

AGENDA NOTE – HRPDC QUARTERLY COMMISSION MEETING

ITEM #8J: CONTRACT FOR ENVISION HAMPTON ROADS

SUBJECT:

Approval of a contract with Christopher Newport University (CNU) to conduct marketing research among residents of the Hampton Roads region.

BACKGROUND:

As part of the regional strategic planning process, the HRPDC plans to conduct marketing research to engage residents to participate in the establishment of a shared Regional Vision. CNU will use input from HRPDC to assist HRPDC in the analysis of feedback from a series of community values listening sessions, design a standardized 12 - minute survey questionnaire, conduct a proper telephone survey of 1,800 Hampton Roads region households, analyze the findings using statistical modeling, present the report to the HRPDC on or about May 1, 2014, and perform other marketing research and consulting services as assigned.

This project is funded through a fundraising campaign and HRPDC local funds.

The anticipated total cost of the contract will not exceed \$75,000.

Period of Performance: March 1, 2014 through June 30, 2014.

General Scope of Work: CNU shall provide the following:

Quantitative Survey:

1. Use input from HRPDC and the qualitative listening process to design a standardized 12+ minute survey questionnaire.
2. Conduct a proper telephone survey among 1,800 Hampton Roads region households:
3. Survey Contract Performance / Deliverables include:
 - a. Analysis of the findings using cross tabulation and statistical modeling
 - b. MS PowerPoint full document report (65-85+ pages) and MS Word document executive summary (4 to 6 pages).
 - d. Presentation of the findings to HRPDC on or about May 1, 2014.
 - e. Presentation to full planning committee within 1-2 weeks thereafter.

Phase II - Post Primary Research:

Perform other marketing research and consulting services for HRPDC as assigned by HRPDC and/or the full planning committee.

Attachment 8-J

RECOMMENDED ACTION:

Authorize Executive Director to sign a contract with Christopher Newport University for marketing research.