers throughout the region so that there are commercial, residential and employment land uses in all quadrants and not just in a few areas
- 2 Development should be allowed to happen where developers want without direction from the community or City / County
- 19 In smaller 'villages' scattered around the region to provide convenience goods to the immediate neighborhood with major shopping continuing to be in the center, or core (which includes downtown), of the City
- 15 A mix of all above
- 3 None of the above

3. *How important are each of the following as a basic objective for the comprehensive plan? Use a scale from 1 to 4 where 1 means "Not at All Important" and 4 means "Very Important."*

	NOT AT ALL IMPORTANT	VERY IMPORTANT	DON'T KNOW/ NO OPINION
A. Road connectivity: connect streets between neighborhoods to provide a variety of routes	N=464	AVG=3.2	
B. Shopping closer to where people live: more places to shop around the community; all commercial offerings are not in same general area	N=474	AVG=3.2	
C. Respects sensitive lands: avoid development impacts to river, streams, wetlands and wildlife habitat	N=475	AVG=3.6	
D. Efficient future growth: new development should be near existing services so upkeep of infrastructure does not cause strain on city services and budget	N=466	AVG=3.2	
E. A "grand green system": a city-wide system of parks and open space connected with trail system	N=467	AVG=3.2	
F. Improve and grow the downtown: redevelop areas downtown, encourage business locating in downtown, encourage more mixed use housing, allow multi-story development	N=463	AVG=2.8	
G. Encourage housing at prices and variety appropriate for all incomes	N=468	AVG=3.4	
H. More compact growth to keep overall city footprint as small as possible, encourage infill of vacant land rather than growing into agricultural areas	N=466	AVG=3.2	
I. Create a system of "connected centers": multiple modes of transportation (transit, trails, sidewalks, bike lanes, etc) connecting neighborhoods and town centers	N=468	AVG=3.3	

Which two objectives are **most** important to you in planning our future? **A. 17% B. 25% C. 41% D. 15% E. 19% F. 11% G. 26% H. 23% I. 21%**

Which two objectives are **least** important to you in planning our future? **A. 27% B. 25% C. 7% D. 19% E. 24% F. 35% G. 15% H. 23% I. 20%**

Are there any important planning criteria for evaluating the scenarios that have not been identified? Please list below:

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4. How important are the following to improving the central part of Grand Junction that includes downtown? Use a scale from 1 to 4 where 1 means "Not At All Important" and 4 means "Very Important."

	NOT AT ALL IMPORTANT	VERY IMPORTANT	DON'T KNOW/ NO OPINION
A. Larger conference facility .....	N=439	AVG=2.2	
B. More bus/transit services .....	N=465	AVG=3.0	
C. More downtown living (infill, higher density residences) .....	N=455	AVG=2.5	
D. More industrial-based jobs .....	N=451	AVG=2.8	
E. More lodging/hotels .....	N=453	AVG=2.4	
F. More mixed-use (office, commercial, residential) .....	N=456	AVG=2.7	
G. More office, professional-based jobs .....	N=456	AVG=3.0	
H. More service-based jobs (repair shops, dry cleaners, grocers) .....	N=461	AVG=2.7	
I. More structured parking .....	N=462	AVG=2.7	
J. Parks and green space / gathering spaces .....	N=471	AVG=3.2	
K. Preservation of historic structures .....	N=470	AVG=3.3	
L. Taller building heights .....	N=443	AVG=2.3	
M. Other .....			

## AGRICULTURE

5. A variety of opinions have been expressed in public meetings about preserving agricultural land. Which of the following is closest to your opinion? N=471

- A. 6% I don't think it is important to save agricultural land in the Grand Junction area --I support residential development there
- B. 20 I think we should save only larger productive agricultural areas in the Grand Junction area but not hobby farms, ranchettes, or unproductive land.
- C. 74 I think we should do everything we can to save any productive agricultural areas in the Grand Junction area.

(IF YOU SELECTED B OR C) There are several different ways that it may be possible to preserve agricultural land. Which of the following do you MOST support? (CHOOSE ONE ONLY) N=420

- 11% Create (through a public vote) a special tax to fund the purchase of land or development rights from farmers / ranchers
- 19 Develop other funding mechanisms to enable the purchase of land or development rights from farmers / ranchers
- 32 Zone the area for very large lot "ranchettes" (say at least 35 acres) to preserve large agricultural operations and an open feel
- 33 Allow higher density of development but only in exchange for cluster development, which will create pockets of higher density and areas of open land
- 4 Through regulations, require larger setbacks along roadways in the agricultural areas, to try to preserve at least the "feel" of open lands (but don't actually preserve farmland)



Figure 5.1: A representation of how the agricultural land would look if allowed to develop with large lot "ranchettes"

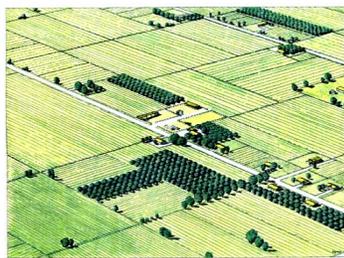


Figure 5.2: A representation of how the agricultural land would remain if purchased for conservation

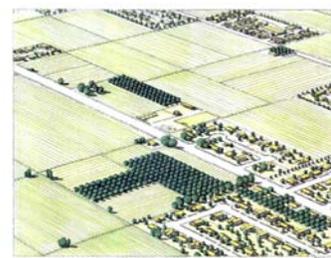


Figure 5.3: A representation of how some of the agricultural land could be preserved through clustered development.

Sketches: Ken Last

## HOUSING / NEIGHBORHOODS

6. With regard to the trade-off between commuting distance and land cost and taking into consideration the cost of gas, travel time, traffic hassles, wear and tear on your vehicle and a given amount of money to spend on a home, where do you place yourself in this spectrum? N=460

Would choose a townhome or condo if it limited driving and I could walk to stores, restaurants

16%

16

Would accept a smaller home on a small lot and commute 15 - 30 minutes each way

32

24

Would commute more than 30 minutes each way to have larger home/lot

11

7. Which type of unit best describes your current residence? And, as you consider the next stage of your life over the next five years or so (including the potential for marriage, purchasing your first home, retirement, children leaving home, etc.) if you continue to live in the Grand Junction area, what housing type do you think is realistic and achievable for you and your household?

CURRENT N=451	FUTURE N=415	
25%	29%	Single-family home on large lot (half acre or more)
58	21	Single-family home on small lot (smaller than half acre)
5	5	Townhome
8	2	Apartment or condominium
4	2	Mobile home
0	5	Community housing for older residents, with or without assisted living
n/a	38	Will be in my current home in five to 10 years

8. To provide the right balance of housing for various lifestyles, ages, and incomes in Grand Junction, do you think we have the right amount, too much, or too little of the following:

	TOO LITTLE	JUST ABOUT RIGHT	TOO MUCH
Mobile homes N=457	6%	61%	33%
Townhomes N=449	50	46	4
Single-family homes on small lots (smaller than half acre) N=455	31	60	9
Apartments / condominiums N=452	55	38	7
Assisted living for senior citizens N=452	43	53	4
Single-family homes on large lots (half acre or more) N=453	24	52	24

9. Most neighborhoods have some good and not-so-good aspects. If you were to create the ideal neighborhood for you and your family, how important would the following be? Use a scale from 1 to 4 where 1 means "Not At All Important" and 4 means "Very Important."

	NOT AT ALL IMPORTANT	VERY IMPORTANT	DON'T KNOW/ NO OPINION
A. Being able to walk to work	N=458	AVG=2.5	
B. Living close to a park	N=467	AVG=3.0	
C. Living close to an elementary school	N=457	AVG=2.2	
D. Having neighborhood businesses nearby (café, small stores, beauty salon, groceries, gas)	N=469	AVG=3.1	
E. Living close to walking/bike paths	N=468	AVG=2.9	
F. Living close to a downtown with entertainment, restaurants and shopping within walking distance	N=468	AVG=2.3	

## COMMERCIAL / INDUSTRIAL DEVELOPMENT

10. Please rate how important the following are to you with respect to the type of future commercial development you think is needed in the Grand Junction area. Use a scale from 1 to 4 where 1 means "Not At All Important" and 4 means "Very Important."

	NOT AT ALL IMPORTANT	VERY IMPORTANT	DON'T KNOW/ NO OPINION
A. Another large, enclosed shopping mall (like Mesa Mall)	N=465	AVG=2.1	
B. Smaller commercial centers (small grocery store, cafés, video store) convenient to residential neighborhoods	N=468	AVG=2.8	
C. Big discount stores with lots of parking (like Super Wal-Mart, Costco, etc.)	N=467	AVG=2.2	
D. More medium-sized shopping (like J.C. Penney's, Kohl's, Target, Walgreens, etc.) spread throughout the community	N=470	AVG=2.8	

11. Industry provides a large number of jobs for our community and plays an important role in our economy. How/ where do you prefer to see industrial land uses (outdoor storage, trucking operations, oil and gas processing, freight operations) locate? Mark all that apply.

N=461

- 51% In a concentrated area such as near the airport
- 36 In a concentrated area such as the west end of Grand Junction
- 17 Scattered in many locations around the community
- 10 In the central part of the City such as south of downtown
- 45 In outlying areas such as north of I-70
- 39 In outlying areas such as the Whitewater area

## PARKS AND RECREATION

12. Please rate how important the following are to you regarding the expenditure of City funds for new or expanded facilities, using a scale from 1 to 5 where 1 means "Spend Less" and 4 or 5 means "Spend More." N=466

	SPEND LESS		SPEND SAME	SPEND MORE		DON'T KNOW/ NO OPINION
				Only if taxes not raised	Even if taxes go up	
A. Large parks with soccer and baseball/softball fields (like Canyon View)	12%	14	40	26	7	
B. Smaller neighborhood parks with turf areas and playgrounds	5%	9	42	31	12	
C. A large recreation center (including swimming pool, weight room, exercise equipment, indoor basketball, etc.)	15%	11	19	26	29	
D. Natural areas (greenways and/or greenbelts) and sensitive environmental areas for walking, nature observation	6%	11	28	30	26	
E. Expand riverfront park system	8%	12	28	29	23	

13. Of the issues listed in Question 12, which do you consider to be the highest priority for the City to create, expand or improve?

A. 7% B. 22% C. 30% D. 28% E. 14% Highest priority

## TRANSPORTATION

14. Would you support the City spending more, less or the same (as today) on the following transportation-related improvements? N=466

	SPEND LESS		SPEND SAME	SPEND MORE		DON'T KNOW/ NO OPINION
				Only if taxes not raised	Even if taxes go up	
A. Wide roads for efficiency (speed) in getting to destination	8%	9	37	28	18	
B. Trees, landscaped medians, etc. to make roadways more attractive	17%	19	34	23	8	
C. Major increase in bus service or other public transportation mode	5%	13	31	30	21	
D. Not to have to drive for every trip; many types of land uses (entertainment, parks, shopping, restaurants, recreation center, etc.) within walking distance to where I live	10%	11	35	27	17	
E. Walking/bike paths	6%	12	38	22	21	
F. Traffic calming / slowing traffic down	17%	14	35	23	12	

15. Of the issues listed in Question 14, which do you consider to be the highest and lowest priority for the City to create, expand or improve? A. 30% B. 4% C. 19% D. 18% E. 15% F. 13% Highest priority A. 18% B. 27% C. 7% D. 11% E. 11% F. 27% Lowest priority

16. Almost everybody, anywhere, complains about traffic. As we optimize for traffic by adding more lanes, and design for higher speeds, the roads become less accommodating to pedestrians and less appealing for residences ('walled streets' and / or traffic lanes right next to sidewalks). Which of the following is closest to your opinion? (CHOOSE ONE ONLY) N=468

- 19% Traffic is a significant problem and we should do everything possible to move cars through town with minimum slow-downs, even if it means a less attractive community
- 28 We should bring back more balance between the needs of traffic and making our community livable and attractive. I would accept slightly lower traffic efficiency in exchange for more pleasing streets and better adjacent neighborhoods
- 25 We should provide a mix of uses close to where people live to shorten distances – at least for some convenience shopping
- 29 Major streets should equally accommodate cars, buses, walking and biking

## NOW A FEW QUESTIONS ABOUT YOU . . .

Just a few more questions about yourself to assist in classifying your responses. Please remember that all responses remain strictly confidential and are reported only in group format.

17. *In what year were you born?* 19\_\_\_\_\_ **N=471 AVG=48.7**
18. *Are you:* **56%** Male **44%** Female **N=471**
19. *Do you live in the city limits of Grand Junction?* **N=475**  
**59%** Yes **39%** No **2%** Not sure
20. *Using the map shown on the following page, which of the following best describes the location of your residence? (CHECK ONE) N=469*  
**0%** Area 1 **1%** Area 5 **10%** Area 9  
**6%** Area 2 **9%** Area 6 **21%** Area 10  
**9%** Area 3 **1%** Area 7 **5%** Area 11  
**12%** Area 4 **12%** Area 8 **15%** Area 12
21. *How long have you lived in the Grand Junction area?* **N=474**  
**AVG=18.5** years OR  Check here if less than a year
22. *Including yourself, how many people live in your residence?*  
**N=469 AVG=2.5**
23. *How many members of your household are under age 18?*  
**N=466 AVG=0.6**
24. *How many members of your household are age 65 or over?*  
**N=464 AVG=0.4**
25. *Which of the following best describes your household?* **N=472**  
**20%** Adult living alone  
**4** Single parent with child(ren)  
**37** Couple, no child(ren)  
**29** Couple with child(ren)  
**2** Unrelated roommates  
**2** Family members and unrelated roommates  
**5** Immediate and extended family members
26. *How is your household likely to change over the next 5 years?* **N=464**  
**55%** Household unlikely to change  
**12** Will have children/more children  
**13** Children will leave home  
**1** Elderly parent will move in  
**2** Will no longer have roommates  
**5** Will retire  
**23** Will purchase a new / different home in the area  
**3** Will move out of the Grand Junction Area
27. *Do you own or rent your current residence?* **N=474**  
**91%** Own **0%** Staying with friends or family  
**9%** Rent **0%** Other: \_\_\_\_\_
28. *What is your household's total monthly rent or mortgage payment?* **N=427**  
**AVG=\$843 MED \$849**
29. *Which best describes your satisfaction with the housing unit in which you reside?* **N=475**  
**50%** Very satisfied **9%** Not satisfied  
**40%** Satisfied **1%** Very dissatisfied
30. *How many jobs do you hold?* **N=471 AVG=1.12**
31. *If you work, how do you TYPICALLY get to work?* **N=354**  
**85%** Drive a car alone **0%** Bus  
**6%** Ride share with one or more others **6%** Bike/walk  
**4%** Telecommute
32. *Including yourself, how many persons living in your household have jobs (of at least 20 hours per week)?* **N=466 AVG=1.4**
33. *Where do members of your household work? Enter number of people who work in the following locations:* **# of Persons N=374**  
**78%** Grand Junction area  
**1** Clifton  
**3** Fruita  
**1** Palisade  
**15** Other:
34. *Try to estimate how many hours on a typical day, on average, your family spends driving to/from the following (add everyone's time for each category):* **N=433**  
Driving to/from work **AVG 1.0** hours  
Driving to/from school **AVG 0.1** hours  
Driving to/from shopping **AVG 0.6** hours  
Driving to/from errands **AVG 0.7** hours  
**Total** **AVG 2.7** hours
35. *What is your total household annual income before taxes?* **N=433**  
**3%** Less than \$15,000 **18%** \$60,000-74,999  
**4** \$15,000-19,999 **13** \$75,000-99,999  
**6** \$20,000-24,999 **9** \$100,000-124,999  
**9** \$25,000-34,999 **5** \$125,000-149,999  
**11** \$35,000-44,999 **4** \$150,000-199,999  
**16** \$45,000-59,999 **4** \$200,000 or more

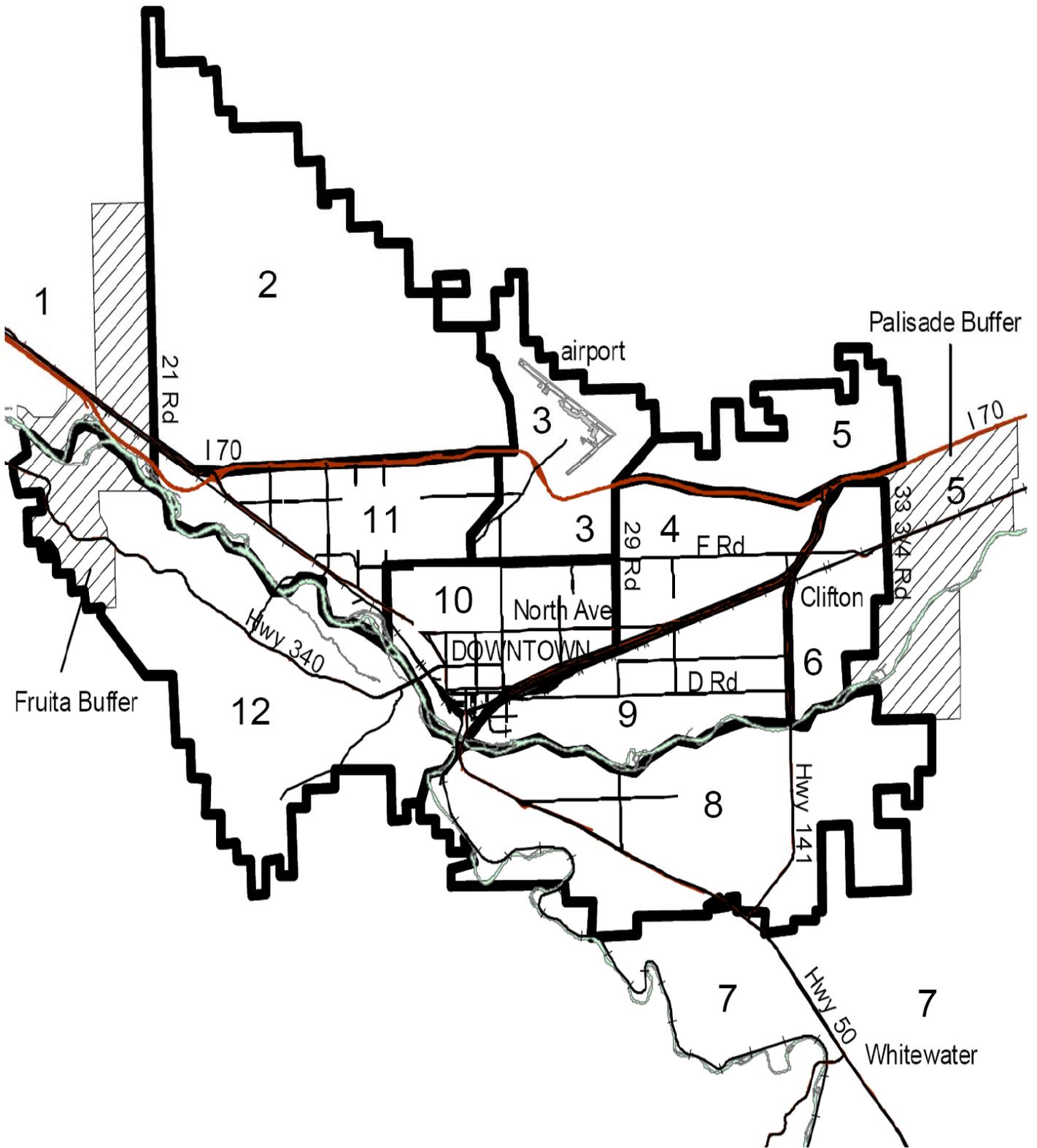
*Do you have any additional comments concerning topics addressed in this survey?*

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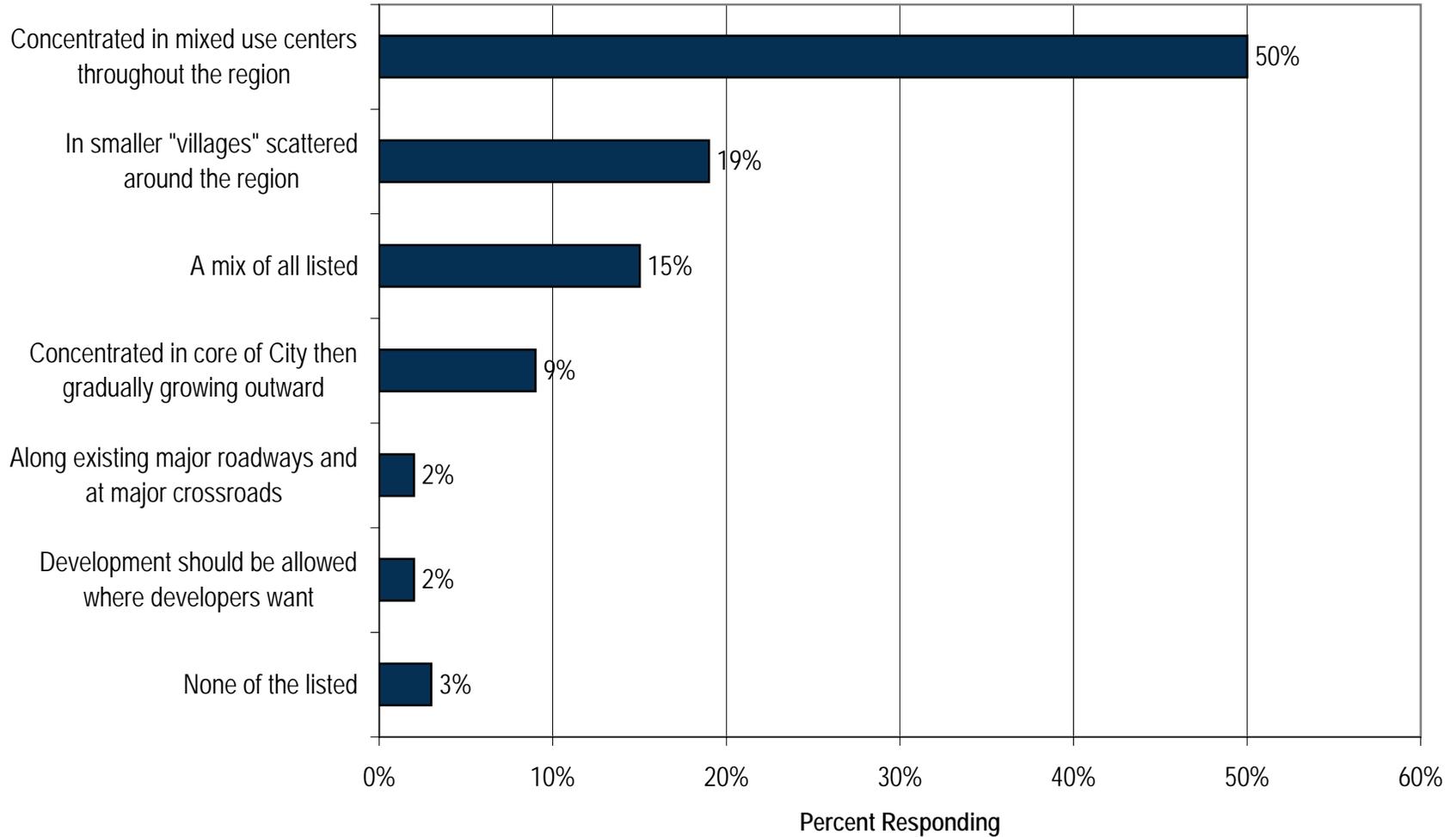
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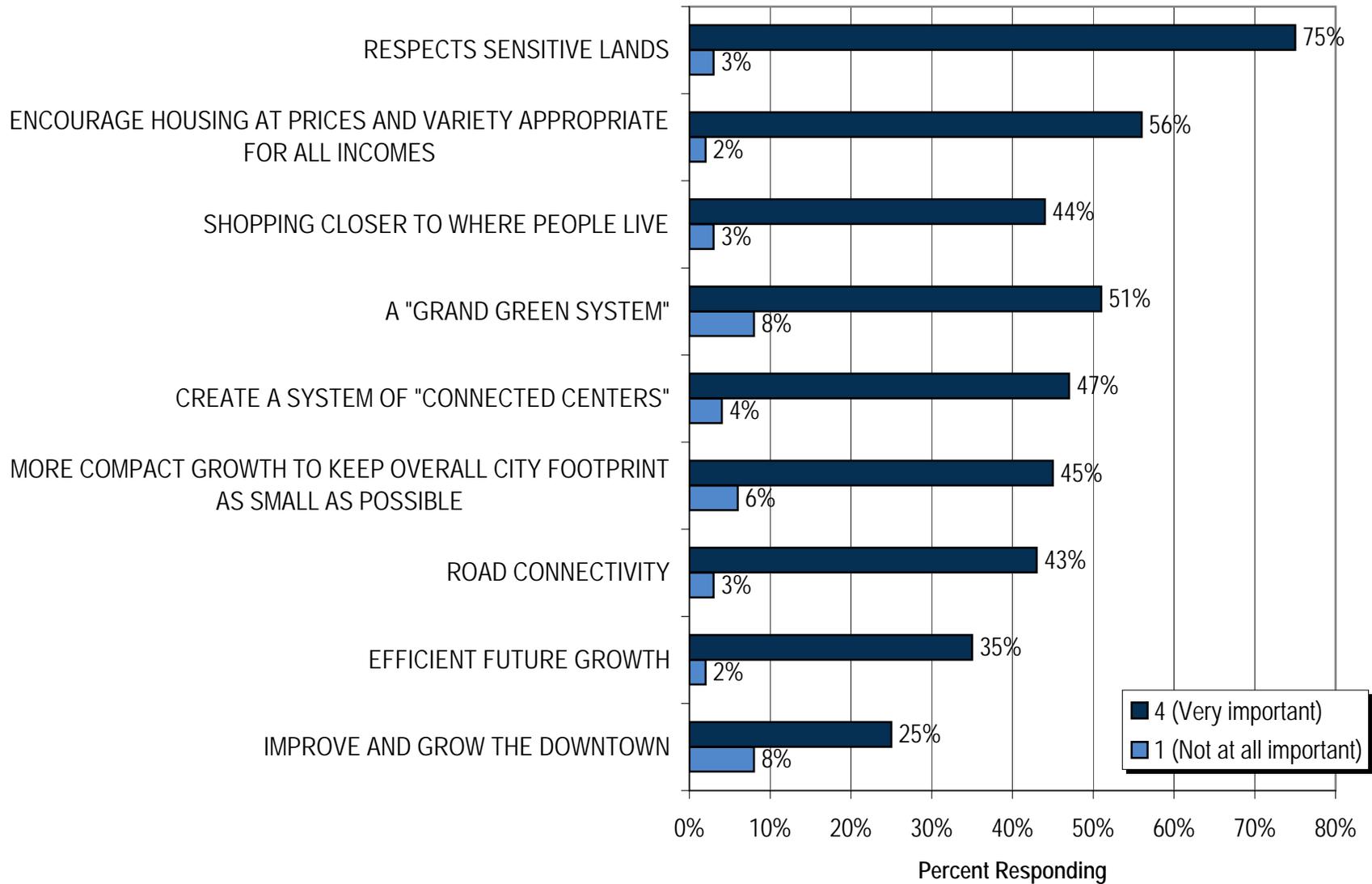
**THANK YOU** for your participation in this important survey!  
Your opinions will be extremely helpful in the City and County Comprehensive Planning efforts.



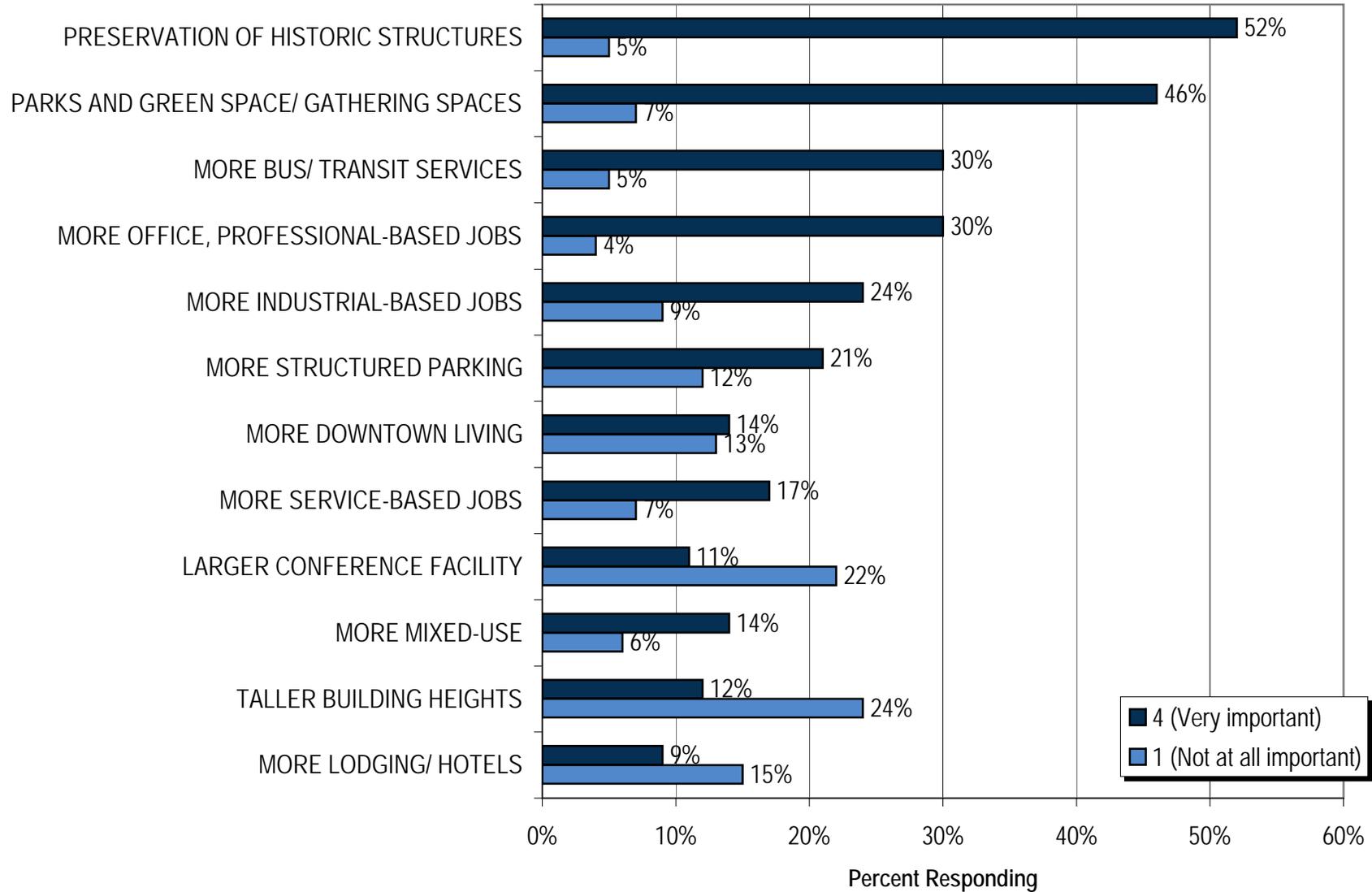
### WHICH SINGLE CHOICE BEST DESCRIBES HOW YOU THINK THE CITY AND COUNTY SHOULD GROW



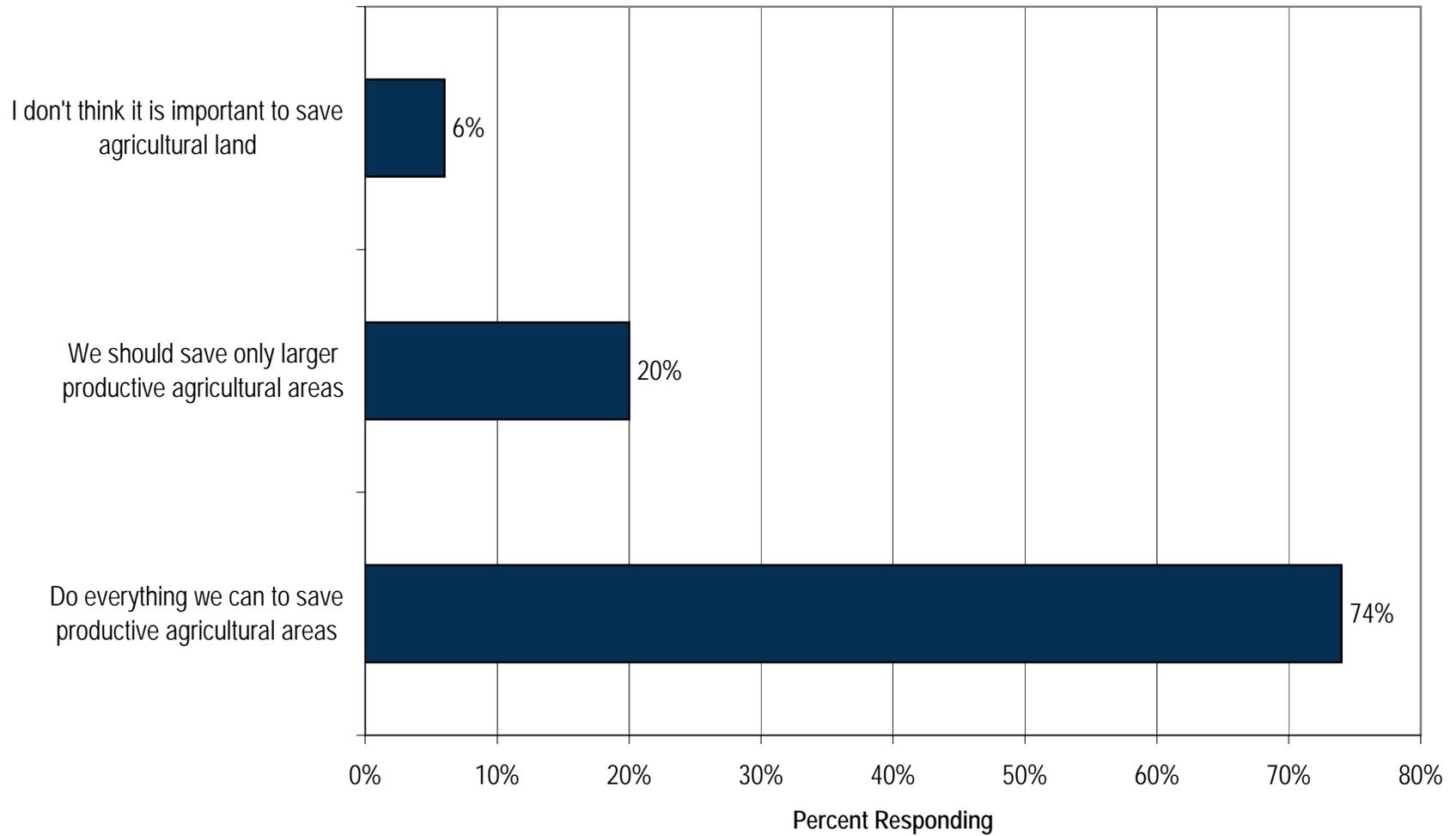
### Importance of basic objectives for the comprehensive plan



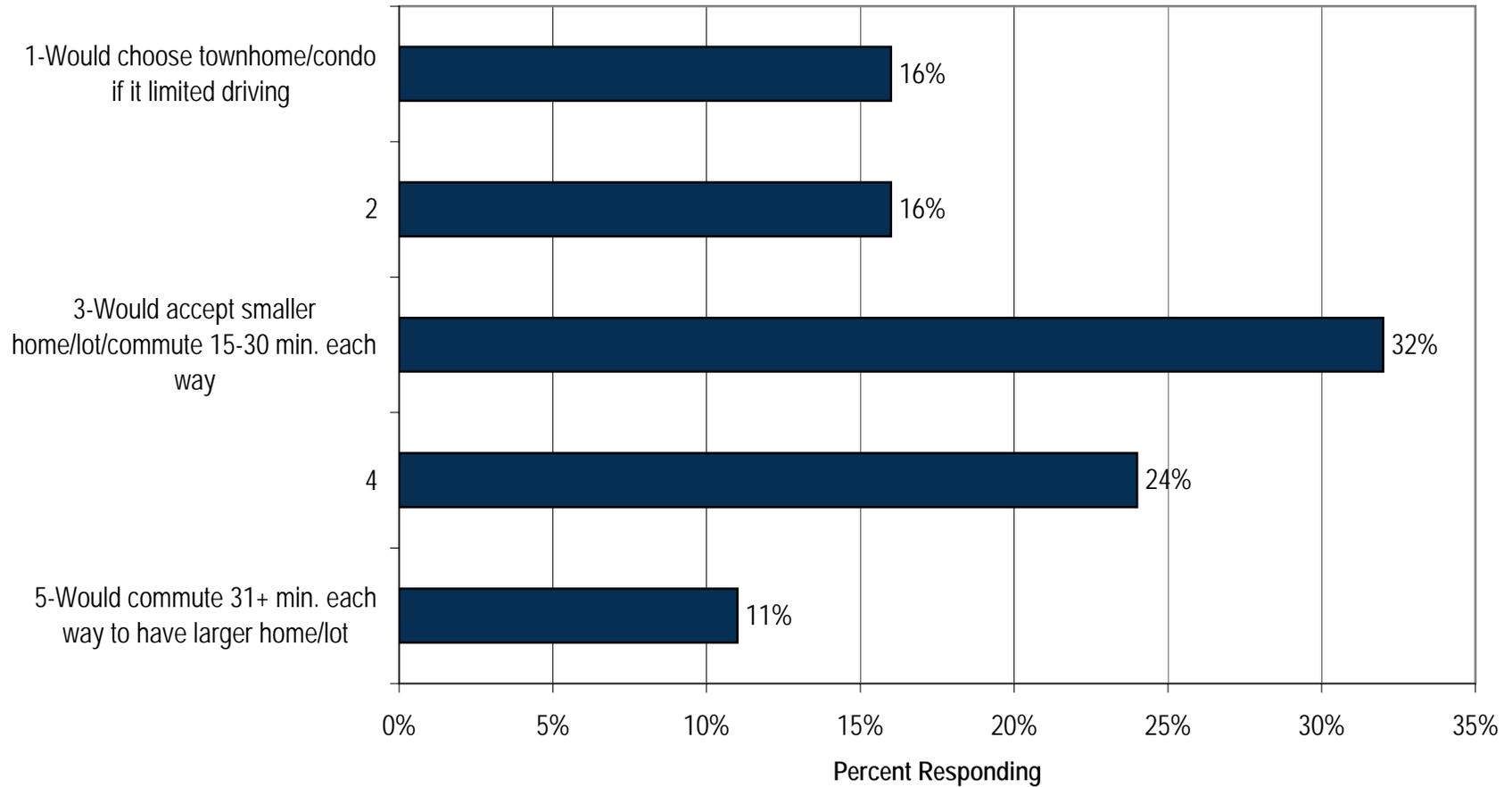
### Importance of improvements to central Grand Junction



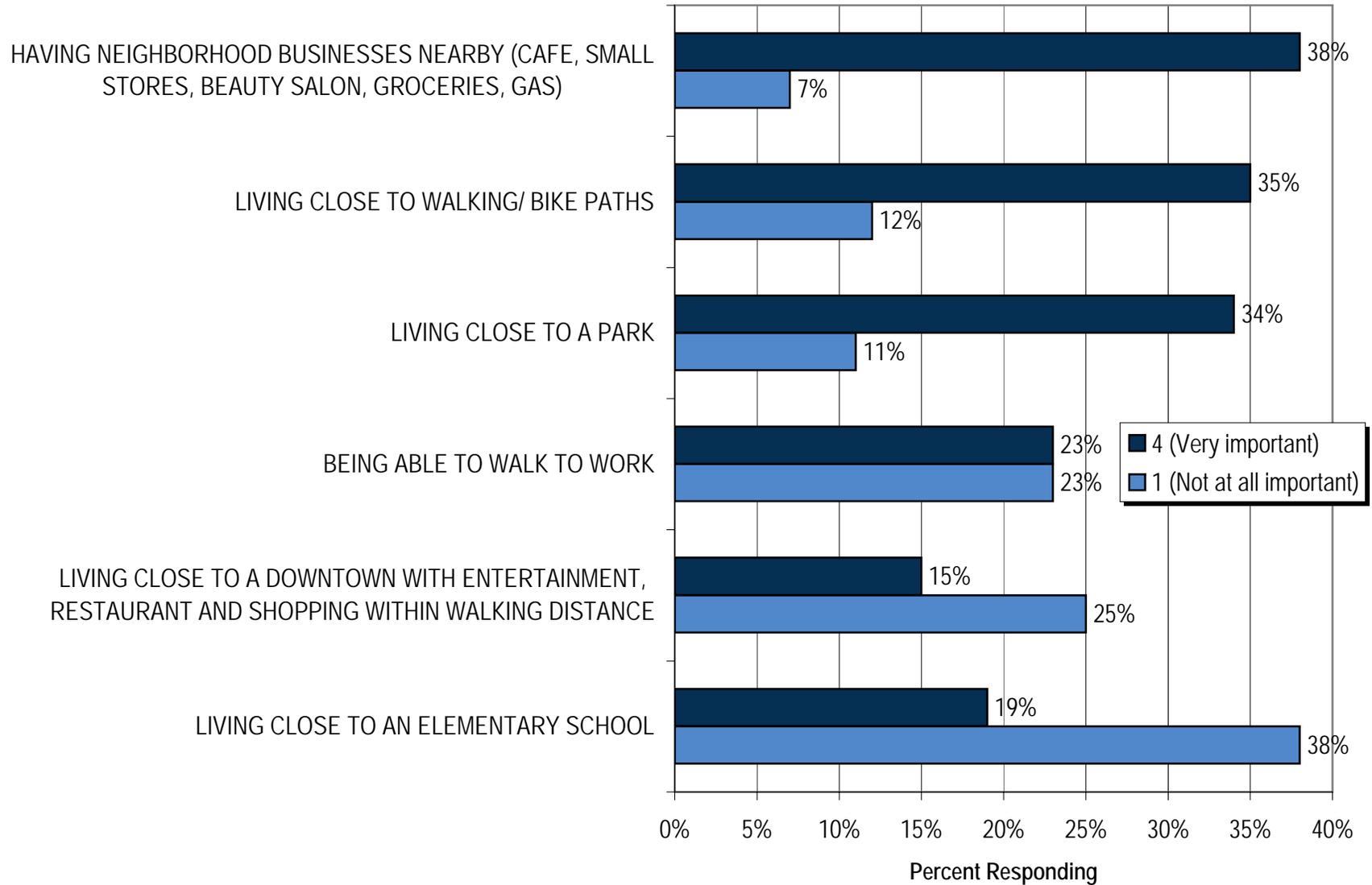
### WHICH IS CLOSEST TO YOUR OPINION REGARDING PRESERVATION OF AGRICULTURAL LAND



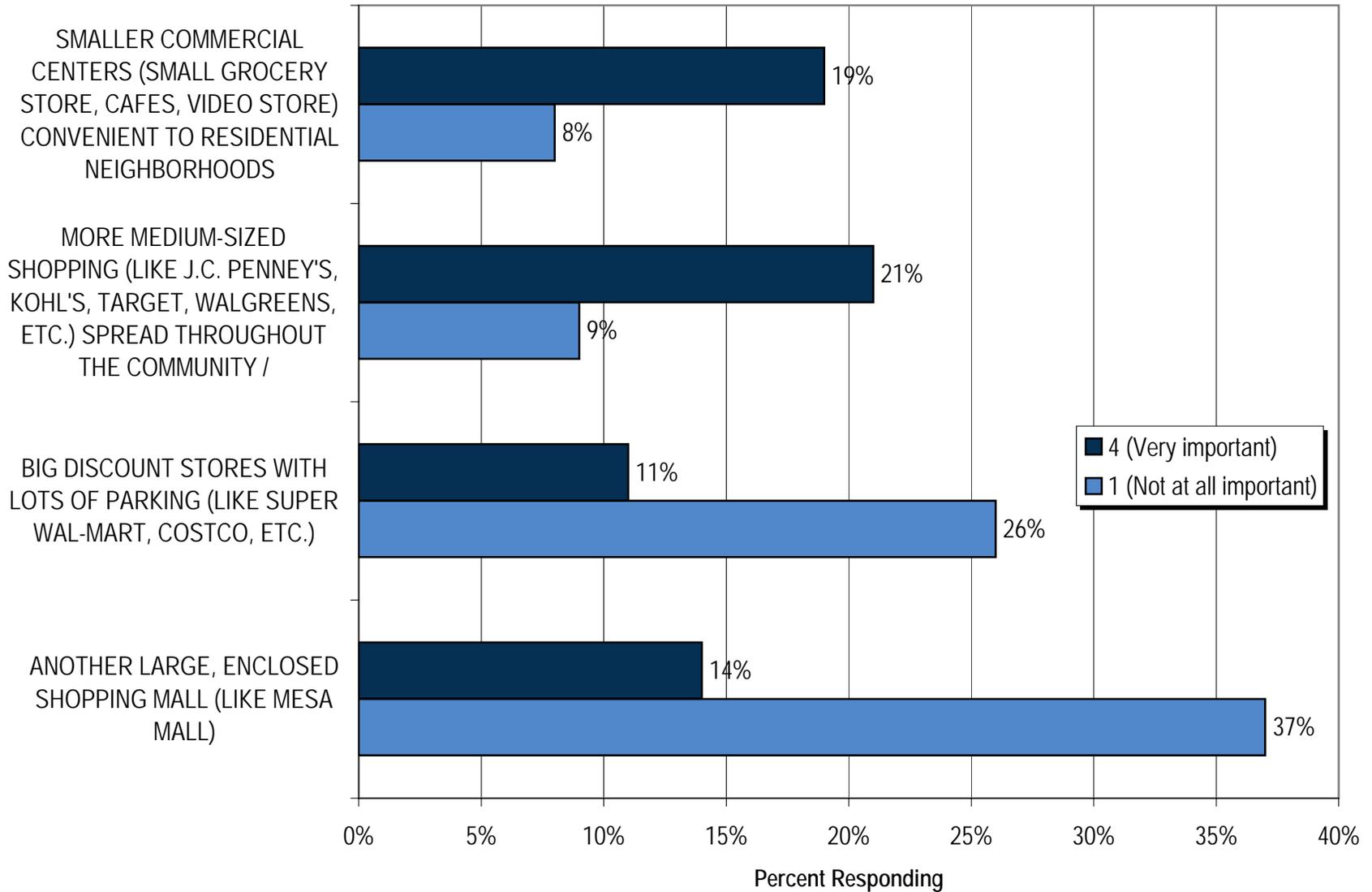
WITH REGARD TO COMMUTING DISTANCE AND LAND COST AND TAKING INTO CONSIDERATION THE COST OF GAS, TRAVEL TIME, TRAFFIC HASSLES, WEAR AND TEAR ON YOUR VEHICLE AND A GIVEN AMOUNT OF MONEY TO SPEND ON A HOME, WHERE DO YOU PLACE YOURSELF IN THIS SPECTRUM



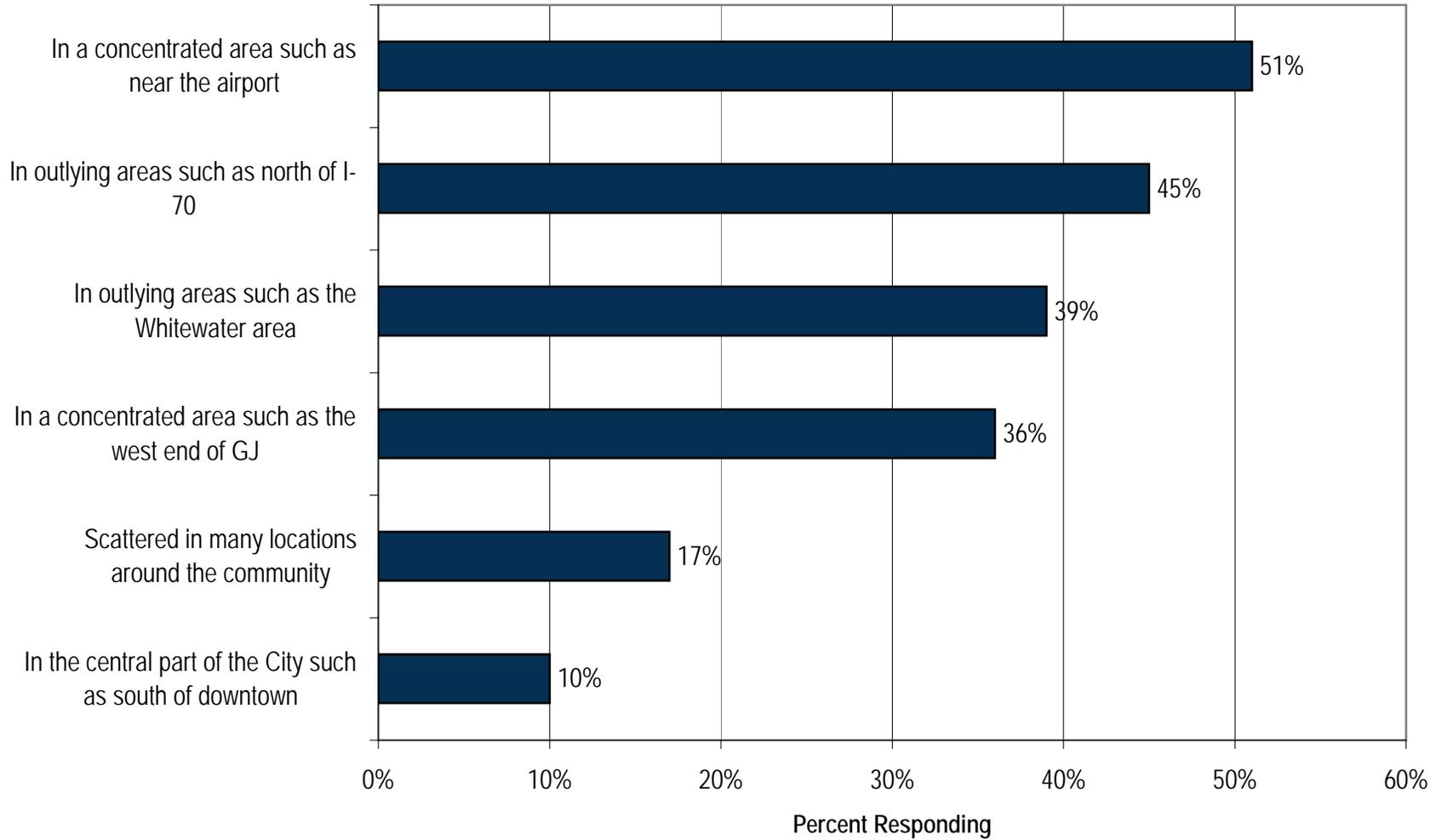
### Importance of the following to your "ideal neighborhood"



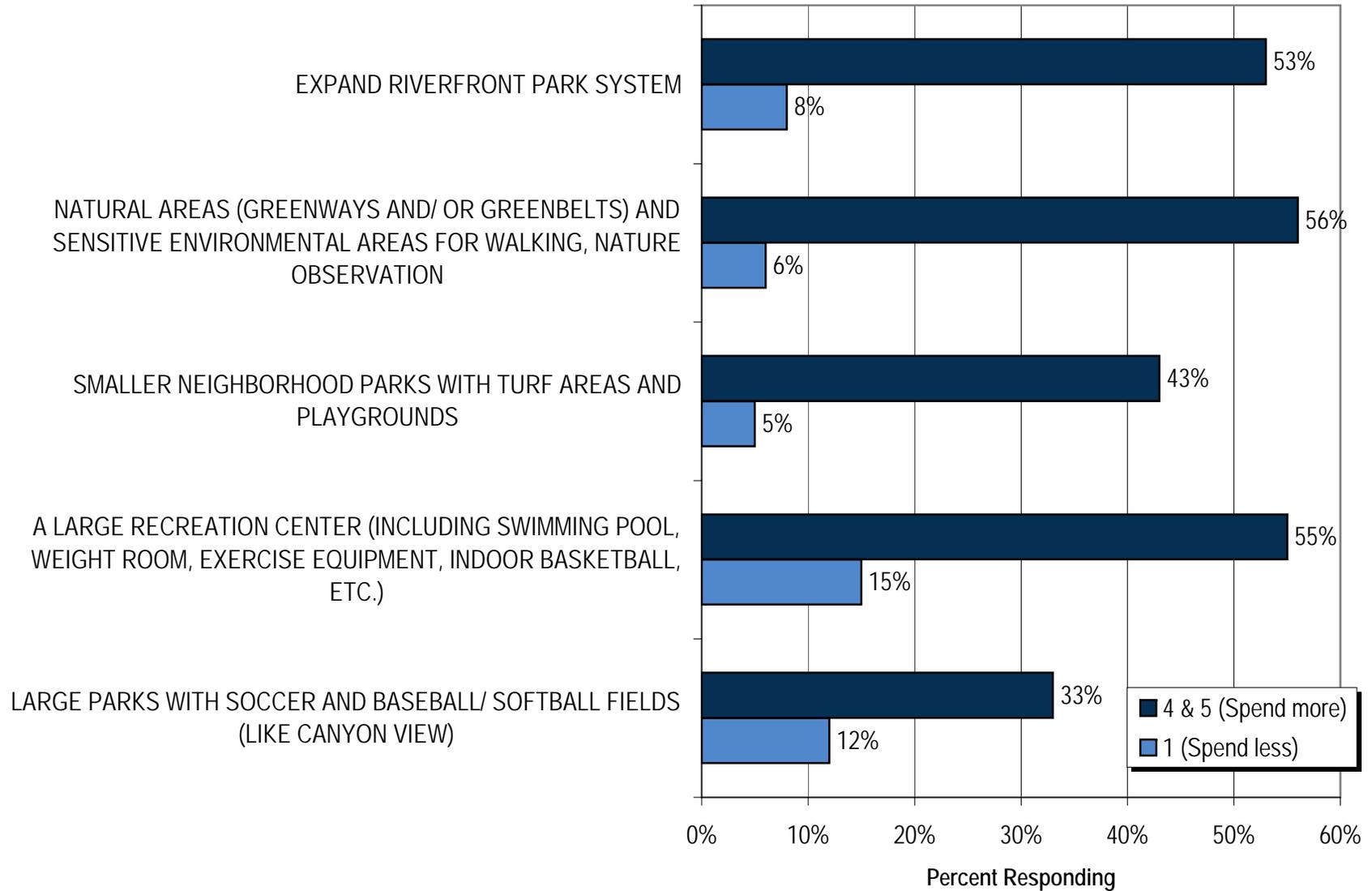
### Importance of future commercial



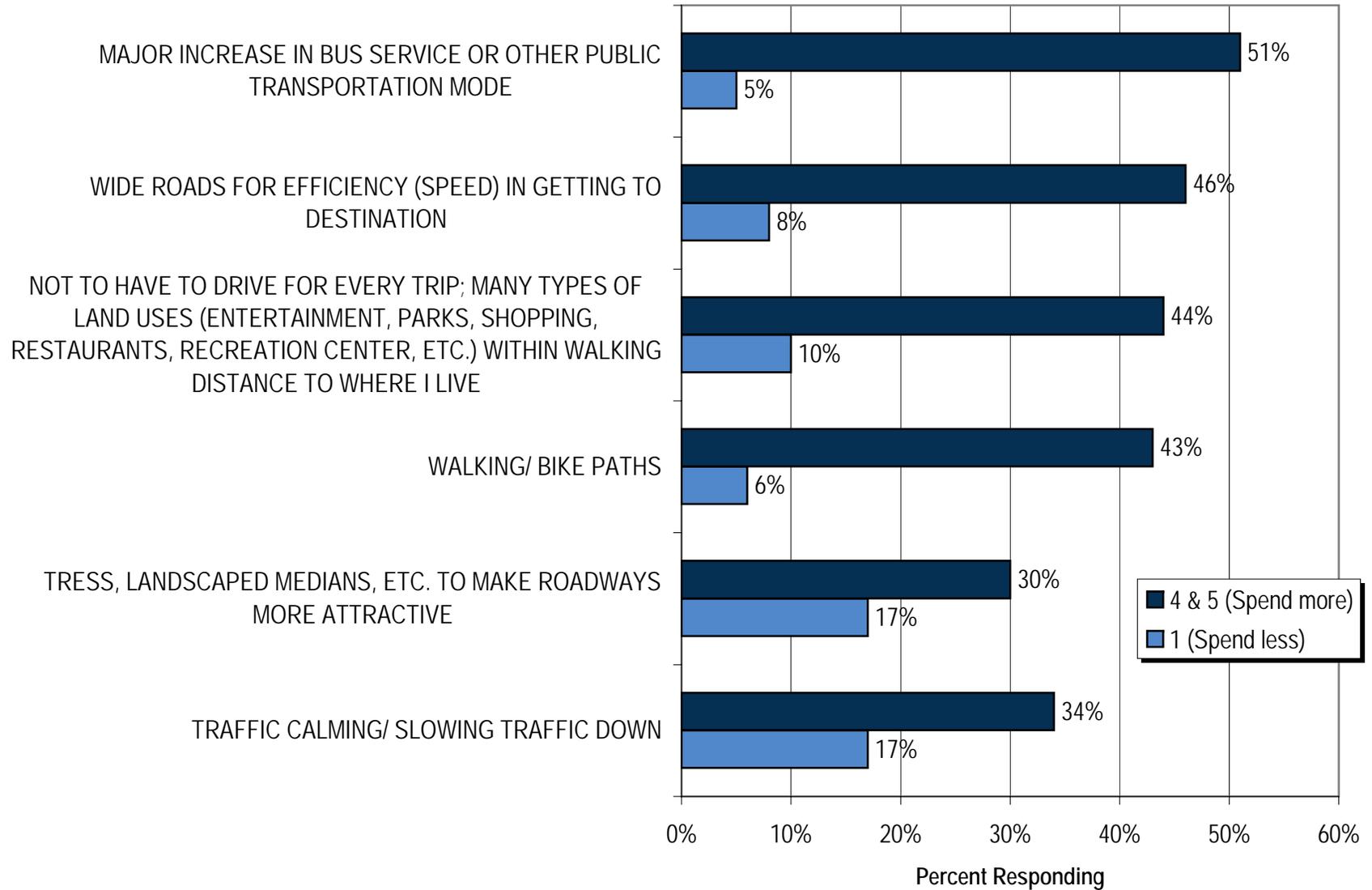
### HOW/ WHERE DO YOU PREFER TO SEE INDUSTRIAL LAND USES LOCATE (OUTDOOR STORAGE, TRUCKING OPERATIONS, OIL & GAS PROCESSING, FREIGHT OPERATIONS)



### Expenditure of City funds for new/expanded recreation facilities



### Spending on transportation-related improvements



### REGARDING TRAFFIC, WHICH OF THE FOLLOWING IS CLOSEST TO YOUR OPINION

