



LAKE COUNTY FOREST PRESERVES
www.LCFPD.org

Preservation, Restoration, Education and Recreation

DATE: February 4, 2019

TO: Jessica Vealitzek, Chair
Operations Committee

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

RECOMMENDATION: Recommend Approval of a Resolution Awarding a Contract for Research Services for a Countywide Awareness, Attitude and Usage Survey to aQity Research & Insights, Inc., Evanston, Illinois, in the Contract Price of \$39,000.00.

STRATEGIC DIRECTIONS SUPPORTED: Organizational Sustainability; Public Access and Connections

FINANCIAL DATA: This project was approved as part of the adopted FY 2018-2019 Budget in the amount of \$39,000.00. The cost of \$39,000.00 will be charged to account 11314000-709000.

BACKGROUND: A new survey of Lake County residents' awareness, attitudes, interest and usage of the District and its Forest Preserves and other facilities is needed to identify public attitudes and behaviors on several issues facing the District, which will help clarify priorities and resource allocation. The survey will help the District 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 will provide insight, and 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.
- 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 on the value and economic benefits that the District provides.
- 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).
- Attitude toward and perceived value of goals represented in the District's 100-Year Vision, reflecting specific Leadership, Conservation, and People strategies.
- 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.
- Identifying residents who are most and least familiar with the District, and identifying preferred communication modes to improve outreach engagement.

The survey analysis will 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 completed Awareness, Attitude and Usage Surveys in 2005, 2008, and 2016.

REVIEW BY OTHERS: Chief Operations Officer, Executive Director, Public Affairs Manager, Corporate Counsel.

STATE OF ILLINOIS)
) SS
COUNTY OF LAKE)

**BOARD OF COMMISSIONERS
LAKE COUNTY FOREST PRESERVE DISTRICT
REGULAR FEBRUARY MEETING
FEBRUARY 12, 2019**

MISTER PRESIDENT AND MEMBERS OF THE BOARD OF COMMISSIONERS:

Your **OPERATIONS COMMITTEE** presents herewith “A Resolution Awarding a Contract to aQity Research & Insights, Inc. for Research Services” and request its approval.

OPERATIONS COMMITTEE:

Date: _____ Roll Call Vote: Ayes:____ Nays:____
 Voice Vote Majority Ayes; Nays:____

**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 Purchasing Manager has solicited a proposal for the Services; and

WHEREAS, the District's staff, the Purchasing Manager, the Director of Public Affairs & Development, the Operations Committee, and the Finance 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 \$39,000.00 (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 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__.

Angelo D. Kyle, President
Lake County Forest Preserve District

ATTEST:

Julie Gagnani, Secretary
Lake County Forest Preserve District

Exhibit No. _____