



**Greater Minnesota Regional Parks and Trails Commission**

**Request for Proposal (RFP) For  
Campground Economic Impact and User Survey**

**Issued March 16, 2022**

**PROPOSALS DUE FRIDAY, APRIL 8, 2022 BY 5:00PM**

**SUBMIT TO:**

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## **Section I: Introduction**

The Greater Minnesota Regional Parks and Trails Commission (GMRPTC) is created by statute (85.536) to undertake system planning and provide recommendations to the legislature for grants from the Legacy Parks and Trails fund to counties and cities outside of the seven-county metropolitan area for parks and trails of regional significance. The commission includes 13-members appointed by the governor, with two members from each of six districts and one at-large member.

Within the 80-counties that comprise Greater Minnesota there are many campgrounds that, in addition to providing a camping experience for visitors, contribute to the economic vitality of the area. The GMRPTC seeks to understand visitor origination, percentage of occupancy, user satisfaction and expenditures made during their stay.

The data and information collected from the survey will help inform future planning efforts and expansions and provide economic impact information the campgrounds contribute to the local economy.

The GMRPTC is soliciting proposals from interested, qualified companies to conduct a camper satisfaction and demographic survey as well as collect and analyze camping expenditures with a goal of identifying a daily economic impact figure. Survey should also provide information on usage patterns.

There are seven (7) campgrounds in Greater Minnesota that will be surveyed:

1. Le Sueur County Lake Washington Park
2. Lincoln County Hole in the Mountain Park
3. Lyon County Garvin Park
4. Lyon County Twin Lakes Park
5. Redwood County Plum Creek Park
6. Redwood Falls Ramsey Park
7. Granite Falls Memorial Park

## **Section II: Description of Project**

Each of the seven campgrounds operate with different reservation systems, which should be considered when conducting the surveys. Some take on-line reservations and have information from previous years. Others are just transitioning to on-line reservations and have limited access to previous years information.

The campgrounds have both seasonal and transient camping sites and each type should be surveyed.

Each campground operator is prepared to assist in circulating paper surveys to campers in the 2022 season. The lack of standardized information will require the vendor to work directly with each campground manager to achieve a representative sample of demographic and economic information.

### **Section III: Vendor Requirements**

Vendor must have experience conducting surveys in person and through electronic means. While not all campgrounds have access to previous years visitor information, there will be some that have the ability to link a survey to the current reservation system or send a survey with a current reservation confirmation. Reasonable attempts to reach both new and previous campers should be made.

Vendor should have experience in:

- Creating demographic and economic surveys
- Preparing sampling plans, training and scheduling to ensure a representative sample of campers
- Preparing plans that ensure quality recruitment of populations that require targeted oversampling of underserved populations
- Weighting user survey data

### **Section IV: Vendor Duties and Responsibilities**

Vendor will provide a written report for each of the seven systems identified in the RFP. Report will include the number of campers surveyed, timeframe the surveys were taken, economic impact of camping at each campground, demographic information and usage patterns.

All data collected will be provided to the GMRPTC and it is understood this information is owned by the GMRPTC.

### **Section V: Timeline**

RFP Release Date	March 16, 2022
RFP Response Submission Deadline	April 8, 2022
Proposal Evaluation Completed	April 13, 2022
Contract Award Date	April 28, 2022
Project Completion Deadline	October 31, 2022

## **Section VI: Proposal Preparation**

Vendor submitting a proposal for the RFP should follow this format:

1. Description of the person(s), agency or firm performing the work. Include the background and qualifications of the person(s) executing the contract.
2. Description of your approach to the work that reflects an understanding of the expectations and outcomes. Explain why you or your agency will deliver the work stated in the RFP.
3. Proposed fees for service. Include the hourly rate per and reimbursable expenses on a not to exceed basis.
4. Resume of similar type of previous work and a contact person the GMRPTC may speak to regarding the work performed.
5. Number of collected surveys for each of the seven facilities, both on-line and paper.

## **Section VII: Proposal Evaluation**

The factors on which proposals will be judged are:

1. Expressed understanding of project objectives
2. Experience and qualifications of the proposing responder including an example of a similar project
3. Approach to the project deliverables, how will the responder manage the visitor surveys, by both manual and electronic collection.
4. Cost of the project, the lowest cost proposal will not necessarily be awarded the project, experience and methodology are key factors in the success of the project.