June 6, 2019

Mr. Terry Lannon
Parks and Recreation Director
Town of Oak Ridge
Post Office Box 374
Oak Ridge, North Carolina 27310

RE: Proposal for Professional Planning Services
System-Wide Parks & Recreation Master Plan – Community Survey – Additional Services
Town of Oak Ridge, North Carolina

Dear Mr. Lannon:

McGill Associates is pleased to assist the Town with preparation of a System-Wide Parks & Recreation Master Plan. We understand that the Town desires a mailed survey be provided to all residences. As our original scope of services included an online survey (which will also be available), mailing and tabulating hard-copy surveys will be additional services. Consequently, we submit this request for additional planning services. McGill Associates proposes to provide the following specific scope of work listed below:

Scope of Services - Phase 1: Develop Survey Questionnaire

McGill's Role:

- Develop draft survey questionnaire containing up to forty (40) closed-ended/multiple choice type questions and three (3) open response questions, for Town Staff/Steering Committee to review and provide feedback,
- Revise the survey questionnaire per Town Staff/Steering Committee comments,
- Print materials (survey, cover letter, envelope and business-reply envelope) and prepare packets for mail out, with thorough quality-assurance checking of mail out. It is assumed that there will be up to 2,400 mailing addresses for the survey.
- Mail out survey package via first class mail.
- Post online (digital survey) and provide Town with both a web link and QR code for digital media applications.
- Provide printed survey/project marketing cards which include both the survey web link and QR code,
- Data enter/data capture all returned surveys. It is assumed that there will be a 30% return rate of mailed surveys.
- Combine data collected from mail surveys and online surveys,
- Capture verbatim comments for up to three open-response questions,
- Tabulate the data and provide data tables in both written and graphically illustrated (response graphs) form,
- Upon project approval a detailed timeline would be provided.

Town of Oak Ridge's Role:

- Provide feedback on survey questionnaire in a timely manner respectful of the System-Wide Parks & Recreation Master Plan schedule,
- Provide participant names and mailing addresses in Excel format for the mail-out surveys. List should be filtered to mitigate single individuals receiving multiple surveys.
- Advertise the digital survey link on appropriate Town web pages.

Deliverables

- Online (digital) survey
- Paper survey with cover letter for resident mail-out.
- Mail-out packets (including return mail envelope).
- Data Analysis and Graphic representations of survey responses

Basis for Compensation

This proposal provides services in addition to the previously agreed upon System-Wide Parks & Recreation Master Plan contract language. Based on our understanding of the project, we propose to provide the Scope of Services detailed in this proposal for a **lump sum fee of $14,600**. Any additional services will be completed as directed by the Town in accordance with our Basic Fee Schedule.

Additional Services

1. Sending out more than 2,400 survey mailings
2. Data entry/capture for a return rate in excess of 30%.

Owner's Responsibilities

1. The Owner shall provide full information regarding requirements for the Project.
2. The Owner will be responsible for the arrangement of notices and any other costs associated with meeting schedules including facility cost, advertisement cost, etc.

We appreciate the opportunity to provide this proposal for additional planning services to the Town of Oak Ridge, and we are prepared to begin work immediately to meet the Town's schedule. If this proposal is acceptable, please sign and return one (1) copy of this proposal to our office.

As always, if you have any questions regarding this proposal, please do not hesitate to contact me. We look forward to working with you on this project.

Sincerely:
McGILL ASSOCIATES, PA

DOUGLAS CHAPMAN, PE
Hickory Office Manager

Attachments: Basic Fee Schedule

ACCEPTANCE:

Name: _____

Title: _____

Date: _____