

## **Community Survey, NIGP code: 91812**

### **1. Background**

Arlington County Department of Parks and Recreation (DPR) operates 13 communities center, 8 of which have gymnasiums, and 9 of which have fitness rooms, but none of which have aquatics facilities. This solicitation is for the development, administration, and analysis of a community statistically valid survey. DPR is in the process of designing and constructing an Aquatics and Fitness Center located at Long Bridge Park. Prior to the facility opening, DPR plans to establish fees for the various activities that will occur within the facility including membership, daily passes, room rental, pool rental, party fees and other facility amenities. The statistically valid survey should inform DPR on the range of what citizens are willing to pay for these fees. The statistically valid survey should also inform DPR on what types of memberships are preferred by the citizens. Examples of membership offerings to consider, include, but are not limited to, annual, monthly, daily, single adult, family, and corporate.

More information about Long Bridge Park can be found online: <https://parks.arlingtonva.us/lbpjumpin/>

### **2. Scope Requirements**

At a minimum Bidder should have at least 5 years' experience administering surveys. The Bidder should be able to complete the following deliverables within the expected timeline to completion.

**Attend Scoping and Findings Meetings with Working Group:** DPR is supporting a citizen working group to discuss fees to be charged at the new aquatics facility. The Bidder will attend two (2) working group meetings throughout 2018. The first meeting will be to gather input from the working group, to include their ideas in the statistically valid survey (Spring 2018), and the second will be to present the findings to the working group (Fall 2018).

**Draft Survey Questionnaire & Sampling Plan:** Provide a series of questions to DPR staff that answer the basic questions listed below for a statistically valid survey. The draft survey instrument should be about 10 minutes in length with a minimum of two (2) open-ended questions. Questions may include, but are not limited to, types of fee packages and rates offered at the new center, fee maximums for various packages, and additional paid services requested. The survey should include demographic questions such as zip code, age, and gender.

The Bidder shall provide a sampling plan that explains how the Bidder will ensure the completion on of at least 800 surveys of resident households in Arlington, including a statistically valid sampling of households in the north, south, and central parts of the County, as well as the 3 defined metro corridors (see attached Map A). The overall results will have a precision of at least  $\pm 3.5\%$  at the 95% level of confidence. The survey will be administered by mail, phone, and web. (The web component will only be able to be completed by those who are in the sampling to ensure the statistical integrity of the survey results.) The Bidder shall ensure that non-English populations are properly represented in the survey. The Bidder may recommend an alternative number of completed surveys or level of confidence that in

their view achieves a better statistically valid random survey as requested by this Quick Quote for a community the size of Arlington (approximately population 222,000).

**Final Survey Questionnaire:** Incorporate any feedback from DPR or the Project Workgroup into a statistically valid survey. The survey should be tested on staff and the workgroup.

**Survey Administered: Mail, Phone & Online:** Using the questionnaire approved by DPR, the Bidder shall conduct a statistically valid Community Survey on Long Bridge Park Fees of Arlington residents. The Bidder will create an appropriate sampling technique that will ensure that only residents will be asked to complete the survey.

The Bidder will provide DPR will the paper version of the survey to administer in person at the pools. This data will be provided to the Bidder to be compared to the statistic valid results in the Draft and Final report. Accommodations should be available for non-English speaking populations.

DPR will promote the survey through newsletters, websites, and on-site staff at current aquatics and fitness facilities if necessary as long as it does not compromise the statistic validity.

**Conduct Outreach to the Business and Non-Resident Community:** The Bidder should recommend an approach and conduct outreach to the local business community in areas identified by the County to include non-residents with a focus on day-time workers. This outreach may include but is not limited to: conducting surveys in public areas including Metro Stations, parks, and private businesses; focus groups, and targeted facilitated discussions. This input should be included in both the draft and final reports.

**Survey Results:** Provide DPR the full results of the online survey and all data gathered by all survey formats.

**Draft Report:** Provide DPR a draft report of the survey results to allow for input and feedback. The draft report should include key findings, methodological procedures, and individual results to each survey question.

**Final Report:** A results report should include the results of the statistically valid survey. These results should include a question by individual question result, overall impression, and demographic analysis. The Bidder shall let DPR provide feedback on final analysis for results incorporation. These results shall be used to determine the types and levels of fees for the Long Bridge Park Aquatics and Fitness Center. The report format should include Key Findings, an Executive Summary, Methodological Procedures, Margin of Error Estimates, and the individual question results that includes a graphical representation of each survey question. The final report shall include both written Word Document format with graphic summaries and be accompanied by a professional PowerPoint.

**Formal Presentation:** The Bidder shall present the survey results to a community workgroup and DPR staff.

## Deliverable Timeline

Deliverable	Timeline
Draft Survey Questionnaire & Sampling Plan	Four (4) weeks from award date
Final Survey Questionnaire	Six (6) weeks from award date
Survey Administered & <b>Conduct Outreach to the Business and Non-Resident Community</b>	Start eight (8) weeks from award date and allow for up to eight (8) weeks
Survey Results	Three (3) weeks after survey completion
Draft Report	Four (4) weeks after survey completion
Final Report	Six (6) weeks after survey completion
Formal Presentation	Seven (7) weeks after survey completion

### 3. Additional Tasks

The Bidder must be available for weekly conference calls to discuss survey progress throughout the period of performance.

### 4. Bid Requirements

Bidders are requested to provide the following to qualify to bid:

- Cost to complete all seven (7) deliverables
- . Statement on your experience in providing comparable services, including the number of years you have been providing these types of services.
- Software you will use to conduct the online survey and methodology for conducting the survey online and by phone or mail
- A written narrative that addresses proposed methodology, a sampling design/plan, and quality controls that the Bidder would establish.
- A minimum of three (3) references to whom you have provided comparable services. For each reference, include:
  - a) the name and address of the client;
  - b) the name, title, email address, phone and fax number of your contact person;
  - c) the number of years you have done business with the client;
  - d) a brief summary of the scope of services provided; and,
  - e) samples of the survey or the entire survey conducted for the reference including the final report(s) and/or presentations that were provided to the clients.

### 5. Method of Award

The Contract will be awarded to the lowest responsive and responsible Bidder based on the lowest grand total price for all deliverables.

## **6. Questions**

All questions regarding this Quick Quote shall be addressed to Megan Carney at [mcarney@arlingtonva.us](mailto:mcarney@arlingtonva.us). All questions must be submitted no later than 48 hours prior to the bid due deadline.

### **Map A**

Dark Blue: North, South, Central Areas

Light Blue: Metro Corridors

