



**REQUEST FOR PROPOSALS (RFP)**  
**Public Opinion Survey Firm on Taxing Preferences**  
**City of Cle Elum**  
**119 W First Street**  
**Cle Elum, WA 98926**  
**(509) 674-2262**  
[www.cleelum.gov](http://www.cleelum.gov)

## **1. Introduction**

The City of Cle Elum is a small city in Eastern Washington with a population of approximately 1,591 registered voters. The city is committed to engaging its citizens in meaningful dialogue on important fiscal issues. To that end, we are seeking proposals from qualified Public Opinion Survey firms to design, conduct, and analyze a public opinion survey on voter's preferences regarding potential tax and fees increases and the disposition of City assets in connection with a chapter 9 Plan of Adjustment. Given our small population, the selected firm will need to employ strategic and diligent outreach efforts to ensure an accurate and representative sampling of citizens.

## **2. Project Objectives**

- Assess public opinions and preferences on current and potential tax and fee structures.
- Provide clear, data-driven evaluations for policymakers based on survey results.
- Build trust and engagement between the public and the city.

## **3. Scope of Work**

The selected Survey firm will be responsible for:

### **1. Survey Design & Development:**

- Collaborate with city officials and advisors to create unbiased and clear survey questions.
- Ensure the survey is accessible in multiple formats (online, paper, phone).

### **2. Survey Administration & Outreach:**

- Develop and implement robust outreach strategies to engage a representative sample of the city's approximately 1,500 voters.
- Utilize multiple channels (social media, local media, mailings, phone calls, community events) to maximize participation.

### **3. Data Collection & Analysis:**

- Collect and compile responses from a statistically significant sample size.
- Analyze results to identify trends and preferences.

### **4. Reporting & Presentation:**

- Deliver a comprehensive final written report.
- Present findings at a City Council meeting.

#### 4. Proposal Requirements

Proposals must include:

- Firm profile and relevant experience (especially in public opinion surveys on fiscal or policy matters), especially with smaller cities.
- Proposed methodology and timeline.
- Budget breakdown (including all anticipated costs).
- Examples of past work and references.
- Proposed project team and their qualifications.

#### 5. Evaluation Criteria

Proposals will be evaluated based on:

- Experience and expertise in conducting public opinion surveys.
- Experience and price structure for serving smaller municipalities.
- Quality and feasibility of the proposed methodology.
- Ability to engage the population.
- Cost-effectiveness and value.
- References and demonstrated success in similar projects.

#### 6. Submission Instructions

All proposals must be submitted electronically in PDF format to the City Clerk - Debbie Lee at [dlee@cleelum.gov](mailto:dlee@cleelum.gov). Please put **RFP Submission – Public Opinion Survey Firm** in the subject line. The deadline for submission is August 15, 2025, at 2:00PM. Late submissions will not be considered.

Questions regarding this RFP should be submitted to Rob Omans at [romans@cleelum.gov](mailto:romans@cleelum.gov).

The City of Cle Elum is an Equal Opportunity and Affirmative Action Employer. The PR firm must ensure that employees and applicants for employment are not discriminated against because of their race, color, religion, sex, or national origin.

The City of Cle Elum reserves the right to reject any and all bids and to waive technicalities or irregularities, and after careful consideration of all bids and factors involved, make the award best serve the interests of the City of Cle Elum.

Debbie Lee  
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City Clerk

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