COUNTY AGENDA REQUEST

Department:	Parks and Recreation	Presenter(s):	Darryl Hicks
Meeting Date:	Thursday, October 27, 2011	Type of Request:	Consent

Wording for the Agenda:

Approval to enter into a contract with Executive Evolution to conduct the Parks and Recreation Needs Assessment Survey in the amount of $7,000; and authorization for the Chairman to execute said agreement.

Background/History/Details:

In 2003, the Board of Commissioners adopted the Fayette County Parks and Recreation Needs Assessment. The Needs Assessment has been used to guide the County in planning, developing and maintaining Fayette County Parks since its adoption. To continue to adequately plan for the future and to ensure the Assessment is still representative of the community, the Board of Commissioners approved at its September 2, 2011 meeting to begin Phase One of Updating the Needs Assessment.

To begin the update process, the Recreation Commission is recommending the vendor, Executive Evolution, to perform the service of conducting a County-wide Needs Assessment Survey in the amount of $7,000.00. Executive Evolution has performed surveys in the past for the Board of Commissioners, the Water System, and the Library Board. Their experience and willingness to work with the County, citizens, and key stakeholders should result in a viable tool that will be used in the phased-in process of determining the overall recreation needs of Fayette County.

What action are you seeking from the Board of Commissioners?

Approval of the Board to enter into a contract with Executive Evolution to conduct the Parks and Recreation Needs Assessment Survey in the amount of $7,000.00; and authorization for the Chairman to execute said agreement.

If this item requires funding, please describe:

The project will be funded through the Parks and Recreation Department budget. The account allocated for this project is 37560110 521316 2110M

Has this request been considered within the past two years?	No	If so, when?	
Is Audio-Visual Equipment Required for this Request?	No	Backup Provided with Request?	Yes

STAFF USE ONLY

Approved by Finance	Yes	Reviewed by Legal	Yes
Approved by Purchasing	Yes	County Clerk's Approval	Yes
Administrator's Approval	Yes		

Staff Notes:

Proposal for Fayette County Recreation Department Needs Assessment Survey
October 10, 2011, by Marie J. Kane, Consultant, President, Executive Evolution

This proposal addresses the Phase 1 aspects of the "Draft Scope of Work Outline" for the Fayette County Parks and Recreation Master Plan Amendment. It is in response to the discussion in a meeting with Darryl Hicks and Anita Godbee wherein we reviewed what you need help with on this project. I am known to the county because I did:

- The Water Department customer survey in the early nineties

- The Fayette county citizen survey for the library board – a major factor in ultimately getting the library we have now since it was that survey which determined that the citizens would support a LOST to fund it as well as determining what they wanted and needed from their library

- The major county residents 1996 survey for the Fayette County Board of Commissioners

Per your scope of work, the needs assessment will focus on the development of a list of the most popular recreation activities and facilities desired by the public. Per our discussion, I will design questions in such a way that respondents will have to indicate a priority among their choices, not a "Christmas list" wherein they imagine everything will be provided. We will use the survey to not only collect data, but also to send a message about prioritizing resources. This can be done by the way the survey is introduced and the way the questions are phrased.

My survey services for this project will include the following elements:

- I will interview Anita Godbee, and such others as needed, to determine precisely what should be included in the survey, both as to question areas and as to demographic data so that the final data can be sorted in the ways most beneficial to your needs. Your input will include any information from market research that you have as to what choices might be appropriate to include in the survey.

- Demographic data collected, coupled with other questions we will ask about what recreational programs people are currently using, will allow you to determine current usage patterns accurately. I will explore what needs to be asked to ensure this.

- I will complete a draft of the survey and review it with whomever you designate for this purpose. It will include whatever is needed to address the current and projected shifts in county demographics such as the declining school population and the growing aging population. It will also include questions designed to determine how you can encourage effective use of the recreational opportunities provided.

- I will provide a guide that you will use to interview a small sample of residents (estimate 15 to 30 people) before the final survey design is completed. The purpose of this set of interviews is to determine if we are missing any questions or choices on the survey that already exist in the mind of the public. It is not to gather survey data so it is does not need to be, nor is it intended to be a statistical sample for data.

The draft of the survey will be completed before the citizen interviews start so that we may compare the responses we get from the interviewees with what we have on the survey. For this purpose a small sample of interviews will be sufficient. Interviews will be conducted by Anita Godbee, or other staff as assigned or such other persons as you deem appropriate. Interviews will take about 15 minutes, + or – 5 minutes. The guide I will provide will include exactly how to open the interview, the questions to ask and how to properly close the interview. If desired I will do one demonstration interview for you for whoever will be conducting the interviews. The guide will also include how to tell when you have enough interviews and how to analyze what the interviews tell you so that you can provide that information to me.

- You have indicated your very wise desire to include others in this process. These partners include the Senior Center, the Presidents of Sports Associations, the Municipalities, and any other entities providing significant recreational services that are available to all citizens of the county and other stakeholders as you deem appropriate. We will discuss and I will provide input on the best way to involve them, depending on what your objectives in doing so are. We are currently contemplating interviews as one aspect of doing this. In that event, I will assist you in designing those interviews, which you will conduct. I recommend that you do this in two phases: up front to get input for the survey process and questions and at the end to inform them of survey results and take the first step on involving them as appropriate in implementing whatever you conclude will serve the county residents the best.

- I will revise the survey based on what we discover from the advance interviews, both the citizen interviews and the partner interviews.

- I will create the survey for you in the online account that I will have you set up. This will allow you to access the data yourself later in any way you so choose, to use the account to redo the survey at a much later date if you so desire or to do other surveys. It will be your account set up in Survey Monkey. Current cost for such an account, to be paid by you, is $300/year. An alternate if you so desire is that I will use my account and you will not need to set up your own account. However, in that case you will not be able to access the data again yourself once we have completed the project and you will not have access to the software to do other surveys or redo this one yourself. Access to my account is by me only so as to protect the data of other clients. For the $300/year I recommend you have your own account, but I will do this either way as you choose.

- I will provide input on ways to publicize the survey.

- I will give input on the design of the public workshop you said you wish to conduct.

- Once the survey is completed, I will provide the data reports and meet with you once to discuss the survey results and give you any input I deem helpful, including possible areas to investigate more deeply via citizen phone interviews or live workshops.

- If we find it is needed, I will provide an interview guide or workshop agenda, based on the survey results, for you to conduct follow up citizen interviews or workshops to get further in-depth information.

- If you do conduct any follow up citizen interviews or workshops to explore survey findings further, I will consult with you on the implications of what you discover

- I will provide input into what you may want to consider including in the web-based newsletter or group forum that you plan to set up to communicate the survey results and notify citizens of future input opportunities. I will also suggest other ways you might make use of this.

Steps/ Time Line for Project, Assumes Project Start Date of October 10, 2011

Note: M = Marie Kane, D = Darryl Hicks, A = Anita Godbee, O = Others as appropriate
You may determine that someone else is responsible in the "Who" column for the county.
This tells you what needs to be done and by when. We can change the "who" as needed.

Step	Who	Deadline
Get input for survey questions – in person interviews	A, D, M, O	11/10/11
Create Survey Initial Draft	M	11/17
Create Advance Citizen Interview Guide	M	11/17
Demo Interview one time on	M, A, O	11/18
Conduct Advance Citizen Phone Interviews	A, O	12/01
Provide Results to Marie	A	12/02
Edit Survey Draft Accordingly	M	12/07
Consult on involving Partners	A, D, M, O	12/02
Create and Provide Partner Advance Interview Guide	M	12/05
Conduct Advance In Person Partner Interviews for Survey Input	A, O	12/20
Provide Results to Marie	A	1/3/12
Edit Survey Draft Accordingly	M	1/10/12
Consult on Distribution Options	A, D, M, O	12/14/11
Prepare Distribution Options	A, O	1/6/12
Put Survey Online	M	1/6
Implement Announce/Distribute Options	A, O	1/13
Survey is Responded to	Citizens	2/8
Survey Data Reports Prepared and Delivered with Consultation	M	2/10
Follow up Citizen Interviews Need Determined	A, D, M, O	2/17
Post Survey Citizen Interview/Workshop Guide Created	M	2/24
Post Survey Citizen Interviews/Workshops Conducted	A, O	3/9
Data from Post Citizen Interviews/Workshop to Marie	A, O	3/16
Prepare Communication Channels-Web, etc.	A, O	3/16
Consultation on Integrating Citizen Interview/Wkshp Data with Survey	A,D, M, O	3/23
Conduct Briefings with Partners on Survey Results	A, D, O	3/30
Implement Communications to Citizens	A, O	4/6
Proceed with rest of Implementation Planning and Carry Out	A, D, O	???

Note: All the consultations with me listed above will be phone conference calls, except for my initial interviews with board and staff to gather input for the survey design and the meeting to present and discuss the survey results, which will have been sent to you in advance for review.

Investment

This survey project includes multiple interview plans and integration of data collected in those into the survey design or results, as well as the normal survey design and implementation tasks. This fee for this project would normally be $17,500. (For comparison purposes, note that the last survey I did for the Board of Commissioners was in 1996, did not include all the interview preparations, was 15 years ago and fees have gone up since then and that project was just under $15,000. That project did include NCR form planning I don't have to do for this one, but I am putting this survey on the web for you, which I did not have to do for that one.)

However, as a citizen of this county, I am willing **this one time** to do this project for $7000.00 as I do understand the constraints the economy has imposed on everyone. The bulk of the work on this kind of project is in the design phase. Accordingly, 2/3 of my services for this project will have been completed by the 1/06/12 date in the project schedule. The bulk of the work from mid-February on is not my tasks. The payment schedule reflects these factors.

Payment schedule is as follows:
Payment One: $2500.00 to be received no later than 11/11/11.
Payment Two: $2500.00 to be received no later than 1/06/11.
Payment Three: $2000.00 to be received no later than 2/24/11.

Please note the following: Received means in my hands, not scheduled for payment. Please make checks out to Executive Evolution, L.L.C. I look forward to working with you on this project. To complete the project as indicated in the timetable above, work on the project must begin by 11/1/11. My signature below, above my name, confirms my agreement to this proposal as does that of your designees. Add any other signatures below, with title, as needed to confirm acceptance of this proposal.

Marie J Kane
President, Executive Evolution
770-461-3820
SurveyLadyMarie@gmail.com

Herb Frady, Chairman
Fayette County Board of Commissioners

Anita Godbee
Director, Parks and Recreation Department