



APPROVED
Blue Ribbon Committee
October 18, 2017

Exhibit
GVR/National Research Center (NRC) Agreement

AGREEMENT SUMMARY

1. Cost. \$48,650 (includes 15% contingency)

2. Project Components

- Project initiation in-person meeting
- Development of the survey instrument, including pilot testing
- Survey outreach design
- Data collection (NRC will prepare and oversee printings, mailings, email invitations, programming web survey, send emails to all available email addresses, send surveys to members without an email address)
- Provide “help line” support
- Data entry
- Data analysis (including, but not limited to cross-tabulations by various subgroups and comparisons to 2010 results)
- Executive Summary and tabulation of survey results
- Presentation of Executive Summary to GVR Blue Ribbon Committee (BRC)
- Additional crosstabulations of data
- PowerPoint slides for presentation to GVR Board of Directors
- Presentation of survey results with BRC to the GVR Board of Directors
- Preparation of Report of Results in Word and PDF
- Preparation of key results printed and mounted on foam core boards
- Presentation of results at the Annual GVR Member meeting on March 29, 2018

3. Anticipated Work Schedule

<u>Task</u>	<u>Date</u>
Project initiation	October 31 or November 1, 2017
Draft survey instrument and materials.....	by November 29, 2017
Pilot testing of survey instrument and materials	through December 12, 2017
Revise and finalize survey instrument and materials	through December 20, 2017
Print and prep letter invitations, hard copy survey packets	through January 2, 2018
Mail letter invitations.....	January 3, 2018
Send email invitations.....	January 8, 2018
Collect survey responses.....	through January 29, 2018
Data analysis and report preparation.....	through February 9, 2018
Initial draft report delivered to BRC including Executive Summary	February 12, 2018
Draft of PowerPoint slides provided to BRC for review	by February 21, 2018
Report (including Executive Summary) finalized	by February 28, 2018
PowerPoint slides finalized	by February 28, 2018
Presentation of survey results to BRC and GVR Board	week of March 5, 2018
Presentation of survey results to the Annual Meeting of Members.....	March 29, 2018

4. Project Deliverables

- Final questionnaire and survey materials
- Final Executive Summary
- Final Report of Results
- PowerPoint slides
- Foam core boards with key results

RECOMMENDATION:

Approve the terms of Agreement between GVR and the National Research Center (NRC) to undertake a Member Survey of Current and Future Needs, Wants, Interests, Values and Expectations of the Members of Green Valley Recreation, Inc., as presented in the Exhibit 'GVR/National Research Center (NRC) Agreement Summary,' subject to review by GVR legal counsel; further, authorize \$48,650 to complete the study, whereas the Fiscal Affairs Committee shall recommend the funding source.