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Chicago Metropolitan
Agency for Planning

MEMORANDUM

To: Executive Committee

From: Angela Manning-Hardimon
              Deputy Executive Director, Finance and Administration

Date: March 9, 2022

Re: Contract Approval for Selection of Vendor to Conduct Annual Public
              Opinion Poll

The Chicago Metropolitan Agency for Planning (CMAP) seeks to have a public opinion survey conducted among residents of its seven-county region to gauge support for critical recommendations from the ON TO 2050 plan. Survey findings will be used to prioritize policy recommendations, refine brand positioning and messaging to stakeholders, and garner media coverage and a broader awareness about ON TO 2050. In 2021, CMAP partnered with a firm on a public opinion survey of the region for the first time. The results were released at the State of the Region event in October 2021. CMAP intends to conduct the public opinion survey annually and track support over time.

A Request for Proposals was sent to potential consultants and posted to the CMAP website on January 10, 2022. On February 7, 2022, CMAP received proposals from two consultants: Embold Research (a unit of Change Research) and Penn & Associates. Proposals were evaluated by four CMAP staff, who independently scored the proposals based on the criteria stated in the RFP. After the review of responses, the Team is recommending the selection of Embold Research as the vendor for this project.

CMAP staff is seeking the Executive Committee approval for the award of a one-year contract, with four one-year options for renewal, with Embold Research for an annual cost $24,400. The maximum cost of the five-year agreement will-not-exceed $122,000. Support for this contract will be included in the FY23-27 Operating budgets. The optional renewal years will be dependent on performance and the level of approved funding for this purpose. This scope of work was included in the FY2023 budget that was approved by the Board at the February Board meeting.

ACTION REQUESTED: Approval