



REQUEST FOR PROPOSALS

2027 Community Needs Assessment Survey

Issued By: Freeport Park District

Project: 2027 Community Needs Assessment Survey

RFP Issue Date: October 2026

Proposal Submission Deadline: October 30, 2026

Anticipated Project Start: Spring 2027

Contact: Makenzie Blair, Communications & Marketing Manager

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1. Introduction & Project Overview

The Freeport Park District is seeking proposals from qualified research and consulting firms to conduct a comprehensive Community Needs Assessment Survey in 2027.

The purpose of this assessment is to better understand the recreational interests, unmet needs, programming preferences, and priorities of residents within the Freeport Park District.

The results will help guide future program development, resource allocation, service improvements, and long-term planning efforts.

The District is interested in working with a firm that can provide a statistically reliable, inclusive, and actionable assessment of community needs and preferences.

As the District evaluates potential approaches, respondents are encouraged to recommend an appropriate scope, methodology, timeline, and budget based on their experience conducting similar assessments for park and recreation agencies.

2. Project Objectives

The primary objectives of the Community Needs Assessment Survey include:

- Identify current and emerging recreational interests and programming opportunities.
- Assess community satisfaction with existing programs, services, and recreational opportunities.
- Identify unmet recreational needs and potential barriers to participation.
- Evaluate community awareness and utilization of District facilities, programs, and services.

- Determine community priorities for future programming, services, and potential improvements.
- Identify demographic and geographic trends that may influence recreational needs.
- Develop actionable recommendations to assist the District with future planning and decision-making.

3. Scope of Services

The selected firm will be expected to recommend and implement a comprehensive community needs assessment process. Proposals should address the following components and clearly identify services included in the proposed fee.

A. Survey Development & Project Planning

Proposals should describe the firm's recommended approach to survey design and project coordination, including:

1. Recommended survey length, number of pages, and estimated completion time.
2. Number and format of project planning and survey design meetings.
3. Survey development process, including District review, revisions, and testing.
4. Recommended project timeline from initial kickoff through final presentation.
5. Opportunities for stakeholder interviews, focus groups, or other supplemental community engagement.
6. Roles and responsibilities of the consulting firm and District staff throughout the project.

B. Sampling Methodology & Survey Administration

The District seeks a methodology that produces reliable, representative findings.

Proposals should address:

1. Recommended survey administration methodology and rationale.
2. Random sampling procedures and sample selection process.
3. Recommended target number of completed surveys.
4. Anticipated confidence level and margin of error.
5. Methods to ensure representative participation across the District's population.
6. Resident and non-resident screening procedures, if applicable.
7. Anticipated response rates and strategies for improving participation.
8. Recommended distribution methods, including mail, online, telephone, or mixed-method approaches.

9. Strategies to engage traditionally underrepresented or hard-to-reach populations.
10. Survey accessibility accommodations and multilingual options.
11. Methods for preventing duplicate, fraudulent, or ineligible responses.
12. Recommended participation incentives, including associated costs.
13. Procedures for protecting respondent confidentiality and survey data.

Firms should clearly distinguish between statistically valid random-sample results and any supplemental open-participation survey results.

C. Promotion & Community Outreach

The District anticipates supporting community awareness and participation through its existing communications channels.

Proposals should identify:

1. Media relations, outreach, and promotional support provided by the consulting firm.
2. Recommended responsibilities of District staff in promoting survey participation.
3. Availability of promotional materials and messaging for social media, websites, email, printed materials, and other communication channels.
4. Additional outreach strategies recommended to maximize participation and community representation.

D. Data Analysis & Final Deliverables

Proposals should identify the analytical services and final deliverables included in the proposed scope.

Requested deliverables include:

1. **Comprehensive Final Report:** Detailed presentation of findings, conclusions, and recommendations.
2. **Executive Summary:** Concise overview of major findings, community priorities, and recommended actions.
3. **Methodology Overview:** Documentation of survey design, sampling, administration, response rates, and statistical reliability.
4. **Benchmarking:** Comparisons against national averages and/or comparable park and recreation agencies, where available and appropriate.
5. **Tabular Data:** Detailed response frequencies and summary tables.
6. **Cross-Tabular Analysis:** Comparisons of responses across relevant demographic and participation categories.

7. **Demographic & Geographic Analysis:** Evaluation of differences in needs and preferences by demographic characteristics and geographic areas.
8. **GIS Mapping:** Geographic visualization of relevant survey findings, where feasible.
9. **Statistical Analysis:** Identification of statistically significant findings, trends, unmet needs, and community priorities.
10. **Actionable Recommendations:** Prioritized recommendations to support future programming, services, and District planning.
11. **Raw Survey Data:** Electronic delivery of survey responses in a usable format, with appropriate protection of respondent information.
12. **Report Revisions:** Identification of the number of review and revision rounds included.
13. **Presentation of Findings:** Formal presentation of survey results and recommendations to District staff and/or the Board of Commissioners.

Firms should specify the format of each deliverable and identify any items that would require an additional fee.

4. Firm Qualifications & Experience

Interested firms should provide the following information:

1. Overview of the firm, including relevant areas of expertise.
2. Experience conducting community needs assessments for park districts, municipal recreation departments, and similar public agencies.
3. Examples of recent comparable projects completed within the past five years.
4. Description of the proposed project team, including key personnel and responsibilities.
5. References from at least three comparable agencies, preferably including project contact information.
6. Examples of previous survey reports or executive summaries, if available.

5. Proposed Project Timeline

The District anticipates conducting the Community Needs Assessment Survey during 2027, with a preferred project initiation in Spring 2027.

Respondents should provide a proposed schedule identifying major project milestones, including:

- Project kickoff and initial planning
- Survey development and approval
- Survey testing and preparation

- Survey distribution and administration
- Data collection and analysis
- Draft report submission and review
- Final report delivery
- Presentation of findings

Firms are encouraged to recommend a timeline that allows for effective survey administration, strong participation, and thorough analysis.

6. Cost Proposal

Proposals should include a detailed cost estimate identifying the total anticipated project investment.

If possible, pricing should distinguish between:

- Project planning and survey development
- Sampling and survey administration
- Printing, postage, and distribution
- Community outreach and promotional support
- Participation incentives
- Data analysis and reporting
- GIS mapping and benchmarking
- Final presentation
- Travel and other reimbursable expenses
- Optional services or additional engagement activities

Firms should clearly identify all included services, anticipated additional expenses, and any assumptions that may affect final pricing.

Where appropriate, firms may provide multiple scope or pricing options, such as a core statistically valid survey and an enhanced assessment incorporating additional community engagement or analysis.

7. Proposal Submission Requirements

To facilitate consistent review, proposals should include the following:

1. Cover letter and firm overview.
2. Understanding of the project and proposed approach.

3. Recommended scope of services and methodology.
4. Sampling and survey administration plan.
5. Community outreach strategy.
6. Description of analytical services and deliverables.
7. Proposed project schedule.
8. Qualifications, relevant experience, and references.
9. Itemized cost proposal, including optional services.
10. Additional recommendations the firm believes would enhance the assessment.

Submission Deadline: October 30, 2026

Submission Method: Electronic submission in PDF format

Submit Proposals To: Makenzie Blair, mblair@freeportparkdistrict.org

Questions regarding this RFP should be directed to the contact identified above.



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