



1000 W. CENTRAL ROAD
MOUNT PROSPECT, ILLINOIS 60056

SPECIAL BOARD MEETING

MEMO TO: MT. PROSPECT PARK DISTRICT
BOARD OF COMMISSIONERS
PRESS
PUBLIC

FROM: STEVE KURKA, PRESIDENT

DATE: MAY 5, 2017

RE: SPECIAL PARK BOARD MEETING
MAY 10, 2017 - 6:00 P.M.
CENTRAL COMMUNITY CENTER
1000 W. CENTRAL, MOUNT PROSPECT, IL

AGENDA

CALL TO ORDER

ROLL CALL

PLEDGE OF ALLEGIANCE

CHANGES OR ADDITIONS TO AGENDA

APPROVAL OF AGENDA

PUBLIC COMMENT

APPROVAL ITEMS

- A. Acceptance/Rejection of Bids – Lions Memorial Bandshell Paver Replacement Project

NEW BUSINESS

- A. Community Interest and Opinion Survey • Consultant Presentations & Discussion
 - Ron Vine & Associates
 - aQity Research & Insights, Inc.

ADJOURNMENT

SPECIAL MEETING INFORMATION – MAY 10, 2017

APPROVAL ITEMS

A. Acceptance/Rejection of Bids – Lions Memorial Bandshell Paver Replacement Project

Update

At the April 26, 2017 Board Meeting, discussion about the Lions Memorial Bandshell paver replacement project took place. As a result of this discussion the general consensus of the Board was to add the work associated with the Veterans Memorial Fountain area to the scope of the project. In doing so this identified a new apparent low bidder (RGL II, Inc.). Staff needed additional time to check RGL II, Inc. reference. The decision was made to bring the bid back to the Special Board Meeting on May 10, 2017. Staff's Revised suggested motion(s) are included at the end of this document.

Background

The replacement of the existing concrete pavers at the Lions Memorial Bandshell has been recommended for the following reasons:

- There are multiple trip hazards that currently exist on site due to settling of the original pavers and their base. The fact that this site is frequented by numerous individuals with disabilities requires this situation to be addressed for the safety of those individuals.
- The existing pavers are no longer manufactured. Because of this no new replacement pavers are regularly available for purchased from the manufacturer for future maintenance of the site.
- The existing pavers are badly faded and weathered as they were installed in 1998. Alternative surfacing was considered (I.E. concrete, stamped concrete, asphalt) but the non-permeable characteristics of these surfaces would possible trigger additional MWRDGC permitting that may result in the need to provide additional water retention for the site. If required, this work would drive up the cost of the project significantly. In addition, the time for permitting would also be greatly increased.

The replacement of the existing concrete pavers were approved by the Board (November 2016) as part of the proposed 2017 Capital Projects. Estimated capital funds approved for this project were as follows:

Capital Fund Bond Proceeds 2017 -	\$20,500
Capital Fund Bond Proceeds 2015 -	30,000
Paving & Lighting Fund -	0
Special Recreation/ADA Fund -	<u>8,000</u>
Total	\$58,500

Bid specifications and coordination of the project are being managed by K+ Engineering, LLC.

SPECIAL MEETING INFORMATION – MAY 10, 2017

Bid Results

A public bid opening for this project was held on April 12, 2017. A total of four bids were received (see copy of bid tally sheet included with this packet).

The lowest base bid was from the Alaniz Group, Inc. in the amount of \$70,323.25. Alternate 1 (Substitute Holland Premier Pavers item 3 base bid) \$36,749.50, and alternate 2 (Cleaning and resealing of fountain plaza pavers and walks) \$7,056.00. Because of several inconsistencies with the low bidders submitted bid documents our **Attorney suggests we reject this bid.**

Our next lowest bidder for the Board's suggested combination of the base bid plus alternate 2 was **RGL II, Inc.** Their **base bid plus alternate 2 totaled \$114,582.75.** If the board wishes to accept **the base bid plus both alternates 1 & 2** the amount would then be **\$120,067.75.** RGL II, Inc. is the low bidder for both of these scenarios.

If approved this project may be funded from the following accounts:

Capital Projects (bond proceeds)	\$50,500.00
Special Recreation/ADA Fund (ADA funds)	19,298.00 (portion of project determined by K+ • covered by ADA funds)
Paving & Lighting Fund	20,269.75
Paving Improvements (70-849510)	<u>30,000.00</u>
	\$120,067.75

The references provided by RGLII, Inc. were checked and they support that the contractor appears to be qualified to do the work. K+ Engineering recommends (and staff concurs) that RGL II, Inc. be awarded the contract for the suggested motion(s) listed below. The award of the contract would be pending their submittal of the proper bonds, insurance, and other items as set forth in the project manual.

Suggested Motion (Base Plus Alt. # 2):

Move to approve the award of a contract for the Paver Replacement Project at the Lions Memorial Bandshell to RGL II, Inc. for the base bid specifications plus alternate 2 in the amount of \$114,582.75

Alternate Suggested Motion (Base Plus Alt # 1 and # 2/ All Work):

Move to approve the award of a contract for the Paver Replacement Project at the Lions Memorial Bandshell to RGL II, Inc. for the base bid specifications in the amount of \$120,067.75

B. Revised Playground Equipment Layout – Kopp Park Playground

The playground equipment company was able to provide an updated equipment layout for the Kopp Park Playground. The new layout is included in your packet and staff can briefly review the changes at the Special Meeting.

				ENGINEER'S ESTIMATE		A Laniz Landscaping		Great Lakes Landscaping		RGL 2 Inc.		CopenHaver Construction	
ITEM NUMBER	PAY ITEM	UNIT	TOTAL QUANTITY	UNIT COST	TOTAL COST	UNIT COST	TOTAL COST	UNIT COST	TOTAL COST	UNIT COST	TOTAL COST	UNIT COST	TOTAL COST
1	CONSTRUCTION FENCE	FOOT	350	\$3.00	\$1,050.00	\$1.99	\$696.50	\$4.00	\$1,400.00	\$2.19	\$766.50	\$4.00	\$1,400.00
2	SEEDING, SPECIAL	SQ YD	2,625	\$3.50	\$9,187.50	\$2.99	\$7,848.75	\$3.00	\$7,875.00	\$4.25	\$11,156.25	\$6.00	\$15,750.00
3	BRICK PAVERS	SQ FT	5,485	\$4.00	\$21,940.00	\$5.40	\$29,619.00	\$9.50	\$52,107.50	\$6.00	\$32,910.00	\$11.00	\$60,335.00
4	BRICK REMOVAL	SQ FT	5,485	\$2.00	\$10,970.00	\$1.40	\$7,679.00	\$5.00	\$27,425.00	\$4.00	\$21,940.00	\$4.00	\$21,940.00
5	AGGREGATE BASE COURSE, CA-6	SQ FT	5,485	\$6.00	\$32,910.00	\$4.00	\$21,940.00	\$2.00	\$10,970.00	\$6.00	\$32,910.00	\$1.00	\$5,485.00
6	VILLAGE PERMIT	EACH	1	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00
7	Concrete Curb Typ B	Lin Ft	115	\$30.00	\$3,450.00	\$21.00	\$2,415.00	\$35.00	\$4,025.00	\$85.00	\$9,775.00	\$26.00	\$2,990.00
				BASE TOTAL	\$79,632.50	BASE TOTAL	\$70,323.25	BASE TOTAL	\$103,927.50	BASE TOTAL	\$109,582.75	BASE TOTAL	\$108,025.00
ALT 1	HOLLAND PREMIER ENDURACOLOR PAVERS												
8	HOLLAND PREMIER ENDURACOLOR PAVERS	SQ FT	5,485	\$5.50	\$30,167.50	\$6.70	\$36,749.50	\$10.55	\$57,866.75	\$7.00	\$38,395.00	\$12.00	\$65,820.00
1	CONSTRUCTION FENCE	FOOT	350	\$3.00	\$1,050.00	\$1.99	\$696.50	\$4.00	\$1,400.00	\$2.19	\$766.50	\$4.00	\$1,400.00
2	SEEDING, SPECIAL	SQ YD	2,625	\$3.50	\$9,187.50	\$2.99	\$7,848.75	\$3.00	\$7,875.00	\$4.25	\$11,156.25	\$6.00	\$15,750.00
4	BRICK REMOVAL	SQ FT	5,485	\$2.00	\$10,970.00	\$1.40	\$7,679.00	\$5.00	\$27,425.00	\$4.00	\$21,940.00	\$4.00	\$21,940.00
5	AGGREGATE BASE COURSE, CA-6	SQ FT	5,485	\$6.00	\$32,910.00	\$4.00	\$21,940.00	\$2.00	\$10,970.00	\$6.00	\$32,910.00	\$1.00	\$5,485.00
6	VILLAGE PERMIT	EACH	1	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00
7	Concrtete Curb Typ B	Lin Ft	115	\$30.00	\$3,450.00	\$21.00	\$2,415.00	\$35.00	\$4,025.00	\$85.00	\$9,775.00	\$26.00	\$2,990.00
				ALT. 1 TOTAL	\$87,860.00	ALT. 1 TOTAL	\$77,453.75	ALT. 1 TOTAL	\$109,686.75	ALT. 1 TOTAL	\$115,067.75	ALT. 1 TOTAL	\$113,510.00
ALT 2	MEMORIAL FOUNTAIN BRICK PAVERS												
9	CLEANING & RESEALING BRICK PAVERS	L SUM	1	\$5,200.00	\$5,200.00	\$7,056.00	\$7,056.00	\$13,905.00	\$13,905.00	\$5,000.00	\$5,000.00	\$15,000.00	\$15,000.00
				ALT. 2 TOTAL	\$5,200.00	ALT. 2 TOTAL	\$7,056.00	ALT. 2 TOTAL	\$13,905.00	ALT. 2 TOTAL	\$5,000.00	ALT. 2 TOTAL	\$15,000.00

LOW BIDDER BASE	Great Lakes Landscaping	\$103,927.50	\$70,323.25	\$103,927.50	\$109,582.75	\$108,025.00
LOW BIDDER ALT 1	Great Lakes Landscaping	\$109,686.75	\$77,453.75	\$109,686.75	\$115,067.75	\$113,510.00
LOW BIDDER BASE & ALT 2	RGL 2 Inc.	\$114,582.75	\$77,379.25	\$117,832.50	\$114,582.75	\$123,025.00
LOW BIDDER ALT 1 & 2	RGL 2 Inc.	\$120,067.75	\$84,509.75	\$123,591.75	\$120,067.75	\$128,510.00



Direct Dial: 630-570-5547
E-Mail: sschuh@kplus.com

April 27, 2017

Jim Jarog
Director of Parks and Planning
Mount Prospect Park District
1000 W Central Road
Mount Prospect, IL, 60056

**Re: Lions Park Memorial Bandshell Brick Paver Maintenance Project
Bid Results**

Dear Jim Jarog:

On Wednesday April 12, 2017 at 10:05 am, the Mt. Prospect Park District received and open Four (4) bid proposals and the results were read aloud. A total of fifteen (15) companies were sent notices of which seven (7) companies picked up bid packages. Enclosed is the bid summary for each of the Contractors.

The bids were reviewed by K-Plus Engineering to verify the completeness of the bids, accuracy of bid prices, and to determine the lowest responsible bidder.

The lowest base bid for the project is by The Alaniz Landscape Group \$70,323.25. Unfortunately, this bid cannot be accepted due to inconsistencies with bid documents Alaniz Landscape Group submitted and will need to be rejected.

Following a board meeting where the bid was to be chosen that included Alternate 1 and Alternate 2 the next closest bid was submitted by RGL II, Inc. at \$120,067.75.

We have checked RGL II, Inc. references and the firm is qualified to do the work.

We therefore recommend that RGL II be awarded the above referenced bid in the amount of \$120,067.75. The award of this bid would be pending their submittal of the bonds, insurance, and other items as set forth in the project manual.

Once the Park District Board has taken action to select and accept a bid we will prepare three contract books for execution by the selected contractor and the Park District.



If you have any questions, please feel free to contact me at your convenience at 630-570-5547.

Sincerely,
K-PLUS ENGINEERING, LLC

A handwritten signature in black ink, appearing to read 'Stephen Schuh', is written over a light gray rectangular background.

Stephen Schuh, P.E.

Attachments: Lowest Responsible Bidder Summary
Bid Tabulation



Lowest Responsible Bidder Summary

Company: RGL II, Inc.

Are the following provided in accordance with the Project Manual?

Proposal Summary Sheet: submitted

Bid Prices Complete: Yes

Affidavit of Compliance: Yes

Insurance Requirements: Yes

Bid Bond: Yes – 10% of Total Bid Amount

References: Yes

Sub-Contractors: Yes

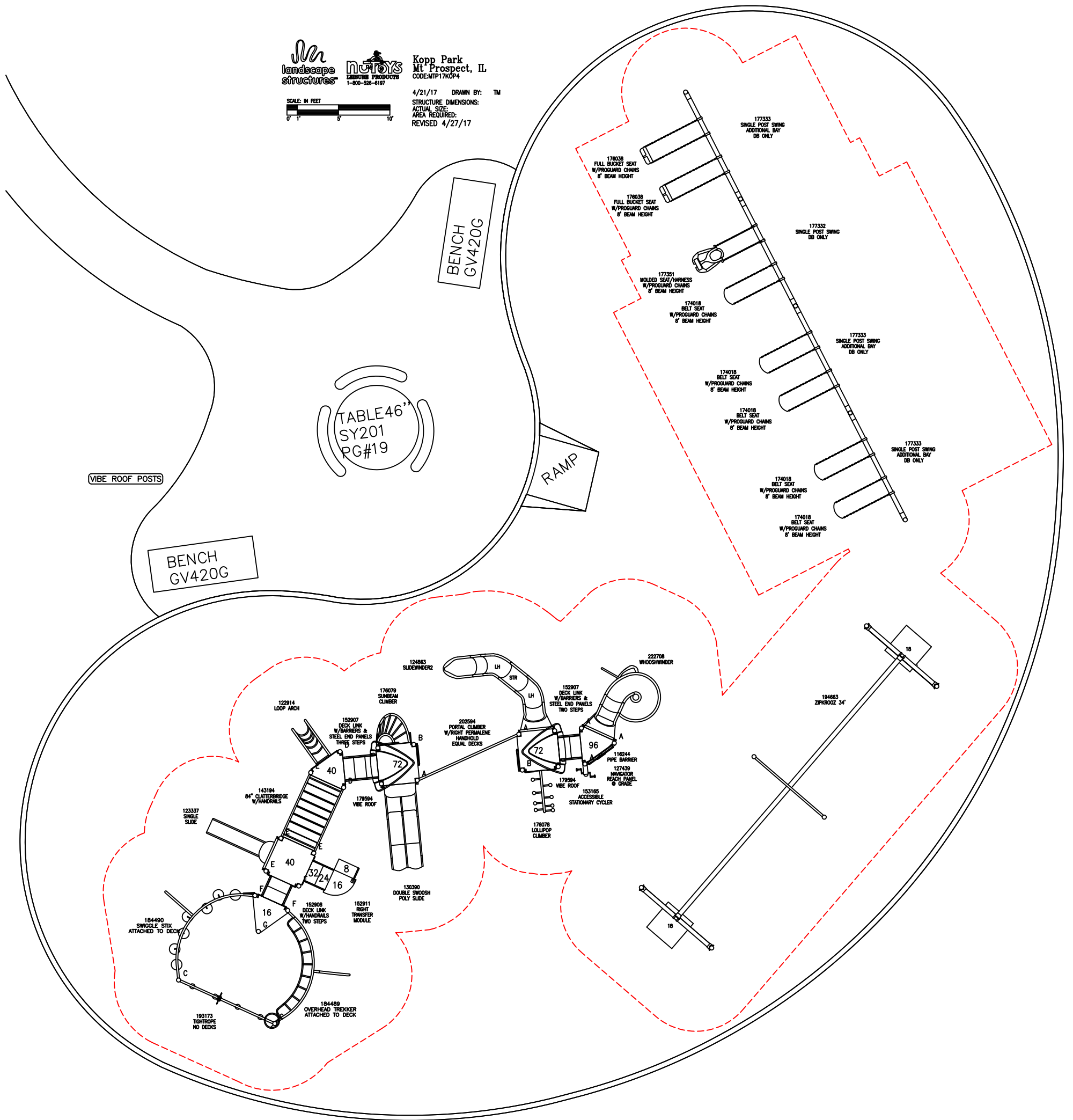
Prevailing Wage Act Certification: Yes

Addendum Acknowledgement: Yes



Kopp Park
Mt Prospect, IL
CODE:MP17K094

4/21/17 DRAWN BY: TM
STRUCTURE DIMENSIONS:
ACTUAL SIZE:
AREA REQUIRED:
REVISED 4/27/17



SPECIAL MEETING INFORMATION – MAY 10, 2017

NEW BUSINESS

A. Community Interest and Opinion Survey • Consultant Presentations & Discussion

→ **Ron Vine & Associates:** 6:30pm – 7:15pm

→ **aQity Research & Insights, Inc.:** 7:30pm – 8:15pm

NOTES:

>Each firm has been given a maximum of 30 minutes to present their qualifications to the Board.

>Below is a list of sample discussion points the Board may want to ask each firm. Staff may also ask additional question to each firm based on information they present to at the meeting.

Discussion Points

Community Interest and Opinion Survey Presentation

Please reference the questions below keeping in mind many will be covered in the course of the presentation.

1. Describe the best process when using a combination of Focus Groups and survey methods to get community feedback?
2. What, if any, demographic data does your firm have about the Mount Prospect and surrounding area?
3. Mt. Prospect Park District boundaries encompass portions of the communities of Mount Prospect, Des Plaines, Arlington Heights and Elk Grove Village. Describe how your firm would ensure valid survey sampling distribution to the various towns within our boundaries.
4. What survey methods/processes do you believe will work best for our park district?
5. Provide examples of how you analyze and present focus group/survey results to the park district.
6. What actionable insights will you provide the park district to help us insure we incorporate the results into our future planning processes?
7. How do you separate priority “needs” from the community “wish list”?
8. Do you break down the demographics in reference to the community’s level of satisfaction? (Example: senior response, two-parent/family households, etc.)
9. Why should we select your firm to work with us on our Community Interest and Opinion Survey?

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April 13, 2017

Ms. Ruth Yueill, Director of Community Relations and Marketing
Mt. Prospect Park District
1000 West Central Avenue
Mount Prospect, Illinois 60056

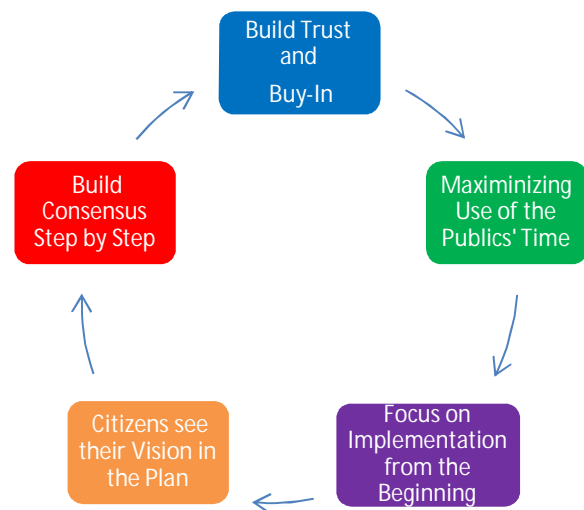
Dear Ms. Yueill:

Please accept the following proposal to conduct a Statistically Valid Resident Survey for the Mt. Prospect Park District.

Ron Vine and Associates is the only parks and recreation consulting firm in the country 100% focused on “making the opinions of your citizen’s matter.”

Governmental organizations work best when the goals, usages of resources, budgets and performance measurements closely align with the priorities of residents. *Making Citizen Opinions Matter* is the key to any “successful” public involvement process. Every RVA project is based on the following five (5) principles:

1. Citizens trust in the total objectivity of the research efforts. Ron Vine and Associates believes that effective market research surveys need to be developed in partnership with citizens, boards, and government officials.
2. Maximizing the use of the publics’ time. Often public involvement efforts are disconnected with efforts being completed out of order for maximum benefit. The correct ordering of public involvement efforts is critical.
3. Focusing on implementation from the beginning. Right from the beginning the focus must be on how to use the feedback that is received by seamlessly linking into the organization’s strategic decision-making.
4. Citizens see their “Collective Vision” in the Public Involvement Process. Understanding the vision of the public for their community is paramount. Remember the public is the owner of their community.
5. Building Consensus. Making Citizen Opinions Matter is focused on building consensus throughout the public involvement process with key consensus checkpoints established before



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moving to the next project step.

The methodologies and experience that RVA will bring to your project are unsurpassed by any other market research firm working in the parks and recreation industry including:

1. Mailings of surveys will be done through 1st class mail to speed up mailing time. Although this practice used to be more common, for cost considerations, many firms have moved to bulk mail and pre-sort mailings which are much slower in getting the surveys to the residents, therefore taking longer to administer the survey.
2. All draft and final reports submitted to the Mt. Prospect Park District will indicate how many surveys were mailed to clearly indicate response rates.
3. Web-surveys will only be sent to households who receive mailed surveys. Web surveys that are sent to households that do not get mailed surveys reduce the options for households to respond and can particularly negatively impact returns from senior households or households that do not have a home computer.
4. All draft and final reports submitted to the Mt. Prospect Park District will clearly indicate how many surveys were completed by mail, web and phone.
5. All cross-tabs will clearly indicate how many surveys were completed under each cross-tab area. This will ensure that the Mt. Prospect Park District understands how many households responded to each cross-tab area, i.e. households with children and households without children.
6. RVA is the only market research firm that is led by a parks and recreation professional that both has a master's degree in parks and recreation, and served in the field for 13 years, including as a director for a city of over 100,000 population.
7. RVA staff have completed more parks and recreation surveys across the Country than anyone else.
8. RVA staff have completed more parks and recreation surveys in Illinois than anyone else.
9. RVA staff have worked with more elected Boards and Commissions than any other parks research firm.
10. RVA staff have served as project managers for both strategic plans and master plans and understand how to connect public involvement efforts to successful planning, management and funding issues.

I appreciate the opportunity to propose on your survey effort and would consider it an honor to help your community realize their preferred future for the Mt. Prospect Park District. Please let me know if I can be of any other assistance to you.

Best regards,



Ronald A. Vine, President

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RVA

Proposal Sections

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FIRM BACKGROUND

1. Ron Vine and Associates
2. Ronald A. Vine, President
3. 14817 Fairway Circle, Leawood, Kansas 66224
4. (913) 747-5524

FIRM PROFILE

1. Ron Vine and Associates is the only parks and recreation consulting firm in the country 100% focused on making the opinions of your citizen's matter. While other firms are focused on involving citizens, Ron Vine and Associates' services are focused on both involving citizens and using their opinions to make their community reflect their values and ownership.

Ron Vine, Principal of RVA has been involved in meaningful public involvement processes resulting in over \$2 billion of voter approved projects through master plans, strategic plans and feasibility studies. He has served as the project manager for over 400 statistically valid surveys, in 48 states, including working with over 35 Illinois Park Districts. As we face an era of increased citizen demand for parks and recreation services and the challenges of addressing those demands, using the power of effective citizen involvement in parks and recreation planning and decision-making is more important than ever.

2. Started in Business: January 1, 2016
3. LLC
4. N/A
5. Small business

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PERSONNEL

1. Ronald A. Vine, President
2. Ron Vine, Project Manager
3. Ron Vine Resume

RON VINE, PRESIDENT

Education

M.S., Public Parks and Recreation, University of Illinois, 1975

B.S., History, University of Illinois, 1973

Experience



In a career that has included 15 years of high level government administrative positions and 25 years as a consultant working with over 400 cities, counties, towns and special government districts, Ron has earned a national reputation as one of the leading authorities in the country at “meaningfully involving citizens” in governmental projects.

Mr. Vine has led public involvement efforts on over 400 strategic plans, master plans, and comprehensive plans for a wide range of governmental projects, with public sector clients ranging in size from a few thousand residents to over 5 million residents. Ron has worked with over 35 Illinois Park Districts and more than 40 cities and counties of 100,000 residents or more. Ron has been involved in meaningful public involvement processes resulting in over \$2 billion of voter approved projects through master plans, strategic plans and feasibility studies.

Ron has a passion for meaningfully involving citizens in decisions that impact the communities that are their homes. He believes that every public involvement effort needs to start with building trust and buy-in from residents and that trust and buy-in must be the foundation for every project. Ron understands that nothing happens unless you build consensus among residents, governmental officials and community leaders.

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Ron is very skilled in conducting both qualitative public involvement efforts, including board and elected official's workshops, stakeholder interviews, focus groups, public meetings, staff workshops and quantitative research, including leading statistically valid citizen survey efforts. He has been the project manager on more than 500 statistically valid surveys, and is considered a national expert in developing survey questions that are “spot on” in their attention to the most important issues to be asked of residents by his clients.

Prior to becoming a private consultant in 1989, Mr. Vine worked for 15 years in a series of high level governmental administrative positions. Ron began his career as an NRPA Intern for the Champaign Park District. He served as the Asst. Supt of Recreation, Superintendent of Recreation and Director of Parks and Recreation for Topeka Kansas between 1975-1988, and as the Interim Chief Administrative Officer (1988-1989) for the City of Topeka, Kansas where he managed a work force of over 1,200 municipal employees as well as an operations budget more than \$100 million.

Ron's background in public parks and recreation systems and City government, combined with his experience as a project manager for hundreds of public involvement efforts provides him a unique background to assist governmental agencies in “making citizens' opinions matter” and implementing findings from strategic plans. He is a strong advocate for finding funding solutions, based on proportional investment strategies combining the resources of local units of government, other community partners and service users.

Ron is a regular speaker at numerous state and national conferences and workshops on conducting public involvement processes, including using citizen feedback in strategic planning, master planning, funding strategies, measuring importance and satisfaction, voter elections, and short and long range decision making.

4. Subcontractors

RVA will subcontract out the mailing, printing, sampling and data entry. RVA works with several firms on these services.

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“Making Citizen Opinions Matter”

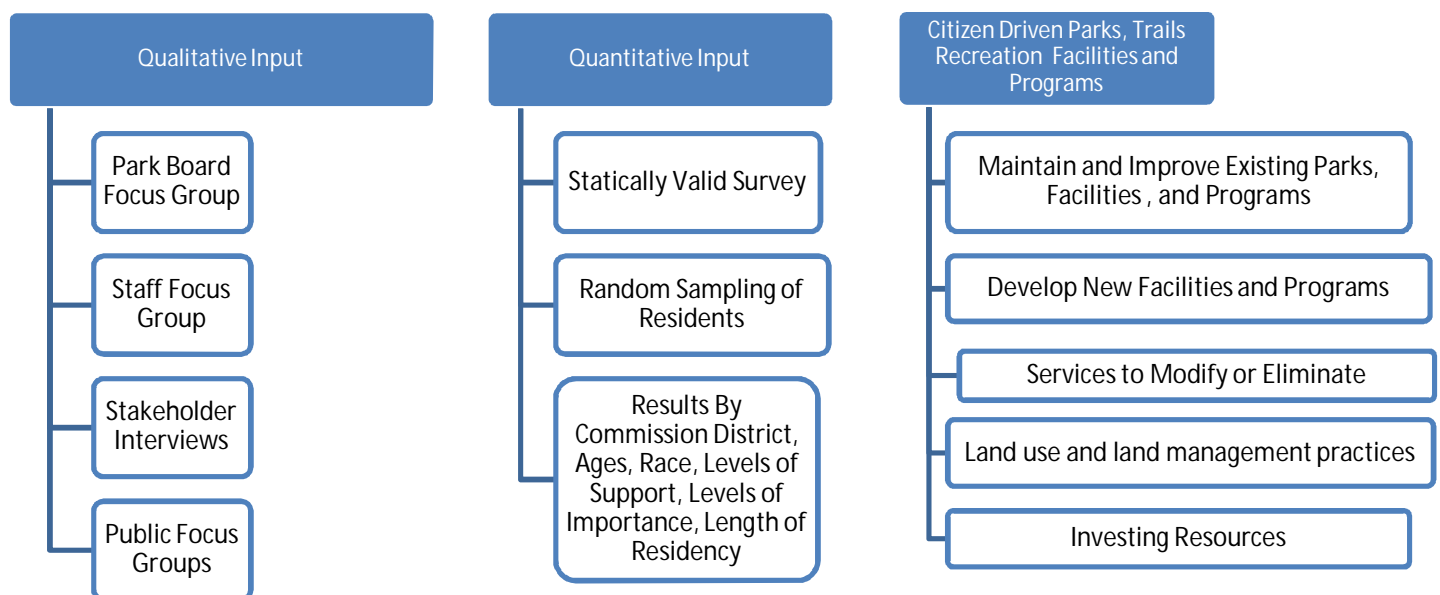
QUALIFICATIONS OF RON VINE AND ASSOCIATES

Ron Vine and Associates is the only parks and recreation consulting firm in the country 100% focused on making the opinions of your citizen's matter. While other firms are focused on involving citizens, Ron Vine and Associates' services are focused on both involving citizens and using their opinions to make their community reflect their values and ownership.

Ron Vine, Principal of RVA has been involved in meaningful public involvement processes resulting in over \$2 billion of voter approved projects through master plans, strategic plans and feasibility studies. He has served as the project manager for over 400 statistically valid surveys, in 48 states, including working with over 35 Illinois Park Districts. As we face an era of increased citizen demand for parks and recreation services and the challenges of addressing those demands, using the power of effective citizen involvement in parks and recreation planning and decision-making is more important than ever.

RVA has unequalled abilities to lead public involvement processes that build trust, buy-in and momentum leading to success.

Development of Trust, Buy-in, Consensus Development and Implementation Starts at the Beginning of the Public Involvement Process



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Parks and Recreation Survey Efforts, Ron Vine, Project Manager

Aberdeen, South Dakota
 Addison Park District, Illinois
 Aiken, South Carolina
 Albany/Dougherty County, Georgia
 Alexandria, Virginia
 Allerton, Pennsylvania
 Algonquin Park District, Illinois
 American Canyon, California
 Annandale, Minnesota
 Arapahoe County, Colorado
 Arlington County, Virginia
 Aspen, Colorado
 Athens, Alabama
 Atlanta, Georgia
 Augusta, Georgia
 Aurora, Colorado
 Battle Creek, Michigan
 Batavia, Park District
 Beavercreek, Ohio
 Bellevue, Washington
 Bend, Oregon
 Bentonville, Arkansas
 Bethel School District, Washington
 Blacksburg, Virginia
 Bloomingdale, Park Dist., Illinois
 Bloomington, Indiana
 Blue Springs, Missouri
 Blue Valley Rec. Dist., Kansas
 Bolingbrook Park District, Illinois
 Bonner Springs, Kansas
 Brighton, Colorado
 Broward County, Florida
 Brownsburg, Indiana
 Brunswick, Maine
 Buffalo Grove Park District, Illinois
 Bozeman, Montana
 Burlison, Texas
 Burien, Washington
 Burlington, Vermont
 Cabot, Arkansas
 Camden, New Jersey
 Canon City, Colorado
 Canton, Michigan
 Canton, Ohio
 Cape Coral, Florida
 Carlsbad, California
 Carmel, Indiana
 Carol Stream, Illinois
 Cary, North Carolina
 Cary Park District, Illinois
 Casa Grande, Arizona
 Casper, Wyoming
 Castle Rock, Colorado
 Cedar Rapids, Iowa
 Champaign Forest Preserves, Ill.
 Champaign Park District, Illinois
 Chandler, Arizona
 Chanute, Kansas
 Charlottesville, Virginia
 Chattanooga, TN
 Cherry Hills, Colorado
 Chickaloon Village, Alaska
 Claremont, New Hampshire
 Clay County, Missouri
 Clayton, Missouri
 Cordova, California
 Cleveland Metro Parks, Ohio
 Coffeyville, Kansas
 Columbia, Missouri
 Columbus, Ohio
 Commerce City, Colorado
 Crested Butte, Montana
 Danville, Virginia
 Davenport, Iowa
 Deerfield Park District, Illinois
 DeKalb County, Georgia
 Denver, Colorado
 Derby, Kansas
 Des Moines, Iowa
 Des Plaines, Illinois
 Dickinson, ND
 Dilworth, Minnesota
 Donegal, Pennsylvania
 Doral, Florida
 Downers Grove, Illinois
 Durham, North Carolina
 East Baton Rouge, Louisiana
 Eastern Rio Blanco, Colorado
 Edina, Minnesota
 Edmonds, Washington
 Elk Grove Village, Illinois
 Ely, Minnesota
 Elyria, Ohio
 Emporia, Kansas
 Erie, Colorado
 Estes Valley, Colorado
 Everett, Washington
 Fair Oaks, California
 Fairfax, Virginia

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Fairfax County, Virginia
 Falls Church, Virginia
 Farmington, Minnesota
 Fergus Falls, Minnesota
 Ferguson, Missouri
 Fishers, Indiana
 Five Rivers, Ohio
 Flagstaff, Arizona
 Flower Mound, Texas
 Foothills, Colorado
 Forsyth County, Georgia
 Ft. Lauderdale, Florida
 Fort Morgan, Colorado
 Fort Wayne, Indiana
 Fox Valley Park District, Illinois
 Fox Valley SRA, Illinois
 Frankfort Park District, Illinois
 Franklin Township, Tennessee
 Freeland, Michigan
 Freeport, Illinois
 Ft. Wayne, Indiana
 Fulton County, Georgia
 Gahanna, Ohio
 Gainesville, Florida
 Gardner, Kansas
 Genesee County, Michigan
 Geneseo Park District, Illinois
 Geneva Park District, Illinois
 Georgetown/Scott Ct., Kentucky
 Gladstone, Missouri
 Glendale, Arizona
 Glendale, California
 Glendora, California
 Glen Ellyn Park District, Illinois
 Glencoe Park District, Illinois
 Glenview Park District, Illinois
 Glenwood Springs, Colorado
 Godfrey Park District, Illinois
 Grand Fork
 Grandview, Missouri
 Granville Recreation, Ohio
 Greeley, Colorado
 Greenville, South Carolina
 Greenville County, South Carolina
 Greenwood, Indiana
 Gresham, Oregon
 Grove City, Ohio
 Gurnee Park District, Illinois
 Hastings, Nebraska
 Hazelwood, Missouri
 Healdsburg, California
 Henderson, Nevada
 Hernando, Mississippi
 Highland Park-Park District, Illinois
 Hillsborough County, Florida
 Hilton Head, South Carolina
 Hoffman Estates Park Dist. Illinois
 Homewood-Flossmoor PD, Illinois
 Huron, Ohio
 Independence, Missouri
 Indianapolis, Indiana
 Iowa City, Iowa
 Iowa State Parks
 Jackson, Wyoming
 Jackson County, Missouri
 Jacksonville, Florida
 Jefferson City, Missouri
 Johnson County, Kansas
 Joliet/Bolingbrook PD, Illinois
 Jordan, Minnesota
 Joplin, Missouri
 Kalamazoo, Michigan
 Kansas City, Kansas
 Kansas City, Missouri
 Kanabec, Minnesota
 Kent, Washington
 Kentucky State Parks, Kentucky
 Kentwood, Michigan
 Kettering, Ohio
 Kirkwood, Missouri
 Kuna
 Kyle, Texas
 Lake Bluff Park District, Illinois
 Lake Havasu, Arizona
 Lake Oswego, Oregon
 Lake St. Louis, Missouri
 La Palma, California
 La Quinta, California
 Las Cruces, New Mexico
 Lauderhill, Florida
 Lawrence, Kansas
 Leawood, Kansas
 Lee's Summit, Missouri
 Lemont Park District, Illinois
 Lenexa, Kansas
 Liberty Township, Ohio
 Liberty, Missouri
 Lindenhurst, Park District, Illinois
 Lisle Park District, Illinois
 Lodi, California
 Lombard Park District, Illinois
 Longview, Texas
 Longview, Washington
 Los Angeles County, California
 Loudoun County, Virginia
 Lubbock County, Texas

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Lucas County, Ohio
 Macomb Park District, Illinois
 Macomb Township, Michigan
 Mahomet Park District, Illinois
 Malibu, California
 Manhattan, Kansas
 Manheim Township, Pennsylvania
 Mankato, Minnesota
 Maplewood, Minnesota
 Maricopa County, Arizona
 Margate, Florida
 Marquet, Florida
 Marquette, Michigan
 Martha's Vineyard, Massachusetts
 Martinsville, Virginia
 Mecklenburg County, NC
 Meeker, Colorado
 Merriam, Kansas
 Mesa, Arizona
 Metro Green/MARC, KC
 Mexico, Missouri
 Miami, Florida
 Miami-Dade County, Florida
 Miami-Shores, Florida
 Middletown, New Jersey
 Milwaukee County, Wisconsin
 Mission, Kansas
 Missoula, Montana
 Moberly, Missouri
 Monmouth County, New Jersey
 Monroe County, Indiana
 Monroe, North Carolina
 Monroe, Ohio
 Montgomery County, Maryland
 Montrose, Colorado
 Moon Township, Pennsylvania
 Moore, Oklahoma
 Mooresville, North Carolina
 Moorhead, Minnesota
 Morgantown, West Virginia
 Morris County, New Jersey
 Morris Township, New Jersey
 Mount Dora, Florida
 Mount Pleasant, Michigan
 Mukilteo, Washington
 Mundelein Park District, Illinois
 Munster, Indiana
 Mt. Sterling, Kentucky
 Muhlenberg County, North Carolina
 Mukilteo, Washington
 Mundelein Park District, Illinois
 Munster, Indiana
 Murray-Calloway County, Kentucky
 Muskingum Watershed Conservancy
 District, Ohio
 Napa, California
 Naperville Park District, Illinois
 Naples, Florida
 New Haven, Connecticut
 Newman, Georgia
 Newton, Kansas
 Norfolk, Virginia
 Northbrook Park District, Illinois
 Northfield Park District, Illinois
 NWSPA, Illinois
 Northern Virginia Park Authority, Virginia
 Oak Park-Park District, Illinois
 Oakland County, Michigan
 Oakland Township, Michigan
 Oldham County, Kentucky
 Oakwood, Ohio
 O'Fallon, Illinois
 O'Fallon, Missouri
 Ohio State Parks, Ohio
 Oklahoma City, Oklahoma
 Oldham, Kentucky
 Olathe, Kansas
 Olympia Park District, Illinois
 Ontario, Oregon
 Orange County, Florida
 Orange Township, Ohio
 Orangevale, California
 Oregon City, Oregon
 Orlando, Florida
 Orion Township, Michigan
 Ormond Beach, Florida
 Oswegoland Park District, Illinois
 Overland Park, Kansas
 Owensboro, Kentucky
 Oxford, Ohio
 Palatine Park District, Illinois
 Palm Desert, California
 Palm Springs, California
 Palmer, Alaska
 Park City, Utah
 Passaic County, NJ
 Pasco County, Florida
 Pelican Bay, Florida
 Peoria, Arizona
 Pigeon Forge, Tennessee
 Pinellas County, Florida
 Plainfield Park District, Illinois
 Platte County, Missouri
 Polk County, Iowa
 Portage, Ohio
 Porter County, Indiana

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Portland, Maine
 Portland, Oregon
 Prairie Village, Kansas
 Princeton, New Jersey
 Prince Georges County, Maryland
 Prince William County, VA
 Provo, Utah
 Queen Creek, Arizona
 Quincy Park District, Illinois
 Radnor, Pennsylvania
 Raleigh, North Carolina
 Ramsey, Minnesota
 Randolph Township, New Jersey
 Raymore, Missouri
 Raytown, Missouri
 Redmond, Washington
 Rhode Island State Parks
 Richland County, South Carolina
 Richland Hills, Texas
 Richmond, California
 Richmond County, South Carolina
 Richmond, Virginia
 Richmond Heights, Ohio
 River Forest Park District, Illinois
 River Trails Park District, Illinois
 Roanoke County, Virginia
 Roanoke, Virginia
 Rock Island, Illinois
 Rocky Mount, North Carolina
 Roeland Park, Kansas
 Rolla, Missouri
 Rolling Meadows Park District, IL
 Rosemead, California
 Roseville, Minnesota
 Round Lake Park District, Illinois
 Round Rock, Texas
 Rutland, Vermont
 Salem, Oregon
 Salina, Kansas
 Salvation Army, Augusta, Georgia
 Salvation Army, Coeur D'Alene, Idaho
 Salvation Army, Denver
 Salvation Army, Detroit
 Salvation Army, Kerrville, Texas
 Salvation Army, Louisville, Kentucky
 Salvation Army, Morgantown WV
 Salvation Army, Norfolk, Virginia
 San Antonio, Texas
 San Diego, California
 San Francisco, California
 Sandusky, Ohio
 Santee, California
 Sarasota, Florida
 Schaumburg Park District, Illinois
 Scottsdale, Arizona
 Sequim, Washington
 SEASPAR, Illinois
 Shawnee, Kansas
 Shawnee County, Kansas
 Shawnee, Oklahoma
 Sheridan, Wyoming
 Sherwood, Oregon
 Shreveport, LA
 Shoreline, Washington
 Si View Metro Park District, WA
 South Burlington, Vermont
 SW Regional Park Plan, Nevada
 South Jordan, Utah
 Springfield/Greene County, Missouri
 Springdale, Arkansas
 Spring Hill, Kansas
 St Charles, Missouri
 St. Charles County, Missouri
 St Louis, Missouri
 St Peters, Missouri
 St. Petersburg, Florida
 St. Louis County, Missouri
 St. Louis County, Port Authority, Missouri
 St. Paul, Minnesota
 Suffolk, Virginia
 Sugar Creek Park District, Illinois
 Sunrise, Florida
 Superior, Colorado
 Sycamore Park District, Illinois
 Tallahassee, Florida
 Tamarac, Florida
 Tempe, Arizona
 Temple City, California
 Texas State Parks
 Tracy, California
 Transylvania County, NC
 Tyler, Texas
 The University of Missouri
 The Woodlands, Texas
 Town of Normal, Illinois
 Tracy, California
 Tucson, Arizona
 Turner, Kansas
 Union County, Pennsylvania
 Universal City, Washington
 Upper Dublin, Pennsylvania
 Upper Sandusky, Ohio
 Urbana Park District, Illinois
 Valparaiso, Indiana
 Vernon Hills, Illinois
 Village of Lake Zurich, Illinois

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Virginia Beach, Virginia
Wake County, North Carolina
Warrenville Park District, Illinois
Warrensburg, Missouri
Wasilla, Alaska
Washington, D.C.
Waukee, Wisconsin
Waukesha, Wisconsin
Webster Groves, Missouri
Wentzville, Missouri
West Des Moines, Iowa
Western DuPage SRA
West Fargo, North Dakota
Westchester, Ohio
Westchester County, New York

Western DuPage Special Rec. Assoc.
Westerville, Ohio
Westlake, Ohio
West Richland, Washington
Wheeling Park District, Illinois
Wichita, Kansas
Williamson County, Texas
Windsor, Colorado
Winnetka Park District, Illinois
Winter Garden, Florida
Woodridge Park District, Illinois
Wyandotte County, Kansas
Yakima, Washington

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PROJECT HISTORY AND CURRENT WORK LOAD

Current Work Load

Quincy Park District, Illinois-Community Needs Assessment Survey

Status: Survey is being printed and mailed.

Timeline for completion: Spring 2017

Budget: \$25,000

City of Doral, Florida-Community Needs Assessment Survey for Special Needs Populations Education and Recreation Services

Status: Survey is being finalized

Timeline for completion: Early Summer 2017

Budget: \$49,100

City of Avondale, Arizona-Parks and Recreation Community Needs Assessment Survey

Status: Survey is being printed and mailed.

Timeline for completion: Early Summer 2017

Budget: \$49,100

Des Moines Pool Metropolitan Park District, Washington – Feasibility Study Community Needs Assessment Survey

Status: Survey is being printed and mailed.

Timeline for completion: Spring 2017

Budget: \$15,000

City of Jackson, TN – Parks and Recreation Community Needs Assessment Survey

Status: Survey is being printed and mailed.

Timeline for completion: Spring 2017

Budget: \$18,000

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Hoffman Estates Park District, Illinois-Class-Program-Facility Surveys Audit

Status: Audit currently being conducted

Timeline for completion: Spring 2017

Budget: \$3,000

Schaumburg Park District, Illinois-Class-Program-Facility Surveys

Status: Facility surveys being administered

Timeline for completion: On-going 2017

Budget: \$10,000

Blue Valley Recreation Commission, Kansas-Class-Program-Facility Surveys

Status: Workshop Presentation

Timeline for completion: Fall 2017

Budget: \$4,000

City of Peoria Parks, Recreation and Libraries Services, AZ -Class-Program-Facility Surveys

Status: Audit currently being conducted

Timeline for completion: Summer 2017

Budget: \$2,800

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PROJECT HISTORY OF SIMILAR PROJECTS

Some of the Illinois Park Districts Ron has served as the project manager on community surveys with similar scopes to the Mt. Prospect Park District Community Interest and Opinion Survey include:

- Bloomingdale Park District, IL
- Buffalo Grove Park District, IL
- Carol Stream Park District, IL
- Cary Park District, IL
- Champaign Park District, IL
- Deerfield Park District, IL
- Downers Grove Park District, IL
- Fox Valley Rec. Com. IL
- Fox Valley Special Recreation District
- Geneva Park District, IL
- Glen Ellyn Park District, IL
- Glenview Park District, IL
- Gurnee Park District, IL
- Highland Park-Park District, IL
- Hoffman Estates Park District, IL
- Lindenhurst Park District, IL
- Lisle Park District, IL
- Mundelein Park District, IL
- Northbrook Park District, IL
- Oswegoland Park District, IL
- Quincy Park District, IL
- Schaumburg Park Dist., IL
- Sugar Creek Park District, IL
- Sycamore Park District, IL
- Tinley Park-Park District, IL
- Urbana Park District, IL
- Winnetka Park District, IL
- Woodridge Park District, IL

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REFERENCES

Illinois Endorsements and References

“Ron Vine did an excellent job on the Bloomingdale Park District's Needs Assessment project. His research was thorough and produced a truly useful tool which our Board and staff can use to make decisions on a short and long term basis. Additionally, his support training on cross-tabulations allowed staff to effectively and efficiently use the document”

CARRIE HAUPERT FULLERTON

Executive Director

172 South Circle

Bloomington, Illinois

(630) 529-3650

“Ron has mastered the skill to make people feel comfortable in sharing their opinions and has a keen ability to extrapolate details from those opinions to provide tangible suggestions that the agency can react to, plan for, and address accordingly. His significant amount of experience in conducting these types of comprehensive assessment processes was apparent and made our process enjoyable for all involved, which consequently portrays a positive, proactive, receptive image to our constituents.

We truly look forward to the next opportunity to utilize the services of Ron Vine”

MIKE ADAMS

Executive Director

Woodridge Park District

2600 Center Drive

Woodridge, Illinois 60517

(630) 353-3300

“The Fox Valley Special Recreation Association has the pleasure of working with Mr. Ron Vine to develop the agency Strategic Plan. The Board and Staff were very pleased with the process to develop the plan as well as the ease to implement the plan over the next years. All stages of the process including focus groups, survey management and the fine tuning of the critical issues provided the agency with excellent direction and the ability to execute a very workable and realistic action plan.”

Carolyn Nagle, Executive Director

Ms. CAROLYNE NAGLE, MPA, CTRS, CPRP

Executive Director, Fox Valley Special Recreation Association

2121 W. Indian Trail, Aurora, Illinois 60506

(630) 907-1114

CarolynN@fvsra.org

Ron Vine and Associates

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Ron, I want to take this opportunity to thank you on behalf of the Lisle Park District. Your approach to collecting data was refreshing, proven and engaging. The emphasis you placed on getting to know the Lisle Park District and its challenges set the foundation for a comprehensive, appropriate and timely survey. Whether it was the one-on-one stakeholder interviews, focus group meetings or in the public forums of our Board of Park Commissioner's meetings, your ability to engage our diverse populations confirmed a lot of issues we knew existed, introduced some new twists to existing issues, and identified even more issues of importance.

The experience you have with so many communities was hugely beneficial. You brought this experience to our table thereby allowing us to consider strategies that we would not have had the benefit of knowing. Your unbiased approach and broad experience coupled with your determination to Lisle the best possible tool to help map its future was evident and appreciated every step of the way.

DAN GARVY, Executive Director
Lisle Park District
1825 Short Street
Lisle, Illinois 60532
(630) 964-3410 (extension 4310)
dgarvy@lisleparkdistrict.org

“I have worked with Ron Vine while with the Urbana Park District, Quincy Park District and now with the Sycamore Park District. I have used his services to conduct focus groups, community-wide surveys, and to test support for referendum/bond issue questions. I have found Ron Vine to be down-to-earth, pragmatic, thorough, and strongly cognizant of the knowledge, concerns, and issues facing parks and recreation.

Most recently, Ron's services helped the Sycamore Park District focus our Long-Range Plan, frame our “Critical Success Factors” for the next five years, and then “test” those with the public through a follow-up survey. The result was the passing of our agency's first successful tax referenda in 90 years. I am proud to say that during a slowly recovering economy, in a community with a 25% foreclosure rate, and in a fiscally conservative community our referendum succeeded.

We could not have done it without Ron's services. To that end, I would highly recommend Ron Vine for these services. They have proven invaluable time-and-time again.”

DANIEL GIBBLE
Executive Director
Sycamore Park District
940 E. State Street
Sycamore, Illinois
815-895-3365
danielg@sycamoreparkdistrict.com

Ron Vine and Associates

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“Ron has a unique talent to develop survey questions that maximize public input and provide the public agency with detailed information allowing them to respond to the public need. Ron has the ability to analyze the survey results, abstract the technical information, and make an easy to understand presentation to the Board.”

JOHN CURRAN
Director of Parks and Recreation
Tinley Park-Park District
8125 W. 171st Street
Tinley Park, Illinois 60472
John.curran@tinleyparkdistrict.org

“Working with Ron is a pleasure because he understands the parks and recreation services we offer and can combine that knowledge with research expertise resulting in useable and meaningful data.

Bobbie Herakovich, Former General Manager
Champaign Park District
105 E. Mumford
Urbana, Illinois 61801
217-649-0083
BHlivingeasy@gmail.com

“The Glen Ellyn Park District engaged Ron Vine to conduct a community attitude and interest survey in 2012. Ron’s knowledge, vast experience and his ability to gather qualitative and quantitative data and then succinctly and clearly provide explanation and interpretation distinguished Ron from his competitors.

Once selected, Ron followed through on all aspects of the agreement and fulfilled all expectations. He was personally involved with the entire process, working closely with staff, conducting stakeholder interviews, compiling and organizing the survey questions, overseeing the data gathering process, organizing and interpreting the results and finally, presenting the outcome to the Park Board of Commissioners and the Glen Ellyn community. His calm demeanor, professional character and vast experience created a competent and intelligent final report which was easily understood and able to be applied by the Park District to future decisions, planning and direction.

The Glen Ellyn Park District would highly recommend Ron Vine and Ron Vine and Associates to provide public involvement strategies and services for parks and recreation systems for master planning and strategic planning efforts. Through Ron’s experience, leadership and mentoring, the outcome will provide applicable information enabling the agency to establish direction and support future planning. It will certainly be money well spent!”

DAVE HARRIS, Executive Director
Glen Ellyn Park District
490 Kenilworth
Glen Ellyn, Illinois 60137

Ron Vine and Associates

“Making Citizen Opinions Matter”

630-858-6037
dharris@gepark.org

National Endorsements and References

“I have worked with Ron Vine on multiple public engagement projects as components of our Department’s Long Range Master and Strategic Plans. Ron is exceptional when it comes to developing public involvement processes that build trust and buy-in leading to implementation. His background in parks and recreation management, combined with his experience on over 500 projects across the country make him highly skilled at analyzing public input findings, developing actionable recommendations and presenting results to Boards and staffs.”

MICK RENNEISEN, Deputy Mayor
Former Administrator, Parks and Recreation Department
City of Bloomington, Indiana
410 N. Morton Street
Bloomington, Indiana 47402
(812) 349-3569
renneism@bloomington.in.gov

“Ron Vine has established himself as the “guru” of developing, administering, and analyzing statistically valid surveys. Ron’s reputation as the expert in the parks and recreation industry is well-known throughout the country. Over the years, I have utilized Ron’s expertise in seeking input from communities regarding their parks and recreation interests and needs. His research methods have provided excellent results, data and analysis that guide organizations in planning for services, programs and facilities.

In addition, Ron is highly effective in interpreting the survey results and communicating them to the public, policy makers and staff. Ron sets the standard when it comes to helping organizations understand their communities through the use of proven scientific methods.

Rebecca A. Benná, CPRP
Executive Director
Fiver Rivers Metroparks, Ohio
409 E. Monument Avenue
Dayton, Ohio 45402
937-277-5300
rebecca.benna@metroparks.org

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“Ron is an expert at involving citizens, users, and stakeholders in decision making processes that affective organizational long range plans. Johnson County Park & Recreation District has benefited from Ron’s expertise, and his survey development and implementation. His presentation of survey results played a vital role in the approval of additional funding for our agency. Ron’s experience as a former park and recreation professional provides him a unique insight into our business, and enhances the quality of service he provides. Ron is absolutely the “go to guy” for public involvement in parks and recreation planning, management and funding issues.

JILL GELLER, CPRE
Executive Director
Johnson County Park & Recreation District
Johnson County, Kansas
Phone: [913.826.3404](tel:913.826.3404) Cell: [913.530.8600](tel:913.530.8600) Email: jill.geller@jocogov.org

I have worked closely with Ron Vine to design and complete two Community Interest & Attitudes Surveys for Park City, Utah. The first survey was in 2007 and identified the #1 improvement we could make to our recreational amenities was to renovate the Park City Racquet Club. Ron’s ability to design a survey that focused on the most important issues and explain to City Council the survey results in a clear, concise manner made them understand the importance of completing this project. The City completed a \$10 million renovation of the facility in 2011 and the facility is now called the Park City Municipal Athletic & Recreation Center (PC MARC).

In 2012 Ron completed the second survey for Park City. This time the Snyderville Basin Recreation District wanted to partner with us because of the work they witnessed from the first survey. The second survey led to our completion of the 2013 Mountain Recreation Strategic Action Plan which has been a road map for the development of future facilities

KEN FISHER, Recreation Services Manager
Park City Municipal
Park City, Utah
(435) 615-5411
kfisher@parkcity.org

“Oakland County Parks and Recreation has worked with Ron Vine on three highly successful public involvement processes. We have found his ability to conduct informational stakeholder interviews, craft citizen survey questions and analysis of findings instrumental in developing our master plans and ultimately in laying the public foundation for a successful millage campaign that passed with a 77% vote of support”

DANIEL J. STENCIL, Executive Officer
Oakland County Parks and Recreation Commission
2800 Watkins Lake Road
Waterford, Michigan 48328
(248) 858-4944
StencilD@oakgov.com

Ron Vine and Associates

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“Data drives all of our agencies operational processes and future capital project campaigns. Ron Vine is one of the most talented and experienced professionals in the country to provide any organization with consulting services that help collect and analyze data that can be used to support advancing projects with staff, elected officials and residents in the community. He is masterful with leveraging community support; utilizing statistics that will help you understand the best way to approach campaigns for new and renovated facilities, park projects and levies.”

MARY BETH THAMAN, CPRP

Director

Parks Recreation and Cultural Arts Department

City of Kettering Ohio

(937) 296-2454

marybeth.thaman@ketteringoh.org

“Ron, we are flying high as you can imagine. We also passed a bond issue last fall for \$35 million for land acquisition. With this added to the \$250 million we can really take a huge step forward.

We would not have been successful if not for the master plan and your help. Without question the master plan and therefore the bond package reflected what the residents told us they wanted. Your work to get accurate information was critical to the entire process. Please pass the word along to your clients. And feel free to quote me at any time.

JIM GARGES, Director

Mecklenburg County Park and Recreation Department

5841 Brookshire Boulevard

Charlotte, North Carolina 28216

(704) 336-3854

James.Garges@mecklenburgcountync.gov

I have worked with Ron over the past 10 years on multiple projects including our past master plan and developing our new master plan. Ron's past professional experience in parks and recreation has allowed him to provide a “real life” industry perspective to the development and analysis of our survey. While working with our master plan consultant, Ron was instrumental in incorporating the survey results and recommendations into the plan.

Throughout each of the projects, Ron communicated survey results and recommendations to both staff and City elected officials in a clear and effective manner. Due to his unique professional experiences, along with his people skills, and the success we have experienced with projects he has worked on, I would recommend Ron without hesitation to work on any parks and recreation related project.

GREG WARNER, CPRE

Director, Tamarac Parks and Recreation Dept. Florida

6001 Nob Hill Road, Tamarac, Florida 33321

Telephone: 954-597-3638

Greg.Warner@tamarac.org

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SCOPE OF SERVICES

Task 1: Project Kick-off and Preparing the Survey Instrument

Task 1.1: Design Survey Instrument. Ron Vine and Associates will work in partnership with Mt. Prospect Park District officials to develop the survey instrument. This will include a Focus Group with the Park District Board and the Executive Director and a Focus Group with staff.

The principal purposes of the focus groups are to identify potential key issues that should be addressed on the survey, potential questions to be asked, and discuss processes and timelines. Most importantly, the Focus Groups will build Board and staff trust and buy-in into the survey process.

Note: RVA can conduct additional public focus groups and stakeholder interviews should they be desired.

Based on the information learned from the site visit, a draft survey will be developed for review by the Mt. Prospect Park District. It is anticipated that 3-4 drafts of the survey will be prepared before the survey is approved by the Mt. Prospect Park District. The survey will be up to 6 pages in length (allowing for 24-32 questions), many with multiple components.

Task 1.2: Design Sampling Plan. A sampling plan will be developed that will target completion of 500 surveys of resident households in the Mt. Prospect Park District. The overall results for 500 completed surveys will have a precision of at least +/-4.4% at the 95% level of confidence.

Task 1.3 Survey Methodology. The survey will be administered by mail and web. The web component will only be able to be completed by those who receive a mailed survey to ensure the statistical integrity of the survey results.

Task 2: Administering the Survey Instrument and Analysis

Task 2.1: Mailings and Website. Surveys are mailed out to a random sampling of over 5,000 households in the Mt. Prospect Park District, with a postage paid envelop to return the completed survey. The mailed surveys will contain a web-site address if the respondent prefers to take the survey by web. One (1) post card reminder will be sent out approximately 10 days after the mailing to gain additional respondents.

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Task 2.2: Analyze Data. Following the completion of the survey, Ron Vine and Associates will perform data entry, editing, and verification of the survey responses for each survey. The analysis tools that will be performed on the resident survey data are listed below.

- Task 2.2.1: Cross Tabular Analysis: Cross-tabular analysis will allow Ron Vine and Associates to drill down on survey findings. Types of cross-tabular analysis anticipated to be conducted include by households with and without children; gender; age of respondent; users and non-users of parks; participants and non-participants in programs; length of residency, and other analysis that needs to be conducted.
- Task 2.2.2: Importance/Satisfaction Analysis: The Importance/Satisfaction Analysis organizes parks, facilities, and programs based on those that are:
 - ✓ Above average in importance to residents and their satisfaction levels are also above average.
 - ✓ Above average in importance to residents and their satisfaction levels are below average.
 - ✓ Below average in importance to residents and their satisfaction levels are also below average.
 - ✓ Below average in importance to residents and their satisfaction levels are above average.

The *Importance* of a park, facility or program to resident households is determined by the residents themselves. The actions of Mt. Prospect Park District officials will have little impact on what is *Important* to resident households. However, this information is of critical importance in identifying where to take those actions.

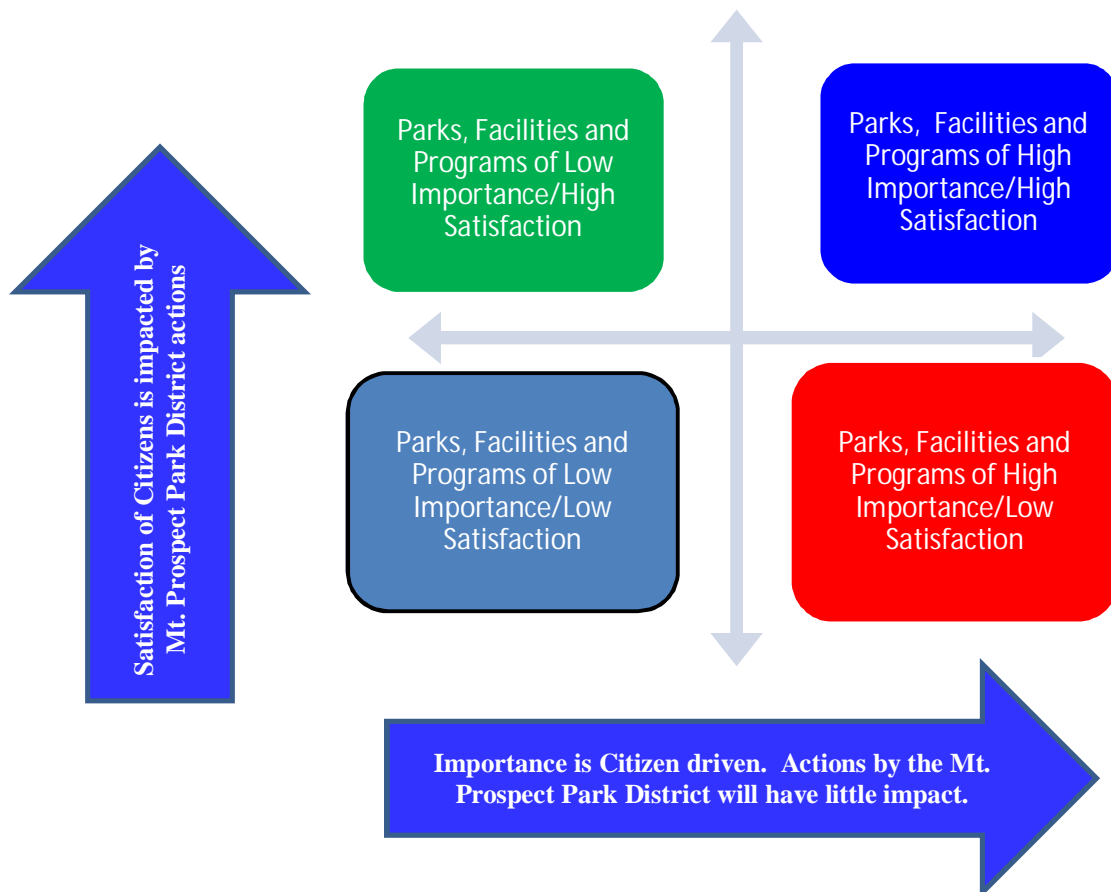
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Satisfaction with a park, facility or program is impacted by Mt. Prospect Park District actions. The actions of Mt. Prospect Park District officials can improve satisfaction or lower satisfaction. It is particularly important to address satisfaction issues for parks, facilities, and programs of high importance.

By understanding which services are most important, the Mt. Prospect Park District can take actions that are best for Mt. Prospect Park District residents, i.e. proportionately investing resources to increase satisfaction for parks, facilities and programs based on their importance and current satisfaction level and developing performance measurements to track increases in “very satisfied” ratings.

The chart below illustrates the four (4) quadrant importance/satisfaction matrix.



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- Task 2.2.3. First Choice Financial Investment Rating: The “First Choice Financial Investment Rating” is based on the relationship of the following:

Households who rate a financial investment as the “1st Choice to be Funded”. Resident households have an intense interest in their 1st choice parks and recreation facility or program. Generally, their level of satisfaction for this park service has a major impact on their satisfaction with the entire Park system, and their willingness to invest tax resources for both on-going operations and capital projects.

Household Types: Whereas some facilities and programs appeal to a wide range of household types, others are focused primarily on serving households with young children, older children, households with no children and younger adults, and households with no children and older adults. The “First Choice Financial Investment Rating takes into consideration all types of households.

The following chart shows an example of how the First-Choice Financial Investment Rating works.

Facility	ALL 1st Most Important Rating	Households with Youth Under 10 Rating	Households with Youth 10-19	Households with no Youth - ALL Adults 20-54	Households with no Youth - ALL Adults 55 and Over	Number of Household Types in Top 10
Walking and biking trails	1	5	2	1	1	4
Indoor fitness and exercise facilities	2	9	1	2	2	4
Small neighborhood parks	3	1	7	3	5	4
Nature center and trails	4	14	5	5	3	3
Off leash dog parks	5	9	11	3	7	3
Outdoor swimming pools/water parks	5	3	2	6	9	4
Playground equipment	5	1	4	14	9	3
Youth soccer fields	8	3	3	14	18	2
Senior centers	8	14	20	12	4	2
Indoor swimming/leisure pools	8	7	13	6	6	3
Large community parks	11	5	15	6	13	2
Indoor laps lanes for exercise swimming	11	9	7	6	9	4
Indoor running and walking track	13	22	20	6	7	2
Youth baseball and softball fields	13	8	5	14	18	2
Outdoor tennis courts	13	14	7	14	9	2
Adult softball fields	16	14	15	6	14	1
Picnic areas and shelter	16	9	20	14	14	1
Youth football fields	22	9	20	24	18	1

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Task 3: Final Report and Presentation

Task 3.1: Development of Final Report. The final report will include the following:

- an executive summary that includes a description of the survey methodology
- descriptive statistics for each survey question, including key demographic characteristics
- Importance-Satisfaction Analysis
- First Choice Financial Investment Rating
- copy of the survey instrument
- copy of the database in SPSS or Microsoft Excel

Task 3.2: Survey Presentations. Over a two (2) day period, Ron Vine will make one (1) presentation of findings of the survey results to the Mt. Prospect Park Board and one (1) to Mt. Prospect Park District staff.

Timelines:

Site visit kick-off focus groups	Date to be determined
Survey development	3-5 weeks from date of site visit
Survey mailed	2-3 weeks after approval by Mt. Prospect Park District
Post card reminder	10 days after surveys mailed
Survey closed	30 days after mailing reaches households in Park District
Draft report	14 days after survey closes
Final report	7 days after receiving input from Park District on Draft Report
Site visit to present results	Date to be determined

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Cost Proposal

Entire Cost of the Community Interest and Opinion Survey

\$25,500 plus expenses for 2 site visits for “Scope of Services”

Payment Terms, Timelines and Options

Billing 1:	Upon completion of initial site visit	\$2,000 plus expenses
Billing 2:	Upon approval of survey instruments	\$4,000
Billing 3:	Upon mailing of survey instrument	\$7,000
Billing 4:	Upon receipt of draft report	\$6,500
Billing 5:	Upon receipt of final report	\$3,000
Billing 6:	Upon completion of presentations (2 nd Site Visit)	\$3,000 plus expenses

Timelines:

Site visit kick-off focus groups	Date to be determined
Survey development	3-5 weeks from date of site visit
Survey mailed	2-3 weeks after approval by Mt. Prospect Park District
Post card reminder	10 days after surveys mailed
Survey closed	30 days after mailing reaches households in Park District
Draft report	14 days after survey closes
Final report	7 days after receiving input from Park District on Draft Report
Site visit to present results	Date to be determined

Options (Above \$25,500 plus expenses)

Additional days for focus groups, stakeholder interviews	\$1,750 @day plus expenses
Additional surveys (over guarantee of 500)	\$3,000 per 100 surveys
GEO coding surveys	\$2,000
SWOT Analysis Workshop	\$3,000

Additional Costs Per Professional Services

Negotiated per service

Itemized Costs for Analysis Tools Included in \$25,500 Fee (Plus Expenses for 2 Site Trips)

Importance/Satisfaction Analysis	\$1,000
First Choice Financial Investment Rating	\$1,000

**Proposal to the Mt. Prospect Park District for
Focus Groups and a Community Interest & Opinion
Survey**

Submitted by aQity Research & Insights, Inc.

April 13, 2017



Ruth Yueill
Director of Community Relations and Marketing
Mt. Prospect Park District
100 W. Central Ave.
Mt. Prospect, IL 60056

April 13, 2017

Dear Ruth:

Thank you very much for including aQity Research & Insights as part of your RFP process for the upcoming Community Interest and Opinion Survey.

We appreciate the opportunity to be your thought partner and to provide accurate and actionable insights to identify residents' recreational priorities, opinions of the MPPD, improvement opportunities, and any unmet needs that the District might address.

Attached is our proposal per your RFP specifications. I am confident that given high standards for accuracy and insights, aQity Research represents the best value for the research dollar. We deliver this value by:

- Using best practices to ensure an accurate representation of the entire MPPD community (including both MPPD users and non-users, all age groups and regions, and various ethnic groups);
- Developing a customized design specific to your needs while still providing relevant, meaningful benchmark comparisons to similar districts (and trending from past MPPD surveys);
- Providing a thorough analysis and delivering clear, actionable insights that help inform important decisions.

Again, we greatly appreciate this opportunity and we will be 100% committed to this project and its outcome. Please let me know if you have any questions. I look forward to hearing from you.

Best Wishes,



Jeff Andreasen
President

aQity Research and Insights Proposal to the Mt. Prospect Park District

Firm Background

Name: aQity Research & Insights, Inc.

Contact: Jeff Andreasen, President

Address: 820 Davis Street, Suite 502, Evanston, IL 60201

Telephone: 847-424-4171

Fax: 847-328-8995

Firm Profile

aQity Research & Insights was established in July 2015. While the company is relatively new, our team of researchers has been conducting community interest and opinion surveys and needs assessments for park districts for over twenty years (previously as Richard Day Research and later as Market Probe).

A description of our capabilities, experience, and examples of studies that we have conducted for park districts is provided in the "Qualifications" section below (page 6).

aQity Research is a for-profit research firm incorporated in Illinois as an S-Corp. We have a total staff of thirteen, all of whom work in our Evanston office. aQity Research is a member of the Illinois Association of Park Districts and of CASRO (Council of American Survey Research Companies).

Personnel

aQity Research has assembled a team of experienced researchers who will be committed to the Mt. Prospect Park District community survey.

Jeff Andreasen (President) will be the primary contact for this study. He is responsible for research and consulting services to public policy clients, focusing on recreational and open land issues. For the past twenty-two years, he has designed, executed, analyzed, and consulted on needs assessment and community attitude and interest surveys for many park districts and forest preserve districts in Illinois (formerly with Richard Day Research and Market Probe).

Most recently, Jeff conducted community surveys for park districts in Fox Valley, St. Charles, Bartlett, Glenview, Wilmette, Wheeling, and statewide survey research (qualitative and quantitative) for the IAPD. He has also conducted focus groups and statistically valid community surveys for park agencies in Elmhurst, Bensenville, Northbrook, Grayslake, Glencoe, and Decatur, and countywide surveys for forest preserve/conservation districts in Lake, McHenry, DuPage, and Will counties.

Jeff is a member of CASRO (Council of American Survey Research Organizations), has co-authored chapters in two books on Chicago mayoral politics, and contributed articles to several publications including Public Opinion Quarterly. He has a degree in Urban and Regional Planning from the University of Illinois at Urbana-Champaign (1983).

Tessa Andreasen (Project Manager) will manage the day-to-day survey processes. She will be responsible for each stage of the study, thoroughly monitoring the research design and execution to ensure complete quality control and efficient processing.

She has six years of project management experience with park district surveys, and most recently managed community attitude and interest surveys for the Wheeling, Fox Valley, Wilmette, Glenview, and St. Charles Park Districts. She was also responsible for two statewide surveys for the IAPD (one of residents, one of IAPD member agencies).

Her research experience extends beyond community surveys for park districts. Tessa is responsible for large scale projects for several financial services companies, including Wells Fargo, T. Rowe Price, and Voya. Those studies include in-depth surveys with consumers and corporate decision-makers to gauge client satisfaction and loyalty, sales performance, and brand awareness. These large clients rely on Tessa to consistently execute and deliver critical insights. She delivers the same skills and attention to detail to all of her clients, and will likewise do so for the Mt. Prospect Park District.

Tessa has a degree in Music Education from the University of Illinois at Urbana-Champaign.

Matt Jenetopulos and **Joanna Surma** (Research Analysts) will assist in the data processing, testing, and analysis, as well as the research design and implementation. Both Matt and Joanna have worked on community and voter surveys for the St. Charles, Glenview, and Fox Valley Park Districts.

Matt has an MBA in Marketing and a Certificate in Business Data Analytics from Loyola University-Chicago's Quinlan School of Business and a Bachelor's degree in Music Management from the University of Hartford.

Joanna received her M.A. in Political Science and holds Bachelor's degrees in International Studies, Political Science, and History from Loyola University Chicago.

Jim Scholle (Data Collection Supervisor) is responsible for the aQity Research call center and data processing team in Evanston. He has been with aQity Research (formerly part of Market Probe and Richard Day Research) for ten years and has managed the data collection and conducted phone interviews for several park districts and forest preserve districts.

Jim has a degree in Speech and Communication from the University of St. Thomas in St. Paul, MN. He will be responsible for any phone data collection, including training the interviewers and monitoring their work to ensure it meets our high standards for quality and insights. Jim will also oversee much of the data processing, including open-ended responses from Mt. Prospect residents to better understand their expressed needs and priorities from the MPPD.

Subcontractors will be limited to Survey Sampling, Inc., from whom aQity Research will purchase an updated sample of households within the MPPD boundaries. As a full-service survey firm, aQity Research conducts all other survey stages in-house to ensure fast turnaround, high standards for quality and accuracy, and efficient data processing.

Qualifications of the Firm

Since 1993, the team at aQity Research has conducted dozens of community surveys for public agencies, primarily park districts and forest preserve/conservation districts. These include studies that we conducted as part of Market Probe and Richard Day Research, Inc. across several Illinois agencies (listed below):

aQity Research & Insights	Market Probe	Richard Day Research
<ul style="list-style-type: none"> ▪ McHenry Parks & Recreation Dept. (2017) ▪ Naperville PD (2017) ▪ Glenview PD (2017) ▪ Fox Valley PD (2016) ▪ St. Charles PD (2016) ▪ Wheeling PD (2015) ▪ Wilmette PD (2015) 	<ul style="list-style-type: none"> ▪ Bartlett PD (2014) ▪ Northbrook PD (2014) 	<ul style="list-style-type: none"> ▪ Naperville PD (2012, 2009) ▪ Elmhurst PD (2011) ▪ Fox Valley PD (2006) ▪ Decatur Parks Foundation (2004) ▪ Glencoe PD (2004) ▪ Round Lake Area PD (2003) ▪ Bensenville PD (2002) ▪ Grayslake PD (2000)
<ul style="list-style-type: none"> ▪ Lake Co. FPD (2016) 		<ul style="list-style-type: none"> ▪ Lake Co. FPD (1993, 1999, 2000, 2002, 2008) ▪ FPD of Will Co. (2005) ▪ DuPage Co. FPD (2004) ▪ McHenry Co. CD (2001)
<ul style="list-style-type: none"> ▪ Illinois Assn. of Park Districts W-2 and Revenue Survey (2016) 	<ul style="list-style-type: none"> ▪ IAPD Statewide survey of Residents (2013) 	<ul style="list-style-type: none"> ▪ IAPD Statewide Survey of Residents (2002)

Our team is recognized by these agencies as being a thought partner and not just a research vendor. **Many firms can provide data; we provide insights.** Our surveys are customized for each client to reflect their specific needs. We then use a wide range of analytical tools to dig deeper and understand the meaningful relationships, the drivers of attitudes and behaviors, and the reasons why. Finally, we deliver the results with clear, actionable recommendations in order to help our clients make decisions with confidence.

Project History and Current Workload

Below are examples of aQity Research's most recent park and forest preserve district partnerships and some of the insights that we provided to each.

- **St. Charles Park District (2016):** We recently presented the results from our district-wide survey of just over 400 households. This survey sought to gauge overall opinions of the SCPD, perceived value relative to its share of property taxes, usage and awareness of specific facilities, priorities and unmet needs for indoor and outdoor facilities, and opportunities for improvement. The District is using our insights to guide decisions on potential new facilities, improvements to existing facilities, and communication and marketing strategies. In addition to presenting the results to the Board, we are taking part in an SCPD staff workshop next week to discuss the findings and their implications.

- **Fox Valley Park District/Parks Foundation (2016):** Last August we conducted a voter survey of over 400 likely voters on behalf of the Fox Valley Parks Foundation (and for the FVPD). The FVPD had recently improved a significant number of new facilities and expansion as the result of a successful 2008 referendum (based on a survey conducted by Richard Day Research). However, the District's O&M budget has not increased since that time and the District has frozen property taxes for the past five years. Our survey tested the electorate's willingness-to-pay for different referenda options to increase O&M dollars to ensure proper maintenance of these facilities. While the results showed support for different options, the Board did not reach unanimous consent for the November 2016 ballot and will revisit the issue later this year. The client was very happy with the project outcome, and will leverage the results in these future discussions.

- **Wilmette Park District (2015):** After having two referenda for lakefront park improvements soundly defeated, the WPD contacted aQity Research to conduct a comprehensive community survey to determine the reasons for opposition and identify which (if any) improvements represented top priorities for these two properties. This was a contentious community issue and we successfully engaged all parties on both sides to ensure that the research design met with everyone's approval. The response rate was very high given the topic (over 1,700 replies), and we far exceeded the expected response rates as a result. Our analysis was thorough and was met with approval by both the pro- and anti-referenda camps. The WPD staff and board have been using our findings to help guide their decisions as they explore potential solutions for these two important properties.

- **Wheeling Park District (2015):** The WPD contracted aQity Research to conduct an attitude and interest survey to help guide decisions regarding facility and program needs. This was the first survey that the District had conducted in six years, and the WPD sought to better understand current priorities. The District was also interested in specific enterprise opportunities and how to raise awareness and usage of those facilities. We presented the survey results (based on a sample of n=306 residents) to the WPD staff and Board, and we continue to consult with them as they utilize our findings to develop strategies and improvements.
- **Lake County Forest Preserve District (2016):** This countywide resident survey included 600 respondents and helped the LCFPD identify priorities that align with long-term planning goals. We also gauged the value that the District represents to residents and receptiveness to alternative non-tax revenue options (including rental opportunities, naming rights, planned giving and charitable donations, etc.). Multiple presentations were made to the County Board and to LCFPD staff to ensure that the findings are well-utilized.
- **Northbrook Park District (2014):** We conducted a community-wide survey on behalf of the Northbrook Park District to gauge public attitudes and opinions about the NPD and its parks and programs, identify unmet needs and opportunities for improvement, and explore communications strategies. We also tested awareness and interest in the NPD's potential acquisition of a closing health club to convert it into a recreation center. The hybrid online and phone survey included n=313 respondents, and we presented the results to the District Board and staff in October, 2014. Our results provided clear insights that helped the NPD respond to more immediate issues.
- **Bartlett Park District (2014):** We conducted and presented the results of a community attitude and interest survey to the Bartlett District. The BPD is using our survey insights to help develop a long range strategic plan. The survey included over 300 respondents and was completed both online and by phone. Our research identified specific local recreational facilities and programs that are currently in high demand, as well as potential new facilities or programs that represent an unmet need in the community. We also profiled segments within Bartlett to better understand frequent vs. infrequent BPD users, residents who are most and least favorable toward the District, and how to best communicate with these residents.

Given the project schedule outlined in your RFP, our team has capacity and will be fully committed to the successful execution of the MPPD survey. We have just completed the survey Glenview Park District and are underway with surveys in Naperville and McHenry, but expect that those will conclude by June. We see no problem beginning the MPPD focus groups and survey process in June, and delivering final results this coming Fall.

Recent Clients and References

Below are references and contact information for the projects cited in the previous section. **I encourage the MPPD to contact the references to better understand the service and value we provide.**

<p>St. Charles Park District</p>	<p>Holly Cabel (Director) 101 S. 2nd Street St. Charles, IL 60174 hcabel@stcparks.org 630-513-4333</p>
<p>Fox Valley Park District/Parks Foundation</p>	<p>Jim Pilmer (Executive Director) 101 W. Illinois Ave. Aurora, IL 60506 jpilmer@fvpd.net 630-897-0516</p>
<p>Wilmette Park District</p>	<p>Steve Wilson (Executive Director) 1200 Wilmette Ave. Wilmette, IL 60091 swilson@wilpark.org 847-256-9617</p>
<p>Wheeling Park District</p>	<p>Jan Buchs (Executive Director) 333 W. Dundee Rd. Wheeling, IL 60090 jbuchs@wheelingparkdistrict.com 847-465-3333</p>
<p>Lake County Forest Preserve District</p>	<p>Katherine Hamilton-Smith (Public Affairs Director) 1899 W. Winchester Rd. Libertyville, IL 60048 Khamilton-smith@lcfpd.org 847-968-3380</p>
<p>Northbrook Park District</p>	<p>Rick Hanetho (former Director, now with Arlington Heights Park District) 410 N. Arlington Heights Rd. Arlington Heights, IL 60004 ghanetho@ahpd.org 847-577-3005</p>
<p>Bartlett Park District</p>	<p>Rita Fletcher (Executive Director) 696 W. Stearns Rd. Bartlett, IL 60103 rfletcher@bartlettparks.org 630-540-4835</p>

Situation Analysis and Recommended Research Approach/Methods

Based on your RFP, the District seeks to understand the level of usage and satisfaction that residents have regarding the MPPD – what they value most and the improvements that they seek. More importantly, you wish to understand their priorities regarding parks, facilities, and programs to help guide decisions, ensure proper management and resource allocation, and align with the community's needs and expectations.

The scope of this research will include qualitative insights from focus groups, followed by a quantitative and representative survey of households within the District boundaries. Our recommended approach for each of these stages follows:

Focus Groups

The aQity Research team will work very closely with your team to design and identify objectives for at least three focus group discussions. The purpose of these groups is to identify any issues, concerns, and opportunities that need to be included in the quantitative survey, and to get early inclusion and buy-in from these groups as part of the needs assessment program.

Each discussion will include about eight to twelve participants and take about 90 minutes. The composition of participants can vary depending on your goals, which we will clarify in the kick-off discussion. These groups can focus on one or a combination of resident groups (e.g., random households, recent MPPD users and program participants, older adults, etc.) and local stakeholders (e.g., public officials and representatives from community/business groups, representatives from sports leagues, etc.). If multiple audiences are important, we suggest keeping them separate (e.g., MPPD users in one group, older residents in another, stakeholders in a third).

Alternatively, if you are primarily interested in one segment (e.g., residents), we can include different segments across the three discussions (e.g., one with current and younger MPPD users, one with older MPPD users, and one with older non-users). Again, the composition of these groups depends on your goals.

aQity Research will be responsible for:

- Working with you and your team to clarify the objectives and topics of interest for these discussions;
- Developing the discussion guide(s);
- Recruiting the participants;
- Scheduling the groups, ideally at the Lions Recreation Center or Central Community Center on a Saturday (one morning and two afternoon groups);
- Moderating the sessions;
- Providing a summary of the focus group findings and specific recommendations for topics to be tested in the quantitative survey;
- Providing complete transcripts of each discussion.

Jeff Andreasen will personally design and moderate these focus groups. He has conducted dozens of focus groups for parks and recreations agencies in the past.

Citizens Needs Assessment: Quantitative Survey

The focus groups feedback will help inform and clarify the topics that need to be covered in the community-wide survey of MPPD households. Given the size and population of the District, we recommend at least n=400 completed surveys. This is sufficient to provide overall insights within a +/- 4.9% margin of error and also identify meaningful differences by key subgroups (e.g., age segments, users vs. non-users, regional differences, households with and without children, differences by race/ethnicity, etc.).

The first step will be a kick-off meeting in Mt. Prospect with you and your team to clarify the research objectives, review past survey and other MPPD data, and identify topics and questions to test.

We recommend a hybrid mail, online, and phone survey approach, which includes:

- Sending a mail questionnaire to a random sample of MPPD households and requesting their feedback via a pre-paid reply envelope addressed to aQity Research. The mail questionnaire will also inform recipients how they can complete the survey online or by phone as alternatives.
- We will also send postcard invitations to a sample of MPPD households inviting them to complete the survey online or call aQity Research toll-free to complete a phone interview or request a mail survey.
- If needed, we will follow up with non-respondents by phone to encourage them to complete a phone survey or assist them in completing the survey online if they prefer.

We recommend this hybrid approach to ensure that all resident segments are sufficiently represented and encouraged to respond. There is no longer a single method that ensures a representative sample by itself.

- Typically, older and long-term residents are most likely to still have landline phones. They also tend to be less responsive to online surveys.
- Conversely, younger adults, newer residents, and lower-income residents tend to be cell-only households, meaning a phone-only approach will under-represent this segment. Younger adults also demonstrate very low response rates to mail surveys.

While this hybrid survey approach can add some costs to the overall project, we take these additional steps because they help ensure a more representative (and accurate) sample than larger, yet skewed, samples. Our commitment to all of our clients is to provide accurate, objective insights to help inform your decisions.

Given that nearly 18% of Mt. Prospect households are Hispanic or Latino, we will offer a Spanish-language version of the survey in both the online and paper/mail options. This will improve participation and ensure better insights among MPPD residents who are more comfortable responding in Spanish.

There is no better validation of the accuracy of our work than actual election or referenda results. **Our team has a 100% “pass rate” with the referenda tested for park and forest preserve districts**, and our survey results have usually been within 5% of the actual winning margin.

Our Client	Year	Amount Sought	% Yes Vote
Lake County FPD	2008	\$185M (land)	66%
	2002	O&M tax increase	52%
	2000	\$85M (land)	67%
	1999	\$55M (land)	66%
	1993	\$30M (land)	61%
Fox Valley PD	2008	\$44.8M (land and improvements)	66%
Glencoe PD	2006	\$14M (new center)	59%
FPD Will County	2005	\$95M (land)	59%
McHenry Co. CD	2001	\$68.5M (land)	54%

Assume a 15-minute questionnaire (regardless of survey option). We will work closely with you to ensure that your research objectives are reflected in the survey questions. Our careful approach to the questionnaire design ensures that the analysis and insights address your key concerns.

- We find that many surveys for other agencies too often identify high levels of support for improvement opportunities that are, in fact, merely “nice-to-have” items. They are often very low priorities relative to other needs, or items for which residents are unwilling to pay. As a result, these findings can be very misleading, especially when they are used to inform strategic planning or other critical decisions.
- Our proven approach carefully tests and identifies truly important unmet needs (along with willingness-to-pay levels when needed) in order to provide you with reliable insights.

The analysis will be thorough and the final report will include detailed findings, along with an executive summary and clear, actionable recommendations. The results will also include benchmark comparisons to nearby and statewide agencies when available.

We will provide two in-person presentations. The first will be to your team and key staff to get your feedback, and the second will be the final report to be presented to the MPPD Board.

Deliverables include:

- Questionnaire design (based on meetings, NPPD feedback/approval);
- Data collection across different modes (printing and mailing hard copy questionnaires and postcard invitations, programming and hosting the online survey, phone interviews and interviewer training);
- Data processing (coding open-ended questions for analysis, weighting to Census data if necessary, programming);
- Banner tables with survey results by key demographics, with meaningful differences indicated;
- A clean, formatted data file (in Excel);
- A comprehensive report in PowerPoint format, including an executive summary, recommendations, detailed results, and description of the research methods;
- Project management throughout the study, with weekly progress updates.

In terms of timing, assume the following once the final survey questionnaire is approved by the MPPD:

- One week for questionnaire printing and online programming/testing;
- Three to four weeks for data collection (all modes including an initial pretest);
- One week for data processing;
- Two weeks for report writing and initial in-person presentation;
- TOTAL TURNAROUND: Seven to eight weeks (approximately two months)

Conclusion

As with all of our clients, we view this opportunity as more than just a project; we consider it a partnership. After the results are presented, we will remain available for unlimited phone consultation to answer questions, provide additional insights, discuss research-related items for the strategic planning process, etc.

Given the need to provide accurate information, we are confident that our approach will yield far greater value and will provide clear, actionable insights that are specific to your needs.

Thank you again for this opportunity to partner with the Mt. Prospect Park District. Please let us know if you have any questions. We look forward to furthering the discussion.

TO: *Mt. Prospect Park District*

FROM: *Jeff Andreasen*

DATE: *April 13, 2017*

RE: *Cost Estimate for Proposed 2017 MPPD Focus Groups and
Community Interest and Opinion Survey*

aQity Research & Insights, Inc. proposes to complete and deliver three focus groups and a community-wide Interest and Opinion survey to the Mt. Prospect Park District for a total cost not to exceed \$34,830. This includes all labor, transportation, copies, and any other items considered as a billable expense.

The first third of the total project cost will be invoiced and due upon a signed letter of agreement between aQity Research and the Mt. Prospect Park District. The second third will be invoiced and due upon notification that data collection for the quantitative survey has been completed. The final third and remaining balance will be invoiced and due when aQity Research has provided all final deliverables as outlined in its proposal.

The estimated cost is itemized on the following page.



	Estimated Cost
1) Three Focus Groups (including all design, recruiting, moderating and execution, transcripts, summary report, and survey recommendations):	\$ 4,430
2) Quantitative community survey of at least n=400 MPPD residents to gauge recreational behaviors and needs; assess existing recreational programs and facilities; and identify any unmet needs, priorities, and interest in potential facility options. This includes:	
a) All project design, setup, sample procurement, survey programming:	\$ 3,500
b) Data collection, including printing, mailing/postage, phone interviews, Spanish translation:	\$18,680
c) Data processing, including data cleaning, coding open-ended responses, weighting the respondent sample to Census data:	\$ 3,460
d) Thorough data analysis, comprehensive report (including an executive summary and recommendations, all supporting methodology descriptions, banners, GIS mapping, and benchmarks), and two in-person presentations of the survey findings:	\$ 4,760
Quantitative survey subtotal	\$30,400
Overall Total Cost	
	\$34,830