

Prospective Companies

Company Name	URL	POC Name	POC email	Phone Number	Assigned To	Contacted Date	Interesting Information	Comments/Notes
UVA/Cooper Center	https://csr.coopercenter.org/services	Kara Fitzgibbon	ksf5fe@virginia.edu	540-467-5107	CB	4/28/2021	Conducts a survey pre-test with focus group before mailing final survey	Will submit proposal by the end of May for presentation at June PC meeting. Need to follow up after 5/11 PC meeting to check-in regarding status of proposal. Kara will check with Director of VIG (Charles Hartgrove) to see if they offer services developing Comprehensive Plans.
Kimley-Horn	https://www.kimley-horn.com/	Eliza Machea	eliza.machea@kimley-horn.com	804-404-7754	CB	4/29/2021		Eliza will send email with questions they need for us to provide so they can submit the proposal
Stantec	https://www.stantec.com/en	Chuck Roadley		757-870-3832	CB	4/29/2021		DECLINED TO PARTICIPATE - FEELS THEY WILL BE TOO EXPENSIVE
BFJ Planning	http://www.bfjplanning.com/planning	Susan Favate	s.favate@bfjplanning.com	212-353-7458	CB	5/7/2021		Susan will send some background information on past projects; Frank Fish (917-826-9942) will send email with other members in cc with some background info and specific questions regarding the project.
Stewart Inc	https://stewartinc.com/practices/municipal-planning/	Chad Sary, AICP	csary@stewartinc.com	919.866.4742	BF	4/26/2021, 5/05/2021		
Laberge Group	http://labergegroup.com/planning-comprehensive-planning/	Ben Syden	bsyden@labergegroup.com	(518) 458-7112 x126	BF	4/26/2021		requested examples and any pricing info they are able to provide
Clarion Assoc.	https://www.clarionassociates.com/what-we-do/planning/	Leigh Anne King	laking@clarionassociates.com	919-967-9188 x 3	BF	4/26/2021		requested examples and any pricing info they are able to provide
Berkley Group	https://www.bgllc.net/	Kelly Davis	kelly.davis@bgllc.net	703-887-4876	BF	4/26/2021		used by Middleburg VA, CEO is Andrew D. Williams and his email is drew@bgllc.net
EPR PC	http://epr-pc.com/	Todd Gordon	t.gordon@epr-pc.com	434-202-5082	CB	5/7/2021		Background information received. Colleague at EPR (Will Cockrell) has deep family roots to the Northern Neck.
ReThinkMainStreet	https://www.rethinkmainstreet.com/	Jeff Szyperski	jeff@rethinkmainstreet.com	804-436-7059	CB	5/7/2021		left voicemail
Quantisoft	www.quantisoft.com	Howard Deutsch	hdeutsch@quantisoft.com	609-409-9945				Proposal dated March 3 received by Councilwoman Brown. Town council voted to "put \$6500 in the budget to accept the contract with QuantiSoft" on 3/11/21.

Potential Areas of Survey

Infrastructure	Town Services	Development	Quality of Life	Demographics
Public Sewer	Public Parks	PUD	Farmers Markets	Are you a FT resident? PT resident? land owner?
Public, Free Wifi	Public Playgrounds	Architectual Standards for Businesses	Community Events	Are you a business owner?
Sidewalks	Town Police	Town Parking	Attract Young People to Sustain the Town	Do you own? Do you rent?
Street Signs	Public Safety	Town Hall	Short-term Rentals	Age?
Street Lighting	Town Govt Roles/Responsibilities	Public Water Access	Environmental Protections	Sex?
Expand Golf Cart Zone	Public Transport (Trolley)	Businesses - # of, type of, location of, etc		Nationality
Epan 25mph Zone	Revision/update of Town Regulations	Abandoned Structures / Properties		Retired?
Bury Power Lines				Full or Part Time Worker
Crosswalks				Work from home
Better Cellular Service				
Triway Trail				

Other Supporting Information

King William County RFP for Comprehensive Plan	https://www.kingwilliamcounty.us/DocumentCenter/View/477/COMPREHENSIVE-PLAN-RFP-2020			
Martinsville VA Comprehensive Plan	https://www.martinsville-va.gov/content/martinsville-va/uploads/PDF/departments/a-g/community_development/comprehensive_plan/city_of_martinsville_comp_plan.pdf	BF Emailed on 4/26/2021		
City of Hopewell Comprehensive Plan	https://hopewellva.gov/comprehensive-plan-2028/			
Town of Woodstock Comprehensive Plan	https://www.townofwoodstockva.com/274/Comprehensive-Plan	BF Emailed on 4/26/2021	Lemuel Hancock	lemuel.hancock@townofwoodstockva.gov
How to build Comprehensive Plans that get used	https://www.transformgov.org/articles/how-municipalities-can-create-comprehensive-plans-actually-get-used			
Harrisonburg VA Comprehensive Plan	https://www.harrisonburgva.gov/comprehensive-plan			



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Town of Irvington Community Opinion Survey Proposal

March 3, 2021

Ms. Jackie Brown
Council Member
Town of Irvington, VA

Dear Jackie:

It was my pleasure to talk with you. Thank you for the opportunity to present this proposal for conducting a Community Opinion Survey for the Town of Irvington.

Background

The Town of Irvington is planning to conduct a Community Opinion Survey to gather information, perceptions and insight from residents as part of its comprehensive planning process. The survey will include questions about residents' vision for the community, how to manage growth, capital projects, relocating the Town office, planning for green space and other important issues. The survey reports will provide actionable information and perceptions about a wide range of issues that will guide Town of Irvington's future.

The survey will send an important message to residents that the Town's leaders are interested in hearing their opinions. The Town of Irvington can expect to achieve a strong payback on the survey by taking action based on the survey's findings.

Survey Approach

1. **Survey Participants** – The survey will be distributed to approximately 400-500 Town of Irvington residents.
2. **Survey Design** – The goal is to create a customized survey that meets the Town's information and insight needs. The survey will include approximately 50 questions. We will work with you to ensure that the survey includes all of the pertinent issues. We will use our 22 years of survey experience to word the survey introduction statement and questions to be clear, concise and understandable. The survey will be organized into topic-based sections, each of which includes several questions. The survey questions requiring a rating assessment will use a 1-5 rating scale.

Residents will be able to include their comments and suggestions after each question. Comments enable residents to explain their ratings, tell you exactly how they feel about issues and offer their opinions and suggestions. The survey can also include open-ended questions (e.g. questions without a rating scale that gather opinions and suggestions).

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3. **Resident Demographics** - The survey will include demographic questions, enabling residents to provide information such as their age range, etc. We will talk with you to identify the appropriate demographic questions to include in the survey. Quantisoft will provide reports for the community overall, and for each demographic sub-group.
4. **Survey responses will be anonymous** - This will encourage residents to respond to the survey and to be comfortable answering questions completely and honestly.
5. **Conduct the Survey as a Paper and Online Survey** - As we discussed, the survey will be conducted as both a paper and an online survey. Residents will be able to choose between completing a paper survey or using the online survey. The online survey will be hosted on Quantisoft's Web server. Today most people including senior citizens have access to computers with Internet access. Online surveys are a very cost-effective way to gather opinions from a large and diverse group of residents.

Residents should be encouraged to use the online survey. Residents will be able to complete the online survey using a laptop or desktop computer at home or at work, or they can use an iPad or mobile/smart phone.

6. **Distribution of the Paper and Online Surveys** - Once the survey questions are finalized the Town of Irvington will print the necessary copies of the paper survey, which will be formatted by Quantisoft. Quantisoft will create the online survey and provide the survey link address to the Town of Irvington. The online survey link address will be included in a paper survey cover letter. The Town of Irvington will mail the paper surveys to approximately 400-500 residents. The mailing will include a postage paid envelope addressed to either the Town of Irvington or Quantisoft. The completed paper surveys should be mailed to the Town of Irvington if the Town performs the data-entry of the paper surveys (using the online survey). If Quantisoft performs the paper survey data entry, the paper surveys should be mailed to Quantisoft.

The cover letter will instruct residents to either complete the paper survey and mail it back or use the online survey which can be accessed via the online survey link address provided in the paper survey cover letter.

If desired, the Town of Irvington can send e-mail announcements for the online survey, including the survey link that can be clicked on for survey access, to all residents for whom the community has an e-mail address. It would not be necessary to send paper surveys to these residents. This will save printing, postage and data entry costs for these residents. If this e-mail approach for distributing the online survey is used, we recommend sending weekly reminder e-mail announcements throughout the survey response period.

The survey can also be promoted on the Town of Irvington's website (including a link to the online survey) and by any other approach that may be available.

7. **Data Entry of the Paper Surveys** - The Town of Irvington can choose to perform the data entry of the paper surveys using the online survey (eliminating data entry costs from Quantisoft), or have Quantisoft perform the data entry at \$35 per hour. The time required to perform the data entry will depend on the number of survey questions, the number of comments received from residents in their survey responses, and the length of the comments.

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Survey Response Period

1. We recommend a survey response period of 4-6 weeks to increase the response rate, making it possible for residents that may be traveling, busy, on vacation, etc. to respond. The response rate can be extended if desired to further increase the response rate. Quantisoft will provide you with daily response rate updates by e-mail.

Reporting Survey Results

Quantisoft will provide survey reports that are insightful and easy to read and understand. The following survey reports will be sent to you as e-mail attachments:

1. Reports presenting overall and detailed results displayed in graphs and summary tables, including results for each question for all responding residents, and by respondent demographics.
2. Comment reports will be included for each survey section and question.
3. Executive Summary Report: Quantisoft will perform extensive analysis of the survey results and prepare a written Executive Summary Analysis Report summarizing the highlights of the survey findings and key themes, and recommending actions to address issues and opportunities identified by the survey. Quantisoft will also present the Executive Summary Report in a webinar meeting.

Quantisoft brings experience and an un-biased capability in analyzing the survey data, presenting summary results and identifying recommendations for improvement.

Optional Incentive to Participate in the Survey – If desired, the survey can include an incentive for participating in the survey (e.g. gift cards). A stated number of participants would be randomly selected by Quantisoft as winners. Participants would have to provide their name and mailing address to participate in the drawing. The survey will state that all survey responses will be kept confidential by Quantisoft and that participant's names will not be linked to their survey responses.

Survey Price

- The survey will be conducted as presented herein at the fixed price of \$5,400.
- Optional Data Entry of Paper Surveys: Quantisoft will perform data entry of paper surveys at the rate of \$35 per hour.

Full payment is due upon delivery of the survey reports.

Confidentiality

All information provided to Quantisoft, along with all survey results, will be handled in strict confidence.

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Timeline

Quantisoft is available to start the survey at your convenience and to get the survey done quickly. The following timeline provides the key tasks and an estimate of the time range required. Some of the tasks can be performed concurrently.

Task/Action

Required Time

Develop and approve survey questions (as Word document) -Town of Irvington & Quantisoft

Typically 3 – 5 days

Create online version of the survey - Quantisoft

1 - 2 days

Review and approve online survey - Town of Irvington

Within 1-2 days after survey availability for review

Develop survey announcement approach - Town of Irvington & Quantisoft - (Quantisoft will provide suggested wording for the announcements)

1 – 3 days

Make 400-500 copies of the paper survey - Town of Irvington

2 – 3 days

Address paper survey mailing envelopes, include pre-addressed return envelopes, stuff paper surveys and return envelopes in the mailing envelopes, apply postage and mail the paper surveys - Town of Irvington

2 – 3 days

Survey start date

Approximately 2 – 3 weeks after approval to proceed with the survey

Data entry of paper surveys - Town of Irvington or Quantisoft

Data entry will likely be completed within 1 – 2 weeks after the survey response period is closed.

Delivery of survey reports

Comprehensive data reports will be delivered within 3 – 4 days after data entry of paper surveys is completed.

The executive summary report will be delivered within 7 - 10 business days after data reports are delivered.

Report presentation webinar will be scheduled at your convenience.

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About Quantisoft

Quantisoft conducts employee and customer satisfaction surveys, risk assessment surveys, IT customer satisfaction surveys and other types of surveys for organizations in various industries. We have the experience, expertise and responsiveness to meet your survey needs:

- Quantisoft's people working with you on this survey have extensive experience and expertise designing and conducting surveys, interpreting results and creating and implementing solutions for opportunities identified by surveys. Bios of key people executing the survey are included.
- **Quantisoft's survey customers** include BASF, Michelman, McDermott International, Broadwind, Rensselaer Polytechnic Institute (RPI), MAHLE, Olin Brass, Barkan Management Companies, Explorer Pipeline, Coach USA/Canada, Charter Communications, Open Assessment Technologies, HSM Solutions, Emera Energy, Nassau Bay City, Coconino County (Arizona), SUNY, American Woodmark, Montgomery College, Anne Arundel Community College, Campus Crest Communities, Santa Barbara Community College, First Republic Bank, River Valley Bank, Cadwalader Wickersham & Taft LLP, Ogden Murphy Wallace PLLC, TPG Hospitality, Renton School District, Weiser Mazars LLP, Thermacore, Dominion, Lehigh Hanson, Ballard Spahr LLP, E.R. Williams Consulting, Canadian Institute of Chartered Accountants, Labor Temps, Nesco Resource, North American Corp, Bay Ridge FCU, Grand Bahama Power, Grace Kennedy Foods, Barbados Light & Power Company, Capital Bank, Harbor Towers, Europ Assistance USA, MBIA, MiTek Industries, Fidelity & Guaranty Life, Rumford Power, Bridgeport Energy, Tiverton Power, Encore Payments, Professional Examination Service, The Farmers State Bank and Trust Company, TIGER Drylac USA, International Association of Currency Affairs (AANN), Simplicity Bank, Fieldview Solutions, Kaiser Federal Bank, Chanel USA, RidoutBarrett & Co. PC, First Quantum Minerals, Smart Balance, Thomason Hendrix PLLC, Employees Only, Carleton University (Ottawa), The1stMovement, Catalent Pharma Solutions, Janome America, Biogen Idec, Amgen, Northrop Grumman, Advance Financial, Suffolk Construction, Primary Residential Mortgage, PerkinElmer, Sucrogen, Vita-Mix, RampRate, Ricoh, Unisys, Baker Botts LLP, SelfHelp, Kennet, Teva Pharmaceuticals USA, TradingPartners, Erickson Living, Guardian Healthcare, Total Health Care, McMinnville Gas, Gentiva Health Services, Par Pharmaceutical, Mentor Corporation, World Kitchen, Salient Corporation, Marubeni-Itochu Steel America, Pitney Bowes, AIG, Wyndham Worldwide, Port Authority of NY/NJ, Alcatel-Lucent, Clark Steel, Getty Foundation, Federal Reserve Bank of New York and other companies/organizations.
- We have extensive consulting experience, enabling us to provide our customers with survey analysis and summary reports that are insightful, crisp and to the point.
- We minimize your time commitment to the survey.
- Our powerful survey software, low overhead and proven survey approach enables us to provide customers with highly affordable pricing.
- Quantisoft's survey results reports, including graphs, comments and summary tables are easy to read and understand, and provide the type of information and insight you can use to make appropriate decisions and achieve positive results.

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Benefits of Online Surveys Conducted by Quantisoft

1. **100% accurate results**...survey respondents provide their responses directly for both response ratings and comments...no data entry, interpretation or editing errors possible.
2. **Outside objective survey process and results**...clients are guaranteed that the survey results are independent, without human intervention.
3. **Increased response rate**...Quantisoft provides guidance based on extensive survey experience to increase the survey response rate.
4. **Fast turnaround**...you get the survey results on a timely basis after the survey response time period is closed.
5. **Added convenience for survey respondents**...survey respondents receive an e-mail with the survey URL...they just click on the URL (while connected to the Internet) and immediately see the survey...surveys can be completed when the respondent has the time to do it, day or night.
6. **Gather overall comments and comments for each survey question, along with ratings for each question**...comments provide the specific information you need to pinpoint needed action.
7. **Survey results are presented to provide the information and insight you need**...in graphical and numerical tabular format, sorted by demographic characteristics of survey respondents. Reports present survey comments for each survey question.
8. **Survey results can be shared** via e-mail to designated people in your organization on a timely basis.
9. **Cost effective** - the survey price is fixed, without hidden overhead or other costs.
10. **Responsive** - Quantisoft has a demonstrated track record of conducting successful web surveys. Throughout the survey process we are responsive to your needs.

Next Steps

Thank you for the opportunity to present this proposal. Please let me know if you have any questions. Please sign and return the authorization on the following page to start the survey process.

Sincerely,

Howard Deutsch
Quantisoft, LLC
(609) 409-9945
hdeutsch@Quantisoft.com

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Authorization to Conduct the Town of Irvington Community Opinion Survey

Please check the survey services requested and **sign and scan/e-mail this page only** to indicate approval to proceed:

Scan/e-mail to hdeutsch@Quantisoft.com

Design & Conduct the Town of Irvington Community Opinion Survey, provide comprehensive data reports and executive summary report and present results in a webinar Meeting: \$5,400.

Optional - Quantisoft to perform Data Entry of Paper Surveys at the rate of \$35 per hour.

Full payment is due upon delivery of the survey reports.

Approved for Town of Irvington, VA
(Print and sign name)

Date

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Quantisoft's Key People Conducting the Survey

Quantisoft's team includes consultants with extensive survey and consulting experience.

Howard Deutsch

Howard Deutsch is CEO and co-founder in 1999 of Quantisoft, LLC. Howard coordinates Quantisoft's team in designing, creating and administering surveys and in preparing insightful data and analysis reports.

Quantisoft's innovative surveys and consulting enable organizations ranging from Fortune 500 and middle-market companies, small businesses, not-for profit and governmental organizations to measure and achieve breakthrough increases in performance and make better, more objective decisions. Quantisoft's mission is to provide managers with the information and insight they need to increase performance and competitiveness.

Howard founded Deutsch Consulting Services, Inc. in 1992, helping customers to identify change opportunities and increase productivity, organizational effectiveness, quality and customer service. Customers included American Express, Prudential, Morgan Stanley, Lucent Technologies, Lehman Brothers, Federal Reserve Bank of New York, Allstate Insurance and other companies.

His experience includes ten years as S.V.P. at NatWest Bank, where he helped lead a major turnaround of the bank. Howard was Chief Administrative Officer of Consumer Banking and also directed the bankwide Quality Program, Consulting Division and Customer Service Center.

He previously held senior-level consulting and line positions at Bankers Trust, Chase Manhattan Bank, RCA, Control Data Corporation, Computer Sciences Corporation and Grumman Aerospace.

Howard has a BS in Industrial & Management Engineering from Rensselaer Polytechnic Institute (RPI) and an MBA in Finance from Saint John's University. He was an Adjunct Professor teaching Organizational Behavior, Human Resources Management, Leadership, Reengineering, Corporate Governance and Entrepreneurship in Seton Hall University's MBA and undergraduate business programs for eight years.



**TOWN OF IRVINGTON, VIRGINIA
PLANNING COMMISSION
SPECIAL CALLED MEETING
IRVINGTON BAPTIST CHURCH
TUESDAY, MAY 11, 2021 6:30 PM**

RE: COMPREHNSIVE PLAN / SURVEY RESEARCH UPDATE

BY: J. CHRIS BRALY

TO: IRVINGTON PLANNING COMMISSION MEMBERS

COMPANIES CONTACTED

In total, ten (10) companies have been contacted regarding assisting with the town survey and comprehensive plan update. Not all of the people we have reached out to have returned our emails / phone calls. All organizations we have spoken with are interested in helping with this project, and each seems to have a different approach for completing this project. It will be important to clearly define the scope and deliverables before we solicit detailed proposals.

PROJECT SCOPE

During initial conversations with these organizations, the project scope has been defined as four distinct phases.

1. Assist with development of a survey.
2. Conduct the town survey.
3. Compile the survey results, analyze the data, and produce a report on survey results.
4. Assist with comprehensive plan update.

EVALUATION PROCESS

We feel that careful evaluation and selection of the consulting firm to assist with this project is paramount to the success. Below is an outline of the evaluation process for consideration.

1. Clearly define scope of the project. Determine the specific deliverables and desired outcomes. Establish evaluation criteria for each organization (philosophy and methodology of the organization, what other comparable projects have you completed, etc.).
2. Request and receive proposals.
3. Evaluate proposals and select 3-4 organizations to present to Planning Commission and Town Council.
4. Evaluate presentations and, if necessary, narrow the field down to 2 organizations for any final questions.
5. Select firm and begin project.

QUANTISOFT

Councilwoman Brown received a proposal from Quantisoft dated March 3, 2021 regarding a community opinion survey for the Town of Irvington. On March 11, 2021, the Town Council exited a closed session and voted unanimously to “put \$6,500 in the budget to accept the contract with Quantisoft.” If this is the case, we need to get clarification of what the Planning Commission is supposed to be doing. Based



**TOWN OF IRVINGTON, VIRGINIA
PLANNING COMMISSION
SPECIAL CALLED MEETING
IRVINGTON BAPTIST CHURCH
TUESDAY, MAY 11, 2021 6:30 PM**

on that meeting, it appears that the Town Council decided to move forward with using Quantisoft. However, during the meeting on April 8, 2021, the Town Council seemed to decide to move the effort of soliciting companies to perform the survey and update the comprehensive plan to the Planning Commission. However, nothing was ever resolved regarding Quantisoft.

OUTSTANDING ITEMS

1. The Planning Commission needs to receive clarification from the Town Council regarding their vote to approve the proposal from Quantisoft before we can solicit proposals from any organization regarding the survey. If we are to proceed with any of the ten companies we have contacted, the Town Council should probably undo their vote taken on March 11. Otherwise, soliciting proposals from others when an organization was selected by Town Council not appropriate.
2. Clearly define the project scope.
3. Clearly define the company evaluation criteria.
4. Possibility of scheduling workshops to complete items #2 and #3.