



# Request for Proposal

Community Wide Attitude and Interest Survey

Glen Ellyn Park District

185 Spring Avenue

Glen Ellyn, IL 60137

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# Section 1.0 General Information

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The Glen Ellyn Park District (“Park District” or “GEPD”) is seeking proposals from qualified, experienced market research firms and individuals to design, distribute and tabulate a community-wide Attitude and Interest Survey. The Park District conducts a scientific survey assessing the community’s attitudes and interests periodically. The survey provides feedback from a cross-section of Park District residents to help guide the formulation of goals for the future development of program areas, facilities and services. The Park District conducted its last community-wide survey in 2012.

The selection of a planning consultant will occur as a result of a thorough process. After a review of the RFP respondents' qualifications by the Executive Director and the District's Management Team, a short list will be created, and those firms will likely be required to make a presentation detailing their qualifications to the staff. The staff will then present a recommendation to the Board, and the Board will make the final assessment and formally approve the selection of a firm. The Executive Director will serve as the District's liaison for the project.

## **Background**

The Glen Ellyn Park District is a municipal corporation created by State authority and organized in 1919 by consent of voters of the District for the purpose of acquiring, maintaining and operating the parks and recreation activities within the District. The first meeting of the Board of Commissioners was called to order on November 3<sup>rd</sup>, 1919.

The Park District is governed by a seven-member Board, each of whom is elected to a four-year term of office. The Board of Commissioners is responsible for establishing and maintaining the District as a corporate entity. It is a policy making Board that assures adequate financing and competent staffing of the District. The Board maintains its accountability to the residents of Glen Ellyn through regularly scheduled meetings.

The day-to-day operations are the responsibility of the administrative staff under the direction and supervision of the Executive Director. The Executive Director is responsible for the implementation of District policy and overall management of the parks and recreation system and is directly responsible to the Park Board of Commissioners.

The 10.6 square mile Park District is in DuPage County and Milton Township. The majority of the Park District’s boundaries closely align with the boundaries of the Village of Glen Ellyn. One major exception is on the southern side of the Park District. The Park District’s boundaries also incorporate parts of Lombard, Glendale Heights, Carol Stream and Wheaton. The Park District’s population is approximately 36,000 people.

The Park District owns 275 acres, leases 47 acres and has 29 parks. The Glen Ellyn Park District provides a full range of quality activities, services and facilities for residents of all ages, abilities and with varying interests. The Park District has three community centers, a municipal swimming pool, miniature golf course, splash pad park, and two skate parks. The District is also part of the Western DuPage Special Recreation Association, which provides recreational services for children and adults with disabilities.

## **1.1 Delivery Method and Submittal Requirements**

Sealed Proposals for Survey services will be accepted until **January 15, 2020 at 2:00 p.m.** at the Spring Avenue Recreation Center, 185 Spring Avenue, Glen Ellyn, IL 60137. Any submittals received after this time will be considered non-responsive. All proposals are to be enclosed in a sealed opaque envelope, clearly displaying the Consultant's name and address. The project name, date and time of opening must be located in the lower left corner of the envelope. Submittals of one (1) digital PDF copy on USB and one (1) bound copy marked original shall be sent to:

Dave Harris  
Executive Director  
Glen Ellyn Park District  
185 Spring Avenue  
Glen Ellyn, Illinois 60137  
630-942-7255  
[dharris@gepark.org](mailto:dharris@gepark.org)

**1.2 Questions and Clarifications**

Any explanation desired by a Consultant regarding the meaning or interpretation of the Request for Proposal (RFP) shall be directed to Dave Harris, Executive Director, 185 Spring Avenue, Glen Ellyn, IL 60137, email: [dharris@gepark.org](mailto:dharris@gepark.org) and must be requested via email by 4:00 p.m., Monday, January 6, 2020. Questions will be addressed in an addendum and issued via email unless advised otherwise by 4:00 p.m., Tuesday, January 10, 2020. Any addenda shall become part of the Proposal Documents and will be furnished to all prospective Consultants. All Consultants must acknowledge each addendum in the submittal.

**1.3 Withdrawal of Proposals**

No proposal may be withdrawn after the submittal deadline. All proposals must be valid for a minimum of ninety (90) days after the opening.

**1.4 Responsibility for Timely Delivery of Proposals**

The Proposer is solely responsible for ensuring delivery to the submittal location no later than the date and time specified.

**1.5 Proposer's Cost**

Each Proposer acknowledges and agrees that the preparation of all materials for submittal to the Glen Ellyn Park District and all presentations, related costs and travel expenses are at the Proposer's sole expense. The Glen Ellyn Park District is not, under any circumstances, responsible for any cost or expense incurred by the Proposer. In addition, each Proposer acknowledges and agrees that all documentation and materials submitted with their RFP shall remain the property of the Glen Ellyn Park District.

**1.6 Tax Exemption**

The Glen Ellyn Park District is not subject to federal excise or Illinois retailer's occupation tax.

**1.7 Qualifications and Selection**

It is the intention of the Glen Ellyn Park District to select a consulting firm who furnishes satisfactory evidence, that it has the requisite experience, ability, capital, organization and staffing to enable it to perform the work successfully and promptly, and to perform the services required for the Project set forth in this RFP. The Glen Ellyn Park District shall consider the following factors in addition to Sections 3.0 and 4.0:

- A. The ability, capacity and skill of the consulting firm to perform the services required for the Project.
- B. Proposer must be able to deliver the project within the indicated timeline parameters at a reasonably competitive cost.
- C. The proposal must clearly demonstrate an understanding of the scope of project and provide a quality solution to the described need.
- D. Whether the consulting firm has the requisite experience, ability, capital, organization, and staffing to enable it to perform the work successfully and promptly, and to perform the services required for the Project within the schedule set forth without delay or interference.
- E. The character, integrity, reputation, judgment, experience and efficiency of the consulting firm.
- F. The proposer must demonstrate the ability to work in a collaborative team environment that supports the integration of various user groups.
- G. The quality of the consulting firm’s performance on previous contracts. The sufficiency of financial resources and ability of the consulting firm to perform the Contract. The quality and qualifications of the consulting firm’s team of sub-consultants assembled to complete the Project. A pre-award interview in which the consulting firm will be required to present its qualifications and discuss the Project with the Glen Ellyn Park District Staff and Elected Officials.

**1.8 Estimated Project Schedule**

RFP Deadline	January 15, 2020 at 2:00 p.m.
Tentative Interview Date	February 3 – February 7, 2020
Tentative Board Approval	February 18, 2020
Tentative Commencement of Services	March 1, 2020
Tentative Project Completion Date	No later than October 16, 2020

The above schedule is subject to change as circumstances dictate or as determined necessary by or in the best interests of the Park District.

### **1.9 Selection Process and Review**

The Glen Ellyn Park District will select a firm on the basis of its ability to respond to the Request for Proposal (RFP) requirements, the qualifications and expertise of the team working on this project, past performance on similar projects, the time required to complete project, methodology, and the firm's willingness to negotiate and execute an acceptable written agreement. The District reserves the right to reject any, some or all proposals and supporting material, and to request written clarification of any portion or section of proposals and support materials. The District reserves the right to negotiate with more than one potential respondent after the submission of all proposals. The District also reserves the first right-of-refusal to work with any sub-consultant proposed by the firm.

All proposals will be afforded fair and equal treatment with respect to any opportunity for discussion and revision. Any such revision may be permitted after submission and prior to award for the purpose of obtaining the best and final offer at the discretion of the District. When conducting discussions, the District will not disclose information from proposals submitted by competing firms.

Firms may be required to make an oral presentation to the review team. The firm chosen to be recommended to the Glen Ellyn Park District Board also may be required to make an oral presentation to the Board. The Board makes all final assessments and judgments regarding selection.

## **Section 2.0 Project Description and Scope**

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### **2.1 Project Description**

The District conducts a scientific survey assessing the community's attitudes and interests periodically. The survey provides feedback from a cross-section of District residents to help guide the formulation of goals for the future development of program areas, facilities and services. The District conducted its last community-wide survey in 2012. This survey is available for review at <https://gepark.org/about/plans-surveys/>.

### **2.2 Survey Objectives**

The survey will provide residents the opportunity to articulate their opinions on park and recreation facilities, services, programs, capital improvements and needs for the future. The Board and staff will use the results for making service improvements, priority-setting and decision making. The primary objectives of the Attitude and Interest Survey can be categorized as follows:

#### *Demographics*

- To gather demographic information for the District to better understand its constituency (e.g. age, gender, what part of the District respondent lives in, household size and income).
- To cross-reference questions in certain demographics with other key questions to determine relationships. Cross-referencing will be particularly focused on different regions and age groups within the service area.

#### *Facilities, Programs, and Park Areas Expansion*

- To identify future recreational services, programs, and facilities which will be required to meet the needs of the community and how the future facilities and recreational areas should be designed or expanded.
- To determine the public's attitude and priorities on resource allocation for park and recreation facility and program expansion.
- To determine the community's current attitude on financing the needs identified above.

#### *Customer Service*

- To determine the effectiveness of the public awareness programs and the dissemination of information to the public (including the web site and social media).
- To assess the overall performance of employees, condition of park and recreational areas, facilities and services.

#### *Program Satisfaction*

- To explore and suggest efficient methods for the provision of leisure opportunities in meeting time(s), economic, and availability constraints for District residents.
- To assess and measure the attitudes of the residents towards the accomplishments or deficiencies of the District and its impact on the community.

#### *Leisure pattern of residents and usage patterns of District programs and facilities*

- To evaluate current recreation programs in terms of an individual's desire to participate, barriers to participation such as transportation, access, and cost and use of non-Glen Ellyn facilities and parks.
- To examine specific populations of the community (e.g. seniors, teens, the disabled) and assess if their needs are being met and how to improve programming.

#### *Trend Analysis*

- To perform a trend analysis with data collected from the prior Attitude and interest surveys where possible.

### **2.3. Scope of Services for Consultant**

The following items will be required of the consultant and should be addressed in the proposal:

#### *Survey Design:*

- Review the 2012 Community Interest Survey, the District's Comprehensive and Strategic Plans, and any other pertinent background information on the Park District.
- Conduct focus groups with specific stakeholders (i.e. Board, staff, special interest groups, and other government agencies) and public meetings with the community to determine future issues facing the District and ensure the survey is representative of the current and future needs of the community.
- Identify the central issues which should be addressed via the survey and the wording of introductory statements.
- Design and write the survey considering the most appropriate methodology (e.g. forced choice, open ended) and groupings of questions.
- Provide the draft survey for the District's review and feedback.
- Pretest the survey with representatives from the community.

*Survey Administration:*

- Determine the appropriate sample size and random sample, a specific method of identifying population members, and a procedure for administering survey. The survey will be a District-wide random sampling of residents administered using the methodology recommended by the consultant to achieve the highest rate of return (e.g. mail, telephone, on-line, combination of methods, etc.).
- Administer survey including tracking the responses and providing a reminder to non-respondents (such as a postcard, telephone call, or a second survey).

*Survey Analysis and Reporting (see 2.6):*

- Convert the responses in quantitative form for comprehensive analysis, tabulation, and computer analysis including “cross tabs” for both randomly distributed surveys and the surveys available to the general public.
- Provide a written, comprehensive report of findings. The report should include narratives, graphs, tables for responses and an executive summary for each section. The survey findings and conclusions must be reported and presented in formats which are understandable and accessible to a variety of community organizations and the press.
- Present the findings formally to the Board, staff and community groups.

The firm will be expected to work with the District management staff throughout the process on issues explicitly stated in this RFP and others that may arise to allow the District to more effectively monitor the progress of the work program. Also, the firm will be expected to submit the drafts of the survey and final report document in draft form for review, comment and approval.

**2.4 Collaboration**

The Consultant shall work in collaboration and cooperation with the Park District staff and Board of Commissioners and others as determined by the Glen Ellyn Park District.

**2.5. Services Provided by Glen Ellyn Park District**

The Glen Ellyn Park District shall provide all available existing documentation upon request by the consultant and will make staff available based on their work schedules. District staff, primarily the Executive Director will schedule, coordinate and make all necessary arrangements for meetings conducted by the consultant with this project. To increase the response rate, staff will conduct a promotional campaign including posters and fliers posted in all facilities, announcement in the District’s seasonal brochure, e-newsletter, websites and Facebook page along with press releases distributed to the local media. Additionally, the District will have surveys available at designated locations (not to be included in the random sample) for residents who are not included in the random sample but would like to complete a survey.

**2.6 Submittal of Work**

**Final submittal documents for survey outcome shall include:**

- Ten (10) bound color copies, including survey results, executive summary, charts/graphs, Benchmarking Data, Cross – tabular Data and survey instrument
- Proposed plans on compact disk in a format to be approved by GEPD, two (2) copies



- Presentation boards if applicable
- Finding Report shall also be provided in a digital PDF copy on USB
- Presentation to the Park Board at an agreed upon regular scheduled Board meeting at which time a review of the survey outcome will be provided

## Section 3.0 Proposal Requirements

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Submissions should be submitted electronically (USB or Dropbox, Hightail or comparable and should include the following:

### 3.1 Letter of Interest

Provide a cover letter indicating your firm's understanding of the requirements of this specific job proposal. The letter should be a brief formal letter from the prospective consultant that provides information regarding the firm's interest in and ability to perform the requirements of this RFP. A person who is authorized to commit the Proposer's organization to perform the work included in the proposal must sign the letter. The cover letter should be on letterhead and state the legal name of the firm, phone number, fax number, mailing address and e-mail address.

### 3.2 Acceptance of Conditions

Indicate any exceptions to the terms and conditions of the RFP, including the Scope of Services. Include a copy of all amendments issued to the RFP.

*Note:* Any prospective consultant's listing of exceptions in its proposal in no way obligates the Park District at any time to change the conditions of its RFP. Exceptions may be unacceptable to the Park District and be cause for rejection of a prospective consultant's proposal.

### 3.3 Profile Questionnaire

The profile questionnaire included with this RFP must be completed in full by all firms and sub-contractors.

### 3.4 Project Approach

Describe your firm's detailed plan for approaching this project, sequence of work to be performed and by whom. Include a timeline detailing the schedule for completion and a list of deliverables.

### 3.5 Firm Profile

- Professional history of the firm and other team members and principals including their professional resumes.
- List the firm's current workload including the scope, size, estimated cost and current schedule of work.
- Include additional firm information to support your qualifications.

- List and provide examples of specific projects that are similar in size and scope.

### **3.6 Staff Profile**

Identify the personnel, including the principal in charge, from your firm who will be performing this project and their responsibilities. At minimum, include the following:

- A. Project Organization – Provide an organizational chart that defines the project management and staffing plan and key personnel for both the preconstruction and construction portion of the project and include:
  - 1. A narrative of how the staff will function during each of the respective phases.
  - 2. Each position within the project organization and the role and responsibilities of the individual.
  - 3. The individual team members/position within the organization that will be on the project for the entire duration of the delivery or whether a specific position will not be required for the entire project delivery.
  
- B. Personnel Experience – Each proposer shall submit resumes demonstrating the qualifications of the key personnel defined on the organization chart for this project. Resumes shall include but not be limited to:
  - 1. Experience on projects of similar size, scope, complexity and budget.
  - 2. Professional certifications and technical expertise.
  
- C. Include any sub-contractors if applicable who will be working with your firm on this project and indicate their responsibilities and a brief firm history and qualifications.

### **3.7 References**

Provide a minimum of five (5) references, including appropriate contact person, for whom all the firms and sub-contractors if applicable have completed similar projects. Include at a minimum the following:

- A. A project description in summary form showing key data for each project submitted.
  
- B. A narrative project description and include the processes that were used.

### **3.8 Appendixes**

The content of this tab is left to the prospective consultant's discretion. However, the prospective consultant should limit materials included here to those that will clarify the services to be provided for this specific job.

### **3.9 Fee Proposal**

This part of the proposal shall be sealed, separate from the proposal and labeled 'FEE PROPOSAL'. It will include the professional consultant's detailed cost estimate and hourly rates to furnish the services outlined in the proposal for the work outlined in Section 2.0, Project Description and Scope, including an estimate of expected reimbursables. The Fee proposal will not be opened until negotiations for the final contract begin.

## Section 4.0 Profile Questionnaire

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### *Profile Questionnaire*

Each firm shall answer each of the following questions in full for the application to be considered by the Glen Ellyn Park District.

- A. Firm Name:** \_\_\_\_\_  
**Business Address:** \_\_\_\_\_  
**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_  
**Phone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_ **E-mail:** \_\_\_\_\_
- B. Name and title of primary contact person:**  
\_\_\_\_\_
- C. Parent company (if any) and address:** \_\_\_\_\_  
\_\_\_\_\_
- D. Submitting company is a (corporation, partnership, sole proprietorship, limited liability company, other):** \_\_\_\_\_
- E. Federal employer identification number:** \_\_\_\_\_
- F. Year firm was established under its present form of ownership:** \_\_\_\_\_
- G. Personnel information:**
1. Give the name and title of the person in your firm who will be the project coordinator or project manager for the duration of the project. (If more than one person for different aspects of the project, state responsibilities of each). Attach professional resumes of each.
  2. Give the name and title of anticipated support staff that will be involved in the project and state responsibilities of each. Attach professional resumes of each.

**H. Firm project history and references:**

Provide project fact sheets or briefly describe at least five similar projects, their duration and a contact person for each project.

**I. Each firm and sub-contractor working on the project must complete this questionnaire.**

