

Orland Park 2013 Business Survey  
July 9, 2013

**Draft Timeline**

| <b><u>Task</u></b>                                      | <b><u>Date</u></b>            |
|---------------------------------------------------------|-------------------------------|
| Instrument development .....                            | through July 15               |
| Create mailing materials and sample of businesses ..... | through August 23             |
| Survey programmed for web .....                         | August 30                     |
| Data collection.....                                    | September 2 through October 4 |
| <i>Postcard invitation</i> .....                        | <i>September 2</i>            |
| <i>Recruitment letter</i> .....                         | <i>September 9</i>            |
| <i>Reminder postcard</i> .....                          | <i>September 16</i>           |
| Draft report emailed to staff .....                     | November 15                   |
| Staff feedback on draft report provided to NRC.....     | TBD                           |
| Report finalized and provided in PDF format .....       | TBD                           |

**Cost Estimate (per participating community)**

| <b><u>Business Survey</u></b>                                                          | <b><u>Cost</u></b> |
|----------------------------------------------------------------------------------------|--------------------|
| Develop survey, materials and sample design .....                                      | \$2,775            |
| Print/mail postcards and letters, program web survey and manage data collection* ..... | \$3,645            |
| Data analysis and reporting .....                                                      | \$7,280            |
| Survey total .....                                                                     | \$13,700           |

*\*Presumes approximately 2,000 businesses sampled*

**Optional Services**

|                                                     |         |
|-----------------------------------------------------|---------|
| On-site presentation (including travel).....        | \$3,500 |
| Crosstabulations of selected survey questions ..... | \$1,000 |
| Additional 1800 mailings.....                       | \$2,500 |