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SEATTLE, WA 98104
4CULTURE.ORG

Request for Qualifications (RFQ)

Doors Open Resident Survey

Release Date: August 1, 2025

Submittal Deadline: September 16, 2025

Submit to: 4Evaluation@4Culture.org

Please note that this is an updated version of the previously posted RFQ. 4Culture has done its best to share updated information with all interested parties. Please reach out if you have any questions about this project: 4Evaluation@4Culture.org.

Introduction

4Culture, the cultural funding agency for King County, Washington, is seeking a qualified consultant experienced in conducting community surveys. The contractor will develop, conduct, and analyze statistically representative survey(s) of King County residents to gauge the impact of the newly implemented Doors Open programs on cultural access for the community.

Background

4Culture

Chartered in 2003, 4Culture is a Public Development Authority (PDA) that serves as the primary cultural funding agency for King County, Washington State. 4Culture is funded by King County's Lodging Tax revenue, the 1% for Art Ordinance, and the recent Doors Open legislation, which is a 0.1% sales tax dedicated to creating an equitable cultural access program that supports arts, heritage, science, and preservation nonprofit organizations. 4Culture supports a diverse range of cultural programming and initiatives, utilizing public resources to ensure access to various cultural experiences for all residents in King County. The following mission, vision, and values provide the basis on which 4Culture operates and guides its decisions, actions, and strategies toward achieving its objectives.

Mission

With a focus on racial equity, we fund, support, and advocate for culture to enhance the quality of life in King County.

Vision

We envision a vibrant county where culture is essential and accessible to all.

Values

Culture is a right for all: The right to express and experience culture lies at the core of who we are individually and as a community. We protect and advance this right for everyone.

Culture is multifaceted: We focus our efforts on Public Art, Preservation, Heritage, and Arts to support the intersecting and evolving disciplines, forms, and places where culture is expressed and experienced.

Connectivity with communities: Communities hold past knowledge, current-day experience, and future vision. We work authentically with communities where they are to address issues they prioritize most.

Responsiveness: We prioritize innovation and experimentation that meets the changing needs and unexpected opportunities within communities.

Good stewardship: We make fiscally responsible decisions through a transparent process involving the voices of peers from each discipline we serve.

Racial equity: We acknowledge that systemic inequity takes many forms—racism, sexism, ableism, transphobia, heterosexism, and more. Our focus on racial equity provides us with the tools we use to dismantle all oppressions.

Project Objective

As part of the reporting requirements outlined in the Doors Open legislation, 4Culture is seeking a qualified consultant to support the implementation of a survey of King County residents, focusing on their perceptions and experiences regarding cultural access. This survey will serve as a crucial tool for measuring the impact of this funding and ordinance. Surveys are expected to establish a baseline and end-line, and potentially intermediary check-points to identify the overall effect of the ordinance on perceptions of cultural access and value of the program. Exact timing of surveys will be determined collaboratively, in support of the 2029 Evaluation Report due to King County Council. Additional external research and findings related to these themes will be undertaken simultaneously, and there may be opportunity to incorporate further research into reports.

Minimum Requirements

The selected consultant must have a minimum of three (3) years of demonstrated experience in designing and implementing community surveys, with at least three (3) completed projects of a similar scope. The selected consultant must be able to meet all deliverables outlined below and should have a proven ability to collaborate effectively with 4Culture, key stakeholders, arts and cultural organizations, and the King County community.

Budget Range

This project is a new scope of work being undertaken by our agency. We have budgeted for this body of work with the awareness that we may need to adjust course as we learn more about approach, capabilities, and potential impact. At this time, we have a budget range of \$45-60K for the first phase of the project, encompassing the baseline survey.

Project Tasks

The selected consultant will work closely with 4Culture staff to complete the following tasks:

1. Survey & Methodology Development and Design

- Regular meetings with 4Culture staff to collaborate and provide updates
- Co-develop survey questions to gauge community perceptions on the following topics:
 - Perceptions of access: How has the perception of cultural access changed for King County residents and public-school students?
 - Value: how do residents value access to cultural experiences, and is the sector serving their needs?
 - Participation: Do respondents seek out cultural programming, and how does that shift over time?
 - Cultural locations access: How many King County residents have a location offering programming, including public and shared community spaces, within a reasonable commute? How has facility accessibility changed?
 - Perceptions of accessibility and equity: How equitable is the distribution of cultural access across King County? How well are communities with accessibility needs and barriers to access being served?
- Review and refine draft survey questions in partnership with 4Culture and other stakeholders
- Advise on and co-develop Methodology Design
 - Advise on sampling methods, based on project goals
 - Develop instruments using best practices, ensuring that the instruments are culturally appropriate, inclusive, and accessible
 - Collect necessary demographic data, as agreed upon with 4Culture and in compliance with ordinance and legal requirements
 - Ensure data collection from King County residents that allows for disaggregation by Council District, Communities of Opportunity, key demographics such as race, age, disability status, language spoken at home, and income. Characteristics of interest will be mutually agreed upon between the consultant and 4Culture.

2. Survey Implementation

- Develop and implement an outreach and engagement plan that reflects the selected methodology and reflects equitable participation from BIPOC and groups historically underrepresented in cultural access. Implementation plan should include both regular and non-regular cultural programming attendees.
- Implement the survey utilizing a variety of methods to ensure representation, as agreed upon with 4Culture
- Provide access to translation services and survey tools in multiple languages that are spoken in King County. Priority languages are identified by the King County [Language Access Program](#). 4Culture can provide recommendations of translation services.

3. Survey Analysis and Reporting

- Conduct analyses of survey data
- Provide a preliminary report with key findings from baseline survey
- Develop a comprehensive final report based on baseline data that includes:

- An executive summary
- Survey implementation methods
- Findings with written narratives, graphics, and spatial visualizations (where necessary)
- Predictions of trends and future impact
- Recommendations for future studies and areas of improvement to increase public benefit from Doors Open legislation
- Provide and submit the whole dataset to 4Culture
- Prepare a presentation of findings and related materials for 4Culture staff, and select audiences that 4Culture identifies.
- For the purposes of the budget proposal, please plan a single report based on baseline data. Additional interim and end-line reports may be considered and negotiated at a later time.

Submittal Requirements and Format

The RFQ response must be submitted digitally in a PDF format, with a maximum of **5 pages**. The initial submission is designed to convey your broad approach, alignment and experience. Those who are selected will be asked to submit a more robust project proposal. Please note that while 4Culture is planning on a baseline and end-line for this body of work, at this time, we are only hiring for the baseline phase of the project and your submission should only reflect that scope.

1. Project Approach
 - a. An overview of your Project Approach, including proposed research methods.
2. Firm Qualifications
 - a. A summary describing the qualifications and expertise of the consultant, including survey and sample design, outreach and implementation, analysis, and presentation. Please describe how the consultant's work aligns with 4Culture's mission, vision, and values in this section.
3. Relevant Project Experience
 - a. Provide descriptions of relevant past projects and relevant experience in your prior work. We are specifically interested in work related to arts and cultural programming and clients, broad-based community surveys, and data analysis and reporting. Links to online samples are requested as available.
4. Budget Framework
 - a. Provide an overview of costs for the Project as reflected in the Project Approach, including budgeting approach, estimates and assumptions.

Materials should be submitted in the form of a single PDF labeled with your firm's name to 4Evaluation@4Culture.org no later than 5:00 pm PST on **Tuesday, September 16, 2025**.

Selection Criteria

The following criteria will be used to evaluate all submitted proposals.

Criteria	Weight
Relevant Project Experience	20
Project Approach	20
Qualifications & Experience of Firm	20
Cost	15
Quality of Response	5
Total	80

Tentative Schedule

Event	Date
RFQ Release	August 1, 2025
Project Q&A Meeting	August 21, 2025*
Deadline for RFQ submission (NEW DATE)	September 16, 2025
Interviews Period begins	October 6, 2025
RFQ evaluation completed	October 20, 2025
Invitation to submit a full proposal	October 27, 2025

Contacts

*For more information concerning this RFQ, please contact Liz Reyes at 4Evaluation@4Culture.org.