



LAKE COUNTY FOREST PRESERVES
www.LCFPD.org

Preservation, Restoration, Education and Recreation

DATE: November 2, 2015

TO: Craig Taylor, Chair
Education, Cultural Resources and Public Affairs Committee

S. Michael Rummel, Chair
Finance and Administrative Committee

FROM: Katherine Hamilton-Smith, Director
Public Affairs and Development

SUBJECT: Public Awareness, Attitude and Usage Survey

RECOMMODATION: Recommend Approval of a Resolution Awarding a Contract to aQity Research & Insights, Inc, Evanston, Illinois, for Research Services for a Countywide Awareness, Attitude and Usage Survey in the Contract Price of \$36,400.00.

BACKGROUND: A new survey of Lake County resident awareness, attitudes, interest and usage of their Lake County Forest Preserves is needed to assist in implementing the District's approved 100-Year Vision, and Strategic Plan. The survey would identify public attitudes and behaviors on several issues facing the District to help clarify priorities and resource allocation. It would identify which District messages resonate most successfully with residents, and gauge the value residents place on the District's mission and services. The resulting data would provide useful insight which would assist in prioritizing capital improvement projects, and planning for public information initiatives and modes.

Potential topics the survey might test are:

- Overall opinion of the District relative to other local and countywide agencies, including trending data and benchmarks to nearby forest preserve districts.
- Open-ended feedback on strengths and improvement opportunities for the District.
- Perceived importance of the District and its services on the quality of life in Lake County, and the value and economic benefits that it represents.
- Usage and behavior at District properties and facilities, including frequency of usage and types of activities.
- Satisfaction with recent experiences at District properties (e.g., overall accessibility, maintenance/upkeep, safety, interactions with District staff, etc.).
- Attitudes toward and perceived value of goals represented in the District's 5-Year Plan, reflecting specific Leadership, Conservation, and People strategies.
- Identifying awareness of and support for alternative funding sources, including the Preservation Foundation of the Lake County Forest Preserves.
- Priorities for specific improvements, such as trail experiences, education opportunities, active vs. passive recreational activities, and conservation initiatives.
- Profiling residents who are most and least familiar with the District, and identifying preferred communication modes to improve outreach engagement.

The survey analysis would include reporting key differences among survey respondents on each question, to identify those who are most and least likely to offer a specific opinion, behavior, or concern. The profiles would include differences by age, gender, region (based on townships), District users vs. non-users, household composition (e.g., marital status; those with and without children), and length of residence in the county.

The District contracted for and completed Awareness, Attitude and Usage Surveys in 2005 and 2008.

REASON FOR RECOMMODATION: Committee recommendation and Board approval are required in accordance with District policy.

REVIEW BY OTHERS: Executive Director, Public Affairs Manager.

FINANCIAL IMPACT: This project was approved as part of the adopted FY 2015-2016 Budget in the amount of \$60,000.00. The actual cost of \$36,400.00 will be charged to account 11104000-701500.

PRESENTER: Katherine Hamilton-Smith, Director of Public Affairs & Development

STATE OF ILLINOIS)
) SS
 COUNTY OF LAKE)

**BOARD OF COMMISSIONERS
 LAKE COUNTY FOREST PRESERVE DISTRICT
 REGULAR NOVEMBER MEETING
 NOVEMBER 10, 2015**

MADAM PRESIDENT AND MEMBERS OF THE BOARD OF COMMISSIONERS:

Your **EDUCATION, CULTURAL RESOURCES, AND PUBLIC AFFAIRS COMMITTEE** and **FINANCE AND ADMINISTRATIVE COMMITTEE** present herewith “A Resolution Awarding a Contract to aQity Research & Insights, Inc. for Research Services” and request its adoption.

EDUCATION, CULTURAL RESOURCES AND PUBLIC AFFAIRS COMMITTEE:	YEA	NAY	FINANCE & ADMINISTRATIVE COMMITTEE:	YEA	NAY
<hr/>	<input type="checkbox"/>	<input type="checkbox"/>	<hr/>	<input type="checkbox"/>	<input type="checkbox"/>
Craig Taylor, Chair			S. Michael Rummel, Chair		
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Mary Ross Cunningham, Vice-Chair			Linda Pederson, Vice-Chair		
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Steve Carlson			Steve Carlson		
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Chuck Bartels			Bill Durkin		
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Audrey Nixon			Sandra Hart		
<hr/>	<input type="checkbox"/>	<input type="checkbox"/>	<hr/>	<input type="checkbox"/>	<input type="checkbox"/>
S. Michael Rummel			Aaron Lawlor		
<hr/>	<input type="checkbox"/>	<input type="checkbox"/>	<hr/>	<input type="checkbox"/>	<input type="checkbox"/>
Nick Sauer			Audrey Nixon		
<hr/>	<input type="checkbox"/>	<input type="checkbox"/>	<hr/>		
Brent Paxton					
<hr/>	<input type="checkbox"/>	<input type="checkbox"/>			
Jeff Werfel					

**LAKE COUNTY FOREST PRESERVE DISTRICT
LAKE COUNTY, ILLINOIS
A RESOLUTION AWARDING A CONTRACT
TO AQITY RESEARCH & INSIGHTS, INC.
FOR RESEARCH SERVICES**

WHEREAS, the Lake County Forest Preserve District (the "District") desires to retain a firm to provide countywide public attitude and interest research services (the "Services"); and

WHEREAS, the Director of Public Affairs & Development and the Purchasing Manager have determined that the Services require personal confidence; and

WHEREAS, the District's staff, the Purchasing Manager, the Director of Public Affairs & Development, the Education, Cultural Resources and Public Affairs Committee, and the Finance and Administrative Committee have reviewed the proposal and recommend that the Board of Commissioners (i) find that the proposal submitted by aQity Research & Insights, Inc., be determined to be the proposal that is most advantageous to the District; and (ii) award a contract for the Services to by aQity Research & Insights, Inc. (the "Contract"); and

WHEREAS, the Board of Commissioners hereby finds that the proposal for the Services submitted by aQity Research & Insights, Inc. is the proposal that is most advantageous to the District;

NOW, THEREFORE, BE IT RESOLVED by the Board of Commissioners of the Lake County Forest Preserve District, Lake County, Illinois, **THAT**:

Section 1: **Recitals.** The recitals set forth above are incorporated as a part of this Resolution by this reference.

Section 2: **Award of Contract.** A contract for the Services (the "Contract") in the amount of \$36,400.00 (the "Contract Price"), in substantially the form attached hereto, is hereby awarded to aQity Research & Insights, Inc.

Section 3: **Execution of Contract.** The Executive Director of the District is hereby authorized and directed to negotiate and execute the Contract for the Services in the amount of the Contract Price.

Section 4: **Payments.** The District Treasurer shall make payments under the Contract only pursuant to and in accordance with the Contract terms.

Section 5: **Effective Date.** This Resolution shall be in full force and effect from and after its passage and approval in the manner provided by law.

PASSED this ____ day of _____, 20__.

AYES:

NAYS:

APPROVED this ____ day of _____, 20__.

Ann B. Maine, President
Lake County Forest Preserve District

ATTEST:

Julie A. Gragnani, Secretary
Lake County Forest Preserve District
Exhibit No. _____