SOUTH KITSAP COMMUNITY RECREATIONAL CENTER MARKET SURVEY
Scope of Work and Sample

Kitsap County and the City of Port Orchard seek a qualified consultant to conduct a market survey of South Kitsap residents on the demand for recreational, fitness and community center opportunities for all ages in the South Kitsap area. The market survey will include the following scope:

- Determine existing facility/program capacity in the South Kitsap area.
- Determine the facility/program desires of the South Kitsap community.
- Complete a gap analysis between existing and desired facilities/programs of the area.
- Determine the community’s willingness to pay for such facilities/programs including an assessment of types of acceptable payment and thresholds of annual contribution to construction, operation and maintenance.
- Assess the potential size, scale and amenities of a future facility.

The survey will be conducted by multiple methods, including but limited to, a telephone survey, focus groups with potential service providers and patrons, and/or online survey.

Dependent on the results of the market survey, the City of Port Orchard and Kitsap County may jointly conduct a site feasibility analysis for such facilities and/or services.

Below is the basic set of steps necessary to begin, conduct and complete the market survey.

TASK 1.0: Budget Survey Funds (Jan 2013)

- The market survey is estimated to cost $20,000 - $35,000.
- Both the City of Port Orchard and Kitsap County agree to share the costs of the survey. Therefore, funds will need to be dedicated in the 2013 County and City annual budgets and a memorandum of understanding executed between the jurisdictions prior to commencing.

TASK 2.0: Prepare Request for Professional Services and Contract with Consultant (Feb 2013)

- Jointly prepare a request for professional services (RFP) with County and City representatives.
- Submit proposal for publication in trade journals and local and regional newspapers.
- Conduct interviews and select a consultant.
- Negotiate contract of services and get approval for services with both jurisdiction’s elected bodies.

TASK 3.0 Develop Survey Methodology and Questions (Feb 2013)

- With consultant, City and County representatives, develop outreach strategy and list of desired informational points.
- Develop survey questions in concert with City and County staff.
TASK 4.0 Conduct Survey and Report Results (Mar 2013)

- Over the course of 30 to 45 days, the consultant will conduct outreach and survey methods consistent with direction received in Task 3.0.
- The consultant will collate and analyze all survey data and prepare a draft report of conclusions for submittal to the City and County.
- Upon City and County review, the Consultant will incorporate comments and prepare a final report.

TASK 5.0 Determine Next Steps and Partnerships (Mar 2013)

- Following a documented demand for certain facility and/or programs, the City and County will collaborate to determine next steps. This is likely to include further discussions with the community and completion of a site feasibility analysis of South Kitsap locations.
- Explore and develop partnerships with recreational groups, community members and other stakeholders for locating such a facility in South Kitsap.