



VILLAGE OF ORLAND PARK, ILLINOIS

REQUEST FOR PROPOSALS

COMMUNITY WIDE SURVEY

ISSUED

DAY, MONTH DATE, 2011

PROPOSALS DUE

DAY, MONTH DATE, 2011, 11:00 A.M.

**VILLAGE OF ORLAND PARK, ILLINOIS
COMMUNITY WIDE SURVEY
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I. INSTRUCTIONS TO PROPOSERS

OVERVIEW

The Village of Orland Park, Illinois is requesting proposals from interested parties to provide and conduct a Community Wide Survey.

The Village of Orland Park is seeking to engage a professional research firm to develop and conduct a random sample telephone and mail survey of Orland Park residents that would measure resident opinions, perceptions and expectations regarding Village government services and priorities and the Village's progress toward development of Village goals. These survey results will be used in the business planning efforts of Village departments. This survey will be conducted on an annual or bi-annual basis beginning in 2012.

Proposals must be submitted no later than **11:00am, local time, on day, month date, 2011**. No consideration will be given to proposals received after the above stated date and time. Proposers must submit two (2) complete, sealed, signed and attested copies of the proposal, and one (1) complete, identical unbound copy of the proposal labeled: **Village of Orland Park – Community Wide Survey- RFP** and addressed to:

Village of Orland Park
Village Clerk's Office
14700 S. Ravinia Avenue
Orland Park, Illinois 60462

All proposals submitted must include all information and documents as requested in this Request for Proposal. No oral or electronic proposals, including those sent by facsimile or via e-mail, will be accepted or considered. All proposals received after the submittal time will be rejected and returned unopened. Failure to follow these instructions may result in rejection of the proposal.

THE VILLAGE RESERVES THE RIGHT TO REJECT ANY AND ALL PROPOSALS AND TO WAIVE ANY IRREGULARITIES.

QUESTIONS REGARDING THIS REQUEST FOR PROPOSAL MUST BE IN WRITING AND DIRECTED TO:

**Joe LaMargo
Village of Orland Park
14700 S. Ravinia Ave
Orland Park, Illinois 60462
Email: jamargo@orland-park.il.us
Fax: (708) 403-6153**

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by the end of business on [day, month date], 2011. No oral comments will be made to any Proposer as to the meaning of the RFP and Specifications or other contract documents. Answers will be provided in writing to all potential proposers. Proposers will not be relieved of obligations due to failure to examine or receive documents, visit the site or become familiar with conditions or facts of which the Proposer should have been aware and the Village will reject all claims related thereto.

Information (other than in the form of a written Addendum issued by the Village) from any officer, agent, or employee of the Village or any other person shall not affect the risks or obligations assumed by the proposer or relieve him/her from fulfilling any of the conditions and obligations set forth in the proposal and other contract documents. Before the proposals are opened, all modification or additions to the proposal documents will be made in the form of a written Addendum issued by the Village. The Village will send copies of any such Addendum to those persons who have received proposal packages and provided sufficient contact information. In the event of conflict with the original contract documents, addenda shall govern all other contract documents to the extent specified. Subsequent addenda shall govern over prior addenda only to the extent specified.

The proposer shall be required to acknowledge receipt of the formal Addendum by signing the Addendum and including it with the proposal quotation. Failure of a proposer to include a signed formal Addendum in its proposal quotation shall deem its quotation non-responsive; provided, however, that the Village may waive this requirement if in its best interest.

Proposals will be opened and evaluated in private and proposal information will be kept confidential until an award is made.

BACKGROUND

With good homes, low crime, above average schools and plenty to do, Orland Park combines the vibrancy of the city with the comforts of the suburbs. In 2006, Money Magazine ranked Orland Park as the 45th best place to live in the country and as the 2nd best place to live in Illinois.

Orland Park is located 25 miles southwest of downtown Chicago and is in Cook and Will Counties. The population as of the 2010 Census is 56,767; median home prices are \$274,750; median age is 41.4 years; 2006 est. average household income is \$98,274 with the median household income of \$85,752; home ownership is 91.1%; and college level or higher education is 61.9%.

Orland Park has 50 public parks, 625 acres; within 15 miles has 3,872 restaurants; 27 movie theaters; 182 public golf courses; 83 Libraries; and within 30 miles, 15 museums.

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In 2010, the Mayor and Village Board approved a strategic plan for the Village of Orland Park as part of the budget approval process. A significant component of the strategic planning process is to include engagement of Orland Park residents in providing feedback on outcomes.

The resident involvement process that the Village of Orland Park is undertaking focuses on three key areas – Resident Input/Opinions, Public Dialogue/Engagement, and Reporting Results/Accountability. The random sample telephone and mail survey is a key component of our efforts to gain resident input and opinions.

The intention of the community-wide resident survey process is to:

- 1) Measure satisfaction with Village services and perceptions about quality of life indicators, which serve as departmental strategic plans;
- 2) Gather information on residents' priorities, which fall in line with the Village wide strategic planning and goal setting as well as departments' business planning efforts;
- 3) Gauge residents' need for services, their expectations regarding the level of those services, and their willingness to pay for service enhancements or to pay to maintain existing services;
- 4) Gather information about residents' knowledge of Village services; and
- 5) Determine how residents currently access and prefer to access Village information.

The Village intends to repeat this survey on an annual or semi-annual basis so that the Village can track changes in resident perceptions, opinions and expectations. Information about and results of the 2012 Community Wide Survey shall be published on the Village of Orland Park's web site.

The survey should focus on the following eight categories of community characteristics and local government services:

- 1) Community Value
 - a. Quality of life
 - b. Place to Live and Raise a Family
 - c. Value of Neighborhood
- 2) Community Blueprint
 - a. Transportation
 - b. Economic Sustainability
 - c. Housing
 - d. Land Use

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- 3) Public Safety
 - a. Emergency Readiness
 - b. Safety in neighborhood and Business Center
 - c. Police, Fire and Ambulatory

- 4) Community Comprehensiveness
 - a. Senior and Family Services
 - b. Sense of Community
 - c. Racial and Cultural Diversity

- 5) Public Trust
 - a. Direction of the Community
 - b. Citizen Participation
 - c. Employee Attitudes
 - d. Value of Services

- 6) Environmental Sustainability
 - a. Preservation of Open Space/Lands
 - b. Cleanliness

- 7) Civic Involvement
 - a. Civic Participation
 - b. Social Engagement
 - c. Information and Communication

- 8) Recreation and Wellness
 - a. Health Services
 - b. Parks and Recreation
 - c. Culture, Arts and Instruction

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REQUIREMENTS OF PROPOSAL

Scope of Services

The scope of services for this project is divided into the following three sections:

1. Developing the Survey

- The survey content, structure and related results reporting will be designed to facilitate continued annual tracking of changes in resident perceptions, opinions and expectations.
- The research firm will work with Village staff to affirm, revise or develop survey questions for the 2012 survey. It will also include working with staff to advise on discussions with departments regarding survey questions and working with staff on presentations to the Village's department leadership regarding the survey and methodology.
- The research firm will pretest survey questions to determine potential problems with specific questions or survey delivery and will work with Village staff to make revisions and resolve any issues.

2. Conducting the Survey and Survey Methodology

- The research firm will conduct a random sample telephone or mail survey of a minimum of 3,000 adult Orland Park [or, 1,200 households?] residents with a maximum margin of error of +/-3 percent to allow for analysis of the data.
- The telephone number sample will include a strategy for including cell phone numbers to reach Orland Park residents who do not have land lines, and a separate strategy for accommodating TTY users.
- In addition to being able to analyze the data by community, the Village also would like to be able to perform analysis by ethnicity, gender, age and income level subgroups. The research firm will provide a sample size recommendation, recommended subcategories, and accompanying margins of error that would allow for analysis of the data by ethnicity, gender, age, or income level. These data stratifications will be used to gain insight into the needs, attitudes, priorities and quality and credibility issues of each subgroup.
- The research firm will provide a detailed description of the survey methodology, including but not limited to how they obtain the sample, number of attempts, and if

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necessary, the research firm will develop an appropriate weighting scheme and apply it to the sample.

- The length of the survey instrument will be determined during each survey year's development phase, but the goal is a 20-minute commitment from our residents.

3. Reporting the Results

- Following the completion of each survey, the research firm will perform data entry, editing, and verification of all survey responses. Disposition codes for each survey attempt will also be provided. The database type and format will be defined during the consultation phase of the project, with the final database provided to the Village by the project deadlines. Data used for norm comparisons will be made available to Village staff.
- The research firm will also complete comparative analysis of the 2012 data as it relates to national norms and other U.S. cities of comparable size.
- The research firm will consult with Village staff to determine how to communicate the results of the survey to the elected officials, Village departments and the public.
- The research firm will provide a final report at the end of each survey to the Village of Orland Park, which will include the following: an executive summary, a detailed description of the survey methodology, descriptive statistics for each survey question (findings will be made at the community level as well as aggregated to the citywide level), other selected cross-tabulations, and an analysis and summary of any findings. The research firm will provide copies of the full report and copies of the executive summary as well as an electronic version of each.
- The research firm will present the final report formally to the elected officials at a publicly held council meeting and informally to a Village staff team.

The form of proposal included with this RFP in Section II must be completed in full and signed by an officer with authority to execute contracts. All documents in Section II must be completed and submitted with the proposal.

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SCOPE OF SERVICES – ALTERNATE PROPOSAL

1. Subject Matter Surveys:

The Village is also interested in receiving proposals and methodologies for conducting limited-scope surveys to augment the Community-Wide survey. Such surveys would be intended to provide deeper analysis into general findings of the Community-Wide survey to be conducted on a semi-annually or quarterly basis. Such methodologies should include, but not be limited to: additional telephone surveys, focus groups, mailing, internet-based, etc., with the intention of providing further insight into community attitudes toward various topics identified in the Community-wide survey.

Proposers may submit separate pricing and proposals for the “Subject matter Surveys” under this Alternate Proposal category. Furthermore, proposers may submit proposals for only this “Alternate Proposal - Subject matter Surveys” if this is a specific area of expertise for which proposers’ methodologies are relevant and applicable.

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