



1685 W. HIGGINS, HOFFMAN ESTATES, IL 60169-2998 • (847) 885-7500
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The mission of the Hoffman Estates Park District is to enhance the quality of life of our residents and guests by providing first class parks, facilities, programs and services through environmentally and fiscally responsible management practices.

**AGENDA
FORWARD PLANNING COMMITTEE MEETING
TUESDAY, MAY 14, 2013**

IMMEDIATELY FOLLOWING 7PM REC COMMITTEE MEETING

1. ROLL CALL
2. APPROVAL OF AGENDA
3. COMMENTS FROM THE AUDIENCE
4. NEW BUSINESS
 - CMP Needs Assessment / M13-067
5. COMMITTEE MEMBER COMMENTS
6. ADJOURNMENT

ALL MEETINGS ARE HELD IN THE BOARDROOM OF THE TRIPHAHN CENTER, 1685 W. HIGGINS ROAD IN HOFFMAN ESTATES, UNLESS OTHERWISE SPECIFIED.

WE INVITE THOSE WHO MAY NEED AN ACCOMMODATION DUE TO A DISABILITY TO CONTACT US 48 HOURS IN ADVANCE. PLEASE CONTACT JANE KACZMAREK, EXECUTIVE ASSISTANT, AT 847-885-7500.

MEMORANDUM NO. M13-067

To: Forward Planning Committee
From: Dean Bostrom
Re: CMP Needs Assessment
Date: May 9, 2013

Background

Board Policy 5.01 (District Wide Comprehensive Master Plan) states:

The Board shall adopt and maintain a current District Wide Comprehensive Plan at all times. The Comprehensive Plan shall be developed based on commissioner, staff and citizen assessment of the District's current and future park, facility and recreation needs. The Comprehensive Plan shall include, but not be limited to, a community profile and trends assessment, citizen input, District profile, mission statement, goals, objectives, capital projects and financial analysis. The Comprehensive Plan shall be updated a minimum of once every five (5) years and shall be published for public review.

The current CMP was adopted by the park board based on the recommendation of the Forward Planning Committee in June 2009. Park board policy 5.02 (Needs Assessment) states:

In order to facilitate the involvement and input of citizens in the long range planning and decision-making process affecting the delivery of park, facility and recreation services, the Board shall conduct a comprehensive community-wide assessment a minimum of once every five (5) years. The results of the needs assessment shall be documented as part of the Park District Comprehensive Master Plan and shall be published for public review.

The last needs assessment was conducted from June through October 2008 and was incorporated into the current 2009-2014 CMP.

The Local Governmental Professional Services Selection Act (50 ILCS 510/0.01, *et seq.*), governs the selection of professional services. The Act declares as a matter of policy that professional services should be selected on the basis of demonstrated competence and qualifications for the type of services required and at a fair and reasonable compensation. Thus, competence takes place over price and therefore, professional services are not to be chosen on the basis of competitive bids.

Under the Act, the district has the option of negotiating a professional services contract with a professional services provider that the district has a "satisfactory relationship". Staff was very satisfied with the performance of Leisure Vision who conducted the 2008 Needs Assessment, however, staff felt the district's best interest would be served by testing the market to ensure that the district was receiving the best professional service for the value.

A Request for Proposal was sent to 10 firms; 5 firms responded to the RFP. A summary of the proposal results is attached with the criteria used to evaluate each proposal listed in the left hand column and the name of each firm listed above.

Implications

The Needs Assessment process outlined in the RFP was very similar to the process utilized in 2008. Staff determined and is recommending that the Public Research Group is the most qualified firm to provide the professional services that the district is seeking. The Public Research Group provided an extensive list of similar type projects. References were checked including speaking to the Executive Directors of the Arlington Heights Park District, Grayslake Community Park District and Skokie Park District where similar Needs Assessments were recently completed by the Public Research Group.

Recommendation

Staff recommends approval of the proposed Scope of Services and Terms outlined by the Public Research Group at a cost of \$12,800.

NEEDS ASSESSMENT PROPOSAL RESULTS					
	Market Probe	USF Solutions	Public	Leisure Vision	ESC
		Research Grp			
Experience/Qualifications	x	x	x	x	Sub w/PRG
Project Kick-off Meeting	x	x	x	x	x
Staff Workshops	(1)	Not incl	(2)	(1)	Not incl
FPC/Board Workshop	x	x	x	x	x
Stakeholders Interviews	\$7,500 (20)	Not incl	(5)	Addtl \$1,125 (6)	Not incl
Community Focus Group Mtgs	\$7,800 (2)	Not incl	(2)	Addtl \$1,125 (2)	Not incl
Mail Surveys	x	x	x	x	x
Telephone Surveys	x	Not incl	x	x	x
Text/Email Surveys	Not incl	Not incl	x	Not incl	x
Language Translation	Not incl	\$2,900 per addtl	x	Not incl	x
Web Availability	Not incl	Not incl	x	x	x
800 guaranteed returned	x	751 guaranteed	x	x	x
95% confidence +/- 3.5%	x	x	x	x	x
Analysis of Findings Report	x	x	x	x	x
Geo Coding sample/results	x	x	x	x	x
National/IL benchmarking	Not incl	Not incl	Not incl	x	Not incl
Crosstab Results to demographics	x	x	x	x	x
Importance/Unmet Need Matrix	Not incl	Not incl	Not incl	Addtl \$500	Not incl
Timeline	x	x	x	x	x
Presentation of results to FPC	x	x	x	x	x
References	x	x	x	x	x
Fee	\$37,800	\$10,300	\$12,800	\$23,450	\$12,500
5/9/2013					

May 8, 2013

Mr. Dean Bostrom,
Executive Director
Hoffman Estates Park District
1685 West Higgins Road
Hoffman Estates, IL 60169

RE: Professional Services for 2013 Needs Assessment Survey
(Proposal Number: PRG-13-108A)

Dear Dean,

Public Research Group is pleased to submit this revised scope and fee based on our RFP submittal and our conversation yesterday with the slight changes to our approach. We do hope we can move forward and work with you on this research project.

Score of Work:

The Public Research Group has broken the following items above into a series of outlined steps to be included as professional services based on our initial discussions. Further refinement and definition of the scope of services if needed can be developed in future stages of contract negotiation.

A. Project Kick-Off Meeting

We will meet with the appropriate agency staff to fully define the work plan, including initial goals & objectives, as it relates specifically to the task, along with finalizing the schedule. The purpose of this start up meeting is to establish project and meeting schedules, develop a preliminary set of survey questions as well as request documentation.

Total number of meetings for this step: 1

B. Staff SWOT Workshops

We will prepare and facilitate 2 workshops for invited staff members that focus on the strengths, weakness, opportunities and threats to the Park District. We conclude with a visioning component as to what the future should be for the Park District in next few years. The workshops will be developed to provide interaction and discussion opportunities.

Total number of meetings for this step: 2

C. Forward Planning Committee Input Session

We will prepare and facilitate an input session for the members of the Forward Planning Committee to review, discuss, critique and craft the final survey questions. This input session will also provide a visioning component for the Committee members to express their unique views as to the future of the Hoffman Estates Park District. This input session will provide multiple interactive discussion opportunities.

Total number of meetings for this step: 1

D. Stakeholder Interviews

A list of stakeholders will be developed with the assistance of the Park District staff. The stakeholders will be contacted to arrange an in-person interview by Public Research Group to identify and prioritize issues, needs, partnership opportunities and funding alternatives. As part of the interview process, a questionnaire will be developed and distributed to gather feedback from the individual stakeholder groups.

Total number of meetings for this step: 5

E. Survey

Public Research Group will administer a community based parks and recreation needs assessment survey and the results will be shared with the community via your website and a Park Board meeting. We believe a survey is a valuable tool to provide validity to any decision that could impact the community. By using this tool, staff and elected officials can feel confident about making decisions based on real, relevant data. A sample size of 800 total household returns will be sufficient for the size of your agency for a 95% confidence level and +/-3.5% confidence interval. We will utilize a mail survey of up to 20 questions in length to gather data from the questionnaire.

The breakdown includes;

Mail survey:	2,000 sample, target return rate is 400 responses
Telephone survey:	1,000 sample, target return rate is 200 responses
Text & E-mail survey:	7,500 sample, target return rate is 200 responses

We will then layer the data between the survey results to formalize a stronger confidence in the survey findings.

Specific tasks include;

- Develop a custom database random sample of Park District residents households broken down by geographic regions
- Further explore the breakdown by political sub-regions such as districts/precincts
- Finalize the sample with geo-coding and survey methodology including methods for successful response rates
- Develop the survey instrument. We can translate the survey into Spanish or another foreign language as preferred by the Park District. The survey questions can be reviewed by Park District staff and/or the Park Board and edited as many times as needed for approval
- Pre-test the survey
- Administer the mail survey including all printing and postage
- Administer the telephone survey
- Administer the text and e-mail survey
- Track response rates and administer back-up sample in areas not performing to hit target and complete sample requirements
- Enter data into SPSS
- Perform data analysis on raw survey results
- Generate preliminary findings
- Compare current findings against previous surveys when possible for trend analysis

Total number of meetings for this step: 1

F. Focus Group Meetings

Public Research Group will host a series of meetings bringing key leaders together to identify and prioritize issues, needs, partnership opportunities and funding alternatives. We will hold two interview meetings in Hoffman Estates to gather data.

Total number of meetings for this step: 2

G. Analysis of Findings & Report

Public Research Group will compile all relevant data from the focus group, visioning sessions and survey data into comprehensive findings report with an emphasis on strategy development. A presentation to Park Board of the findings will be made at a regularly scheduled Park Board meeting.

Total number of meetings for this step: 1

Proposed Work Schedule

The project is anticipated to commence in June 2013 and the schedule is tentative.

Task	Date
A. Project Kick-Off Meeting	June 2013
B. Staff SWOT Workshops	June 2013
C. Forward Planning Committee Input Session	June 2013
D. Stakeholder Interviews	July 2013
E. Survey	
e1. Survey instrument development	June-July 2013
e2. Survey administration	September 2013
F. Focus Group Meetings	September 2013
G. Analysis of Findings & Report	October 2013

Fees:

The scope below has been broken down with a lump sum fee approach. **The total to complete items A-G is \$12,800.00.** Reimbursable expenses are included in our fee. Any work outside of the services listed in this proposal will be handled on an hourly basis with a budget allowance approved by the Client prior to commencing the work.

Task	Lump Sum Fee
A. Project Kick-Off Meeting	\$400.00
B. Staff SWOT Workshops	\$1,400.00
C. Forward Planning Committee Input Session	\$600.00
D. Stakeholder Interviews	\$800.00
E. Survey	\$6,000.00
F. Focus Group Meetings	\$1,300.00
G. Analysis of Findings & Report	\$2,300.00
Total	\$12,800.00

Note: Deduct \$2,400.00 if a smaller sample of 500 responses is acceptable. This will result in a 95% confidence level and +/-5% confidence interval.

2013 Hourly Billing Rates:

An hour rate will apply for any additional work requested in writing by the Client.

Principal Consultant:	\$120.00 per hour
Technical Staff:	\$70.00 per hour
Administrative Staff:	\$35.00 per hour

Invoicing:

We will invoice this project on a 30-day cycle. Prompt payment is expected in accordance with the Illinois Prompt Payment Act. Project accounts over 30 days past due will be placed on inactive status.

If the above scope of work and terms are acceptable, please sign both copies below and return the one marked copy. An executed copy of this proposal will serve as our binding agreement between both parties. This proposal expires for the scope of work outlined after June 7, 2013.

Authorized Signature
Hoffman Estates Park District

Date



5/8/13

Mr. Tod J. Stanton, Partner
Public Research Group, LLC

Date

TERMS & CONDITIONS:

- A. Standard of Care – The standard level of care for professional services performed by Consultant under this Agreement will be the skill and care used by members of Consultant's profession practicing under similar circumstances at the same time and locality.
- B. Indemnification – Client and Consultant each agree to identify and hold harmless, and their respective officers, employees, agents and representatives, from and against liability for all claims, losses, damages and expenses, including reasonable attorney fees and court costs, to the extent such claims, losses, damages, or expenses are caused by the indemnifying party's negligent acts, errors or omissions. In the event claims, losses, damages or expenses are caused by joint or concurrent negligence of the Client and Consultant, they shall be borne by each party in proportion to its negligence. All claims shall be limited to the contract value for this Agreement's scope of service.
- C. Dispute Resolution – Client and Consultant agree that they shall first submit any and all unsettled claims, counter claims, disputes, and other matters in question arising out of or related to this Agreement to mediation in accordance with industry rules of American Arbitration Association, effective as of the date of this agreement.
- D. Termination of Contract – Client may terminate this Agreement with seven days prior written notice to Consultant for convenience or cause. Consultant may terminate this Agreement with seven days prior written notice to Client. Failure of Client to make payments when due shall be cause for suspension of services and ultimately termination.
- ~~E. Opinions of Cost – When included in Consultant's scope of services, estimates of probable construction cost are prepared by Consultant to represent judgment as a professional generally familiar with the industry. Consultant makes no claim to control these associated costs, and may vary from Consultant's estimate.~~
- F. Force Majeure – Neither party shall be deemed in default of this Agreement to the extent that any delay or failure in the performance of its obligations results from any cause beyond its reasonable control and without negligence.
- G. Ownership of Documents – Use of the documents by Client without permission shall be at the Client's sole risk. All information generated from this agreement is considered proprietary by the authors and shall not be shared with third parties without prior written approval.
- H. Payment – Prompt payment is expected. All payments are to be processed according to the Illinois Prompt Payment Act.