



Great Rivers Greenway

REQUEST FOR QUALIFICATIONS FOR MARKET RESEARCH SERVICES

SUBMITTAL DUE: Friday, October 10, 2025, 4 P.M. Central Standard Time

Questions related to this request should be sent by Monday September 29, 2025, to:

Anne Milford, Communications Coordinator amilford@grgstl.org

Answers will be provided to everyone with the RFQ by Friday, October 3, 2025.

BACKGROUND

The Metropolitan Park and Recreation District, doing business as Great Rivers Greenway, is a regional public agency serving the City of St. Louis, St. Louis County and St. Charles County. Great Rivers Greenway is making the region a more vibrant place to live, work and play by connecting communities with greenways.

SCOPE OF WORK AND QUALIFICATIONS

Great Rivers Greenway is interested in hiring one or more firms or individuals to assist them with a variety of possible projects over the next few years. Respondents may choose to share their qualifications regarding one or more of these items; it is not required to be qualified for or respond to every one of the items needed. Firms or individuals' qualifications will be evaluated and qualified respondents can be called upon anytime through December 31, 2028.

- **Research Strategy:** The agency wishes to be able to work with consultants to help devise research strategies and recommendations for any given project or goal. Respondents to this category should be experienced in guiding clients through the strategic process, making recommendations and overseeing implementation, even if done by other vendors.
- **Quantitative Implementation:** Every two years, the agency assesses the level of public awareness and sentiment among our constituents through a statistically significant sample survey that represents the demographics of the region (age, race, gender, etc). Other quantitative research projects may be undertaken as well through digital, phone, mail, etc. Respondents to this category should be experienced in conducting, analyzing and reporting of quantitative research tactics, including with demographic targets.
- **Qualitative Implementation:** Projects arise with needs for qualitative assessments such as focus groups, intercept surveys, etc. Respondents to this category should be experienced in conducting, analyzing and the reporting of qualitative research tactics.

Chosen consultants may be asked to help prepare presentations of their projects.
All raw data and analysis will be owned by and provided to Great Rivers Greenway.

INSTRUCTIONS FOR PREPARING QUALIFICATIONS:

Submission of Qualifications



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Please submit one proposal as a PDF file through the upload link provided. Submittals should contain:

- Letter of interest that includes a synopsis of qualifications of the firm and the primary contact stating their professional credentials. Please clearly state the individual representing the contractual authority of the firm.
- Indicate which of the services the proposal is responding to (can be one, two or all three of them).
- Profile of firm including number of employees, location, and relevant experience working on similar efforts within the last five (5) years. Describe the firm's experience with local governments, districts or other public agencies in the conduction of similar services.
- Provide a brief description of the firm(s) participating in this proposal and its ownership structure. Indicate percentage ownership by women and minorities.
- Provide fee structure and rates for two sample projects.
- Disclose any material agreements, relationships, or employment your firm or team members have that may create a conflict of interest or the appearance thereof.
- Provide three references by listing name, company/organization, phone and email.
- Statement of understanding of terms of the General Provisions as set forth below. Please be sure to include any requested deviation from the terms, including insurance amounts. Consultants will not be disqualified based on requested changes and will be considered based on the particular circumstance.
- It is the sole responsibility of the vendor to see that the proposal is received in proper time through the website upload link provided.
- No late proposals will be considered. No printed, fax or verbal proposals will be accepted.

SELECTION PROCESS AND CRITERIA

Process and Criteria

Initially, GRG will establish a list of qualified consultants from which to choose. GRG may reach out with questions or for an interview. All respondents will be notified of their status on this list. The list will be in effect from October 2025 through December 31, 2028. GRG reserves the right to add consultants to the list if deemed qualified. For specific projects, consultants will be evaluated on the following criteria:

- Relevant experience and demonstrated understanding of GRG's stated needs
- Capacity and expertise of staff assigned
- Added value to a potential project based on unique staff experience, previous work, additional skills, approach, or other factors
- Hourly fees and or cost information

Upon selection of consultant, GRG will negotiate a scope of services and other terms and conditions of an agreement with the selected consultant(s). If such negotiations are not successful, GRG reserves the right to begin negotiations with other respondents.



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GENERAL PROVISIONS

- Any contract awarded as a result of this RFQ will be awarded without discrimination on race, color, religion, age, sex, sexual orientation, or national origin.
- Prospective consultants shall assure Great Rivers Greenway that they will comply with the Americans with Disability Act (ADA) of 1990, which prohibits discrimination on the basis of disability, as well as all applicable regulations and guidelines issued pursuant to the ADA (4 U.S.C. 12101 et seq.).
- While not a requirement, Minority and Women Business Enterprise goals of 25/5% have been established by GRG, i.e. 25% of the total contract amount to be awarded to Minority Business Enterprises (MBE) and 5% of the total contact amount to be awarded to Women Business Enterprise (WBE), provided, however, whether or not goals would be met shall not be a basis for awarding any contract.
- Preference may be given to businesses located within St. Louis City, St. Louis County or St. Charles County, and secondarily within the state of Missouri.
- Any contract awarded pursuant to this RFQ and the resulting qualified consultants list shall require the consultant to execute and deliver to GRG an affidavit confirming the consultant's enrollment in the E-Verify federal work authorization program with respect to its employees, in compliance with Section 285.530 R.S.Mo. as well as a copy of the consultant's E-Verify MOU. Consultants shall not be required to execute the affidavit and supply an E-Verify MOU copy if either (i) the compensation to be paid under the contract is \$5,000 or less, or (ii) the consultant does not have any employees (though an affidavit attesting that the consultant has no employees will still be required).
- Any contract awarded pursuant to this RFQ may require that selected consultant(s) maintain (i) Comprehensive General Liability insurance and Automobile Liability insurance with liability limits of not less than \$1,000,000 per occurrence; (ii) Professional Liability Errors and Omissions insurance coverage in a policy limit not less than \$1,000,000 for each claim and aggregate; and (iii) a Workers' Compensation insurance policy protecting consultant from all claims under applicable state workers' compensation laws in the statutory limit and Employer's Liability insurance. GRG must be named as "Metropolitan Park and Recreation District" as an additional insured on the comprehensive general liability insurance, automobile liability insurance and umbrella policies if used to meet insurance requirements. Consultants should address any proposed variances to the foregoing insurance policies and requested coverage in their submissions. All consultants deemed qualified will be considered for projects. Requested deviations from the stated requirements will be considered based upon the particular circumstances.
- The organization reserves the right, at its sole discretion, to 1) reject any or all submittals when, in its opinion, it is determined to be in the public interest to do so, 2) waive minor informalities of a submittal, 3) cancel, revise, or extend this solicitation, 4) request additional information which the organization deems necessary.
- This Request for Qualifications does not obligate Great Rivers Greenway to pay any costs incurred by any respondent in the submission of a proposal.