



MID-OHIO REGIONAL
MORPC
PLANNING COMMISSION

111 Liberty St., Suite 100
Columbus, Ohio 43215
www.morpc.org

MID-OHIO REGIONAL PLANNING COMMISSION
REQUEST FOR QUOTES:

Leaders Listen: Economic Development - Public Opinion Survey

DATE OF ISSUE: Wednesday, October 23rd, 2024
DEADLINE: 5:00pm (EDT), Wednesday, November 20th, 2024

INTRODUCTION:

The Mid-Ohio Regional Planning Commission (MORPC) has launched the “Leaders Listen” survey series to obtain Central Ohio residents’ opinions on experiences and services in the region.

MORPC is soliciting quotes for service to conduct the fourth survey in this series - focused on issues and opportunities related to economic development.

PURPOSE:

The selected entity, herein referred to as CONSULTANT, will be responsible for distributing a set of MORPC-developed survey questions to a representative sample of residents within the 15-County Central Ohio region and for providing validated survey response data back to the agency for further analysis. MORPC will co-promote the survey through its regular communication channels and acknowledge all survey partners in the presentations of results.

SCOPE OF DELIVERABLES:

The CONSULTANT will review MORPC’s survey questions and refine them based on industry standards. The CONSULTANT will then securely and confidentially collect 2,000+ valid survey responses from Central Ohioans residing within the MORPC 15-County region. A minimum of at least one (1) valid survey response must come from at least 130 of the 198 ZIP Codes in the 15-county region. A minimum of at least five (5) valid survey responses must come from at least 65 ZIP Codes (inclusive of the 130) must be obtained. The MORPC 15-County region:

- | | | |
|------------------------|----------------------|-----------------------|
| Delaware County, Ohio | Knox County, Ohio | Morrow County, Ohio |
| Fairfield County, Ohio | Licking County, Ohio | Perry County, Ohio |
| Fayette County, Ohio | Logan County, Ohio | Pickaway County, Ohio |
| Franklin County, Ohio | Madison County, Ohio | Ross County, Ohio |
| Hocking County, Ohio | Marion County, Ohio | Union County, Ohio |

The survey must include each of the economic development, general planning and demographic questions included below in draft form. Required question types include multiple choice (select one), multiple choice (select multiple), matrix rating (e.g., tabular multiple Likert), and text box.

BUDGET:

Not to exceed \$30,000.


William Murdock, AICP
Executive Director

Chris Amorose Groomes
Chair

Michelle Crandall
Vice Chair

Ben Kessler
Secretary

ADDITIONAL REQUIREMENTS

- ❑ Robust methods for mitigating fraudulent or malicious activity must be in place.
 - ❑ Per response or prize drawing monetary incentives for survey responses are permissible, but not required.
 - ❑ The survey must be accessible via personal computers and mobile friendly.
 - ❑ Respondents must be uniquely identified. Respondent contact information must be securely maintained for potential follow-up surveys.
 - ❑ The ability to promote and provide the survey in both Spanish and Somali would be beneficial, but not required.
 - ❑ Final validated respondent and survey response data must be provided to MORPC in tabular format by **Monday, January 13th, 2025**.
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DRAFT ECONOMIC DEVELOPMENT SURVEY QUESTIONS

- **For your community, which of the following economic challenges concern you the most?**
(Choose up to three)
 - Too few job opportunities
 - Too few high-paying job opportunities
 - Disconnect between worker skills and job requirements
 - Limited access to education and job training programs
 - Lack of affordable childcare options
 - Housing is too expensive
 - Limited housing options
 - Limited infrastructure (roads, water, sewer, electricity, and high-speed internet)
 - Limited shovel-ready sites for development
 - I don't know / unsure
 - Other
 - (Please specify): _____

- **What type of economic development do you believe should be prioritized for your community?** (Choose up to three)
 - Attracting new businesses and industries
 - Supporting existing locally owned small businesses
 - Expanding job training and workforce development
 - Increasing public school funding
 - Fostering innovation and entrepreneurship
 - Investing in infrastructure (roads, water, sewer, electricity, and high-speed internet)
 - Enhancing public transit options
 - Investing in sidewalks and bikeways
 - Investing in sustainability and the green economy
 - Increase housing options that workers can afford to rent or buy
 - Expanding healthcare facilities and services
 - Expanding childcare facilities and services
 - I don't know / unsure
 - Other
 - (Please specify): _____

- **In recent years, the Central Ohio region has secured several large economic development investments. How do you feel about the anticipated changes which may come from this level of growth for the following:**
(Very Pessimistic, Pessimistic, Neither Pessimistic nor Optimistic, Optimistic, Very Optimistic, Unsure/I don't know)
 - Housing market
 - Environment & sustainability
 - Transportation infrastructure
 - Jobs and career opportunities
 - Costs of living

- **How much do you agree with the following statements?:**
(Strongly disagree, Disagree, Neither disagree nor agree, Agree, Strongly agree, Unsure/I don't know)
 - Central Ohio has a high-quality workforce suitable for technical jobs of the future.
 - The local leaders are doing enough to support small local businesses.
 - Improving built infrastructure (transportation, EV charging, and shovel-ready sites) should be a top priority for economic growth.
 - Increasing utilities capacities (water, sewer, electricity, and high-speed internet) should be a top priority for economic growth.
 - Investing in renewable energy (solar, wind) would improve the local economy.
 - The local education system adequately prepares students for the job market.
 - I would support higher taxes if it meant more investment in workforce development, public services, and infrastructure.
 - The region is attractive for new businesses due to its quality of life and amenities.

• **How many days per week do you typically use the modes of transportation listed below for getting to where you want and need to go?**

- I drive a traditional gasoline or diesel-powered vehicle
- I drive a hybrid or plug-in hybrid vehicle
- I drive a fully electric vehicle
- A friend or family member drives me
- I ride the bus (public transportation with set stops and schedule)
- I use on demand transportation (public or private) where I request to get picked up at my location
- I ride a bike (not including exercise or recreation)
- I walk (not including exercise or recreation)
- I carpool or vanpool
- Other
 - (Please describe): _____

- | | | |
|-------------------|-------------------|-------------------|
| ▪ 0 days per week | ▪ 3 days per week | ▪ 6 days per week |
| ▪ 1 day per week | ▪ 4 days per week | ▪ 7 days per week |
| ▪ 2 days per week | ▪ 5 days per week | |

• **What concerns do you personally have for moving around your community? (Choose all that apply)**

- Sidewalks: don't exist / incomplete/ lack accessibility ramps (ADA)
- Sidewalks: obstructed, uneven, or broken pavement
- Sidewalks: inadequate or no lighting
- Crosswalk safety: pedestrian visibility / inadequate markings or signals
- Crosswalk safety: too short of crossing time / not enough crossing locations
- Personal safety: unsafe neighborhood / street crime
- Public transportation options: no service/ limited service areas
- Public transportation options: limited service days and times or unreliable service
- Public transportation options: Not accessible for wheelchairs / mobility devices
- Traffic: congestion
- Traffic: aggressive, unsafe, or reckless driving
- Road conditions: too many potholes / broken pavement
- Road conditions: inadequate road signs or missing / faded lane markers
- Bike routes: limited routes / inadequate connections
- Bike routes: not protected from motor vehicle traffic
- Bike routes: inadequate signage / confusing signage
- I have no concerns about moving around in my community.
- Other
 - (Please specify): _____

• **In the last 12 months, which (if any) of the following activities have you missed or rescheduled due to inadequate transportation? (Choose all that apply)**

- I have not had to miss or reschedule any engagement due to difficulties with transportation.
- Work
- School
- Medical / dental appointments
- Mental health or recovery appointments
- Shopping including grocery shopping
- Social, recreational, or faith-based activities
- Long distance travel
- Other
 - (Please describe): _____



- **How much do you agree with the following statements?**

(Strongly disagree, Disagree, Neither disagree nor agree, Agree, Strongly agree, Unsure/I don't know)

- I can easily find resources and information about air quality where I live.
- I pay attention to local air quality alerts.
- I take steps to avoid outdoor exposure during the days with air quality alerts.
- My neighborhood's air quality negatively impacts my health.
- My neighborhood's air quality is poor even when there are no air quality alerts.
- Public transit plays a significant role in improving air quality where I live.
- I am worried about the effects of climate change.
- Central Ohioans are 'doing our part' to reduce local pollution that contributes to global climate change.

- **Which of the following describes the housing unit where you currently live? (Select one)**

- A mobile home
- A single-family stand-alone house
- A single-family housing unit attached to one or more units
- A building with 2 apartments or condos
- A building with 3 or 4 apartments or condos
- A building with 5 to 9 apartments or condos
- A building with 10 to 19 apartments or condos
- A building with 20 to 49 apartments or condos
- A building with 50 or more apartments or condos
- Boat, RV, van, etc.
- I live in a group home, dormitory, or senior care facility.
- I am temporarily living with a family member or friend.
- I am currently experiencing homelessness.
- Other
 - (Please specify): _____

- **Which of the following describes the type of housing where you currently live? (Select one)**

- The unit is owned by me or someone in this household with a mortgage or loan (Include home equity loans).
- The unit is owned by me or someone in this household free and clear (without a mortgage or loan).
- The unit is rented by me or someone in this household.
- The unit is occupied without payment of rent.
- I don't know / unsure.
- Prefer not to state.
- Other
 - (Please specify): _____

- **In the last 12 months, which of the following (if any) have you had to sacrifice, or missed payments for, in order to pay your rent or mortgage? (Choose all that apply.)**

- I did not have to make any sacrifices or missed payments to afford my rent or mortgage.
- Groceries, food, or general home supplies
- Repairing and replacing appliances, or home repairs
- Shoes, clothing, coats, or appropriate work or school attire
- Automobile payments, maintenance, repairs, or insurance
- Doctor visits, medical procedures, medical bills, or purchasing health insurance
- Medical prescriptions, medications, or feminine hygiene products
- Childcare, school fees, tuition, or student loan payments
- Utility payments such as electric, gas, water, internet, or mobile phone plan
- Credit card, cash advance, payday loan, or other short-term borrowing repayment
- I am behind on my rent or mortgage.
- I have another sacrifice or missed payment not listed.

- **Overall, how satisfied are you that planners and other decision makers in Central Ohio are at addressing the following:**
(Not at all satisfied, Somewhat satisfied, Moderately satisfied, Very satisfied, Extremely satisfied, Unsure/I don't know)
 - Your transportation needs
 - Your housing needs
 - Central Ohio's environmental quality needs
 - Central Ohio's economic development needs

- **Please provide any suggestions you have about how economic development, transportation, environmental, and/or housing services, programs, or initiatives could be improved to better serve the region.**
 - *[open ended response]*



RESPONDENT DEMOGRAPHIC QUESTIONS

- **What is your age?** *(We are only accepting responses from individuals who are 18 years or older)*
 - *[open-ended response]*

- **Which Ohio county do you currently live in?**
 - Adams County, OH
 - Allen County, OH
 - Ashland County, OH
 - Ashtabula County, OH
 - Athens County, OH
 - Auglaize County, OH
 - Belmont County, OH
 - Brown County, OH
 - Butler County, OH
 - Carroll County, OH
 - Champaign County, OH
 - Clark County, OH
 - Clermont County, OH
 - Clinton County, OH
 - Columbiana County, OH
 - Coshocton County, OH
 - Crawford County, OH
 - Cuyahoga County, OH
 - Darke County, OH
 - Defiance County, OH
 - Delaware County, OH
 - Erie County, OH
 - Fairfield County, OH
 - Fayette County, OH
 - Franklin County, OH
 - Fulton County, OH
 - Gallia County, OH
 - Geauga County, OH
 - Greene County, OH
 - Guernsey County, OH
 - Hamilton County, OH
 - Hancock County, OH
 - Hardin County, OH
 - Harrison County, OH
 - Henry County, OH
 - Highland County, OH
 - Hocking County, OH
 - Holmes County, OH
 - Huron County, OH
 - Jackson County, OH
 - Jefferson County, OH
 - Knox County, OH
 - Lake County, OH
 - Lawrence County, OH
 - Licking County, OH
 - Logan County, OH
 - Lorain County, OH
 - Lucas County, OH
 - Madison County, OH
 - Mahoning County, OH
 - Marion County, OH
 - Medina County, OH
 - Meigs County, OH
 - Mercer County, OH
 - Miami County, OH
 - Monroe County, OH
 - Montgomery County, OH
 - Morgan County, OH
 - Morrow County, OH
 - Muskingum County, OH
 - Noble County, OH
 - Ottawa County, OH
 - Paulding County, OH
 - Perry County, OH
 - Pickaway County, OH
 - Pike County, OH
 - Portage County, OH
 - Preble County, OH
 - Putnam County, OH
 - Richland County, OH
 - Ross County, OH
 - Sandusky County, OH
 - Scioto County, OH
 - Seneca County, OH
 - Shelby County, OH
 - Stark County, OH
 - Summit County, OH
 - Trumbull County, OH
 - Tuscarawas County, OH
 - Union County, OH
 - Van Wert County, OH
 - Vinton County, OH
 - Warren County, OH
 - Washington County, OH
 - Wayne County, OH
 - Williams County, OH
 - Wood County, OH
 - Wyandot County, OH
 - None of the above

- **What 5-digit ZIP Code do you currently live in?**
 - *[open-ended response]*

- **What 5-digit ZIP Code do you currently work in?**
 - *[open-ended response]*

- **How do you identify?**
 - Woman
 - Man
 - Non-binary
 - Another gender
 - (Please specify): _____
 - Prefer not to state.

- **What is your race and/or ethnicity?** *[select all that apply]*
 - American Indian or Alaskan Native
 - Asian
 - Black or African American
 - Hispanic or Latino(a/x)
 - Middle Eastern or North African
 - Native Hawaiian or Pacific Islander
 - White or Caucasian
 - Another race
 - (Please specify): _____
 - Prefer not to state.

- **What is the highest level of education you have completed?**
 - Less than a high school diploma or equivalent
 - High school diploma, GED, or equivalent
 - Some College
 - Associate's degree and/or certification in a trade skill
 - Bachelor's degree
 - Post-graduate degree (Masters, PhD, Professional Degree)

- **What is your current employment status?**
 - Employed full-time
 - Employed part-time or seasonally
 - Employed on a temporary or contract basis
 - Employed as an intern or apprentice
 - Self-employed or freelance
 - Unemployed, actively looking for work
 - Not employed, Retired
 - Not employed, not currently looking for work / unable to work
 - Student
 - Stay-at-home parent or guardian
 - Primary caregiver
 - Other
 - (Please specify): _____

- **Which of the following industries do you currently work in or desire to work in if looking for work?**
 - Food and Agriculture
 - Logistics and Distribution
 - Military, Local or Federal Government
 - Technology
 - Healthcare
 - Financial Services
 - Aerospace and Aviation
 - Automotive
 - Manufacturing
 - Energy and Chemicals
 - Other:
 - (Please specify): _____
 - None, unsure


- **When it comes to politics, do you usually think of yourself as:**
 - Extremely conservative
 - Conservative
 - Slightly conservative
 - Moderate or middle of the road
 - Slightly liberal
 - Liberal
 - Extremely liberal
 - None of the above

- **What is your household's current annual income (in the last 12 months)? (Choose one.)**
 - Less than \$10,000
 - \$10,000 to \$14,999
 - \$15,000 to \$24,999
 - \$25,000 to \$34,999
 - \$35,000 to \$49,999
 - \$50,000 to \$74,999
 - \$75,000 to \$99,999
 - \$100,000 to \$124,999
 - \$125,000 to \$149,999
 - \$150,000 to \$174,999
 - \$175,000 to \$199,999
 - \$200,000 to \$249,999
 - \$249,000 to \$299,999
 - \$300,000 to \$399,999
 - \$400,000 to \$499,999
 - \$500,000 or more
 - I don't know.
 - I prefer not to disclose my household income.

- **How many people permanently live in your household for each age range including yourself? (Enter 0 if none, "NA" if prefer not to answer)**
 - 15 and under: ___
 - 16 or 17: ___
 - 18 or 19: ___
 - 20 to 24: ___
 - 25 to 34: ___
 - 35 to 64: ___
 - 65 and over: ___

- **How many automobiles: vans, cars, trucks, for general transportation purposes, are kept at home for use by members of your household?**
 - 0 - None ○ 4
 - 1 ○ 5
 - 2 ○ 6 or more
 - 3

 - **Which of the following describes the experience of one or more members of your household including yourself? (Choose all that apply)**
 - Is deaf or has serious difficulty hearing.
 - Is blind or has serious difficulty seeing even when wearing glasses.
 - Is over the age of 5 and has a physical, mental, or emotional condition resulting in serious difficulty concentrating, remembering, or making decisions.
 - Is over the age of 5 and has serious difficulty walking or climbing stairs.
 - Is over the age of 5 and has difficulty dressing or bathing.
 - Is over the age of 15 and has a physical, mental, or emotional condition resulting in serious difficulty doing errands alone such as visiting a doctor's office or shopping.
 - None of these currently describe me or anyone in my household.
 - Prefer not to respond.

 - **Would you like to receive additional surveys or information from MORPC in the future? (Choose all that apply.)**
 - Yes, I'd like to be sent future survey invitations from MORPC via email (about 1 survey invitations a year).
 - Yes, I'd like to be sent MORPC's monthly newsletters via email.
 - Yes, I'd like to be sent future air quality alerts from MORPC via email.
 - Please provide your email: _____
 - None of the above.
- 

QUOTE FORMAT:

Quotes for services should not be more than three (3) 8.5 x 11in pages in length and briefly describe timeline, cost, qualifications, and anything specific the CONSULTANT would like to share regarding their methodology. Acceptable formats include Microsoft Word and Adobe PDF.

To be considered, quotes must be in either printed, **emailed (encouraged)**, or .pdf (jump drive) format. Quotes will be received by MORPC until **5:00 p.m. (EDT), Wednesday, November 20th, 2024.**

Submit quotes to:
Mid-Ohio Regional Planning Commission
Attn: Dave Dixon
111 Liberty Street, Suite 100
Columbus, OH 43215
Email: ddixon@morpc.org.

The Mid-Ohio Regional Planning Commission in accordance with Title VI of the Civil Rights Act of 1964 and the related nondiscrimination statutes, hereby notifies all bidders that it will affirmatively ensure that any contract entered into pursuant to this advertisement, all bidders including disadvantaged business enterprises will be afforded full and fair opportunity to submit bids in response to this invitation and will not be discriminated against on the grounds of race, color, creed, religion, ancestry, national origin, gender or sex (including pregnancy, gender identification or expression, and sexual orientation), gender identity or expression, age (including federally protected 40 years or older), disability or other handicap, genetic information, marital/familial status, military status (past, present or future), medical conditions, income status with regard to public assistance, or limited English proficiency in consideration for an award.

Small, minority-owned, or woman-owned businesses are strongly encouraged to apply.

Compliance with U.S. DOT Regulations:

The project will be funded from federal transportation funds. Consequently, the selected CONSULTANT must comply with all U.S. Department of Transportation regulations pertaining to federal transportation planning studies and non-discrimination in federally assisted programs.

DEADLINES:

1. All proposals are due by **Wednesday, November 20th, 2024.**
2. The selected CONSULTANT will be contacted by **Monday, December 2, 2024.**
3. A kickoff meeting call will be held between the CONSULTANT and MORPC shortly after contract agreement.
4. The survey shall end on or before **Wednesday, January 8th, 2025.**
5. All deliverables are due from selected CONSULTANT on **Monday, January 13th, 2025.**

CONTACT:

Please direct all inquiries to Dave Dixon, MORPC Director of Data Analytics & Strategy, at ddixon@morpc.org. If you are not able to submit a proposal this time but would like to receive RFQs in the future, feel free to send an email to Dave Dixon as well.