

REQUEST FOR PROPOSAL NEEDS ASSESSMENT

1. Introduction

The Hoffman Estates Park District (District) created a Comprehensive Master Plan (CMP) in 1999, 2004, 2009 and 2014. The District is currently in the process of creating a new CMP scheduled to be completed in late 2019 to replace the existing plan. The 2020-2024 CMP will be created internally through the direction of staff, the District's Forward Planning Committee (FPC), and the Park Board.

As part of the process of creating the new CMP, the District is seeking to retain professional services (Consultant) to administer a highly reliable and statistically valid Needs Assessment Survey.

2. Needs Assessment Goals

The goals of the Needs Assessment component are as follows:

- Identify District-related issues and concerns.
- Provide opportunity for District stakeholders to offer suggestions, comments and concerns regarding District operations and/or opportunities provided to them by the District.
- Determine current effectiveness of disseminating information to the public about programs, facilities and opportunities as well as most desirable methods to disseminate information to residents and potential users in the future.
- Assess the public's awareness and perception of the agency's programs and facilities in terms of how well the District's programs, parks, and facilities satisfy the needs of participants.
- Investigate and determine how residents wish to utilize their discretionary time and how the District may coordinate efforts in these areas.
- Gather information that the District can utilize in order to gain better understanding of its constituency.
- Assess resident satisfaction levels with the quality, quantity and management of existing parks, programs, facilities and services.
- Determine current usage levels of programs and facilities and appropriateness of when and where these services are offered.
- Identify future interests regarding the implementation of new programs and services that meet the needs of the community and respond to new trends in parks and recreation.
- Identify what inhibits non-users from taking advantage of District services and where non-users currently go to obtain those services.
- Obtain general demographic characteristics and identify perceptions of the various market segments of both users and non-users of District programs, parks and facilities.

3. **Scope of Work/Consultant**

As a partner in the Needs Assessment process, the Consultant shall provide and be responsible for the following scope of work:

- In preparation for developing an Attitude and Interest Survey Instrument, the Consultant will solicit input from Park Board and FPC in one meeting and from staff in one meeting (meetings may be held on the same day).
- Consultants shall recommend the quantity, targeted number of participants, as well as the methodology used to facilitate the Needs Assessment process to guarantee a statistically valid survey with a minimum 95% level of confidence with a margin of error of at least +/- 3.5% overall.
- A final survey instrument prepared by the Consultant will be approved by the District prior to public distribution.
- The Consultant will be responsible for printing the appropriate number of surveys, envelopes, reminder post cards if applicable and all other expenses associated with the delivery and return of the surveys.
- Consultant must demonstrate sound statistical sampling procedures in determining the appropriate sample that will be representative of the various segments of the population.
- Completed surveys will be returned to the Consultant for data processing and analysis.
- As surveys are returned, detailed records of the rate of return will be maintained and continuously updated to the District.
- The anonymity of all members of the sample will be maintained and all survey responses will be kept confidential.
- Returned surveys will be coded, entered and checked for format, accuracy and completeness.
- Statistical cross tabulation and descriptive analysis will be conducted with demographic information as well as among questionnaire items. This analysis will permit detailed comparisons in item responses as a function of the respondent's gender, age, and each planning area.
- A variety of descriptive and graphic techniques will be used to present statistical results in readily interpretable form.
- The analysis and interpretation of the data will be conducted by the Consultant to provide answers to survey questions in a format that is easily understood and readily available for decision making.
- Consultant will maintain survey data in electronic form for twelve months. The stored information shall be accessible if there is additional analysis required by the District after completion of the study.
- Consultant shall review and summarize the findings included in final report to the FPC and Board in one meeting and staff in a separate meeting (meetings may be held on the same day).

- Consultant shall provide a written report that documents the findings from all the input received from all public and staff meetings and survey instrument.
- Prior to completing and printing the final report, the Consultant shall provide a draft copy of the final report to the District to ensure thoroughness of report to the satisfaction of District staff.
- Consultant shall provide 10 hard copies of the final report and an electronic copy.
- Consultant will provide the District with an “Executive Summary” of the final report that can be disseminated to the public in hard copy and electronically.

4. **Scope of Work/District**

As part of the Needs Assessment process, the District shall provide and be responsible for the following:

- Provide sampling of questions, topics and issues for Consultant to use to conduct/facilitate.
- Responsible to inform public/media of survey processes and promote interest in residents responding to survey.
- Responsible for providing Consultant with all pertinent information regarding the District, CMP process, demographic data and other topics, issues, and relevant facts regarding the District.
- Consultant shall make recommendations on means to identify untapped HEPD populations and incorporate into the process a means to solicit these populations for their input.

5. **Consultant Proposal Requirements**

- Consultant must provide a proposed timeline/schedule including a clear delineation of the time required to complete the study. The District is tentatively planning to **initially distribute the Survey in early October 2018.**
- State in concise terms your understanding of the scope of work.
- Experience and qualifications of Consultant’s personnel including a list of specific personnel committed to do this work, including the point person representing the Consultant. Include a narrative description of your proposal including a list of services rendered as well as options (if any) that are available to the District.
- Describe in narrative form your proposal for obtaining qualitative data from initial meeting with Park Board/FPC and staff and quantitative data from survey instrument(s).
- Provide a list of projects of similar nature, including contact information, that have been completed within the last three years as well as projects you are currently working on and/or committed to during the duration of this project.
- Provide a sample of a survey you recently conducted.

- List in detail cost and the lump sum dollar amount which will be inclusive of all services to be performed. If reimbursables are separated from lump sum dollar amount, provide a list of reimbursable related expenses so that the District has a clear understanding of what items qualify as reimbursable expenses in the total estimate reimbursable expense amount.
- If the Consultant elects to provide options and/or alternatives, please provide a detail of all associated costs with option and/or alternative.

6. Selection Process

Selection of Consultant will be based on the following criteria:

- Experience developing recreation and park attitude and interest surveys
- Experience in facilitating recreation and park focus groups and interviews
- Experience with data collection for integrated, computerized data analysis systems
- Experience of assigned personnel
- Project approach
- Quality of proposal

The district's Forward Planning Committee will meet on June 19, 2018 to review the proposals and make a recommendation to the Park Board.

The District plans to award a contract to the Consultant immediately following the June 26, 2018 Park Board meeting.

7. Proposal Submittal

Proposals shall be submitted **by June 6, 2018** via email to ctalsma@heparks.org, with a copy to jkaczmarek@heparks.org or mail to:

The Hoffman Estates Park District
Attn: Craig Talsma, Executive Director
1685 W. Higgins, Hoffman Estates, IL 60169