

REQUEST FOR PROPOSALS “RFP” PS20220523
PROVISION OF AN ONLINE SURVEY PANEL MANAGEMENT TOOL

QUESTIONS & ANSWERS NO. 2

ISSUED ON JUNE 8, 2022

Value and Metrics:

Question 1: What metrics (i.e. cost savings, time savings, autonomy or cost improvement) will the City focus on for the solution being sought?

Answer 1: Focus is on ease of use from both a customer and staff perspective, as well as reliability of the tool.

Question 2: Which business lines/stakeholders currently consume the results from this panel? Has this changed in the last two years, and do you anticipate this to change again in the future?

Answer 2: Talk Vancouver is a citywide tool supporting clients from across the organization. Surveys are generally linked to major initiatives, such as those outlined in the City’s annual corporate plan.

Question 3: How does the City intend to close the loop when feedback is either good or bad? Do you currently have an escalation/ticket process within your panel process?

Answer 3: Once a survey is closed, data is typically shared in aggregate via a written engagement summary produced by project teams. Ability to export data in a variety of formats (i.e. that can be used in the preparation of these reports) is required. We do not currently use any ticket process as described above and it is not a required feature.

Question 4: How do you currently aggregate and connect the current panel results to other data sets from across the enterprise? E.g. API, Manual, Visualization or Dashboard tool?

Answer 4: Currently the panel results are not connected to other data sets at the City. It is not a requirement of the RFP.

Question 5: Can you share a template of how the current data and insights from the Talk Vancouver program are shared or cascaded across the CoV organization?

**Answer 5: See 2022 Budget Engagement summary report Talk Vancouver section:
<https://vancouver.ca/files/cov/2022-draft-budget-public-engagement-report.pdf>**

A real-time reporting link is typically shared with the business area while a survey is open, as described in the RFP.

Question 6: Is 3rd-party recognition from industry or local communities important to the City?

Answer 6: No, not at this time.

Question 7: How much does the City currently spend on market research, and what tools are currently used to deliver market research objectives?

Answer 7: Not applicable to RFP requirements.

REQUEST FOR PROPOSALS NO. PS20220523

PROVISION OF AN ONLINE SURVEY PANEL MANAGEMENT TOOL

QUESTIONS AND ANSWERS NO.2

Question 8: How long does it take the City to complete a research project (question design, programming, fielding, data analysis, etc.)?

Answer 8: It varies by project and complexity of survey design. Engagement planning, implementation and reporting typically takes several months for large-scale projects. The timeline for survey design to programming is about six weeks with about three to six weeks in field for most projects.

Operational:

Question 9: Please describe any changes with CoV's strategic vision for this project, and any changes in how your staff support the strategic vision for this project: when you transitioned from your past supplier to your current supplier, and now when you contemplate transitioning to a new supplier once again?

Answer 9: See "Part B - Scope of Work" in the RFP regarding purpose of the tool. There have not been any changes in how staff support the strategic vision for this project.

Question 10: Do you prefer to have a Canadian-owned and Vancouver- or BC-based entity provide this technology platform, and support & drive strategic value?

Answer 10: The requirements do not state a preference.

Question 11: How are in-person consultation opportunities completed today? How many are completed in a calendar year?

Answer 11: In-person is out of scope for the purposes of this RFP, apart from specifications around "kiosk" mode and ability to print surveys. The volume of engagement activities varies from year to year, and only a subset of these activities involve Talk Vancouver surveys.

Question 12: How many individuals would attend?

Answer 12: Number of in-person attendees at consultation events not relevant to RFP. Participation in Talk Vancouver surveys varies, typically ranging from 500 to 20,000 responses per survey.

Question 13: Who completes and executes the work? Do you contract-out, or subcontract support services, or do you leverage the time and resources from other, non-business-unit CoV staff?

Answer 13: For the purpose of the RFP, please assume various City staff participate in survey development, analysis and reporting.

Question 14: What are the specific demographic and key details of 'variety of audiences'? Can you share some of these variables?

Answer 14: Audience includes residents and businesses in Vancouver along with those who work, go to school or "play" here. We are also interested in audiences that are typically under-represented in engagement activities.

Question 15: Is CoV presently leveraging any social listening personnel, vendors or tools? Is this out-of-scope of the RFP?

Answer 15: Not applicable to RFP response; yes it out of scope. See Appendix A of the Budget engagement summary report (mentioned above) for a sample breakdown of participation by demographic groups.

Question 16: How many existing members, variables, and previous research activities (i.e. tracker studies) will CoV need to have migrated over from the current solution?

REQUEST FOR PROPOSALS NO. PS20220523

PROVISION OF AN ONLINE SURVEY PANEL MANAGEMENT TOOL

QUESTIONS AND ANSWERS NO.2

Answer 16: For the purpose of the RFP, approximately 16,400 existing members, each with an associated 26 variables will need to be migrated from the current solution. Key elements of the member profile include residency, birth date and geographic location in the City. A maximum of 30 surveys will need to be migrated over (see section 1.2.2. in Technical and Security requirements). Proponents should budget time for testing/quality assurance of migrated data.

Mandatory Priorities:

Question 17: Regarding mandatory requirement for French, Simplified Chinese, Traditional Chinese, Punjabi, Tagalog and Vietnamese, including the appropriate formatting and display of characters: what is the City's intent, and what are the City's expectations around seamless management of languages, and how do you deploy surveys quickly in one language today, and distribute seamlessly in the languages above? Could you provide more detail on that process? Who translates?

Answer 17: Respondents are given the option of responding in their language of choice at the beginning of most Talk Vancouver surveys. With the current system, an English version of the survey is programmed and we have the ability to export a survey template which is then provided to third-party translation services (City coordinates this). In the current system, once the translation is complete, the translated content in the template file is imported into the platform and mapped onto the corresponding English questions.

Question 18: Are there other languages that would also be considered? Can you share the relative distribution of native languages preferred above the list above?

Answer 18: Vancouver's top ten languages include the following: Traditional Chinese, Simplified Chinese, Tagalog, Punjabi, Vietnamese, Spanish, Korean, Farsi, French and Japanese (based on 2016 Census data which is subject to change). From time to time, additional languages may be required. This may include Indigenous languages.

Question 19: After asking the survey questions in a native language above, do you also want to have that language used on an internal sharing hub for members of that community to have a level of comfort, further share, forum and discuss their insights and experiences? As well as branded and written in their native language?

Answer 19: This is not an RFP requirement.

Size of the program:

Question 20: Is 16,000 members the desired number, or does the City find it difficult to fully leverage this size of audience? Would CoV consider a larger sample size to be more representative of the diversity of the city of Vancouver? What response rate have you historically received on your current program with 16,000 members?

Answer 20: Current panel is self-selected, Ability to add/recruit additional members is a requirement of the RFP for a variety of reasons, including diversification. Response rate varies by survey.

Question 21: What percentage of the 16,000 members is English-speaking, French-speaking, etc.?

Answer 21: Registration form is in English. We do not ask about languages spoken as part of the sign-up process but may ask as needed for specific consultations.

Question 22: What was the average period a panel member stayed engaged within your program? What is your average annual member churn rate for participants? What tools are used to replenish?

REQUEST FOR PROPOSALS NO. PS20220523

PROVISION OF AN ONLINE SURVEY PANEL MANAGEMENT TOOL

QUESTIONS AND ANSWERS NO.2

Answer 22: Not relevant for the purpose of responding to the RFP. To grow our membership, all non-members who complete a survey on the Talk Vancouver platform are asked if they would like to join the panel.

Question 23: How many projects are in-scope for a calendar year?

Answer 23: Varies by year dependent on projects/initiatives originating from City departments. Typically ranges from 12- 24 surveys.

Question 24: Is the City planning to supplement the launch of this new panel with a purchased recruit? E.g. Ingest a CRM list: Social, Digital, CRM, Database, Owned Customer list?

Answer 24: This is not a requirement of the RFP or currently being contemplated.

Question 25: What budget has been set for incentives? What type of incentives are used today? Monetary, altruism, share backs, or a 3rd-party integration?

Answer 25: We do not offer monetary incentives for participation; the primary incentive for the public to participate is being able to share their opinion on City project/initiatives.

Question 26: Will you require any MaxDiff or Conjoint research capabilities? If yes, how often and for what types of projects?

Answer 26: See “Part B - City Requirements”: ST-12. Most surveys do not require these functions, though some may in the future.

Question 27: Will the City require enhanced tools for video diary (one to one) capability or IDI (one to many) capability to allow for frictionless video qualitative capability?

Answer 27: No, not at this time.

Integrations:

Question 28: Bang the Table and Shape your City (integrations exist from both tools, under the following parent EngagementHQ Marketplace - Bang the Table).

Answer 28: Bang the Table and Shape Your City are the same tool, and serve as the City’s online engagement portal. Bang the Table powers Shape Your City.

Question 29: Is CoV integrating the above tools into AuthO, SSO, or mailchimp type program?

Answer 29: No, not at this time.

Question 30: Is the strategic objective of the above tools static in nature (NPS, after landing on a site), or dynamic/pervasive (i.e. based on something known, or based on that individual’s interaction)?

Answer 30: Not relevant to the RFP.

Question 31: Does CoV have plans to connect the various tools for engagement, surveys, additional functionality?

Answer 31: This is not a requirement of the RFP, though we are open to suggestions around integration with EngagementHQ.

Question 32: What would be the strategic and financial benefit of connecting the three tools or components together (Bang the Table, Shape your City and TalkVan)?

REQUEST FOR PROPOSALS NO. PS20220523

PROVISION OF AN ONLINE SURVEY PANEL MANAGEMENT TOOL

QUESTIONS AND ANSWERS NO.2

Answer 32: All public-facing engagement activities have a project page on our Shape Your City site. For major or complex initiatives, we will often link to a Talk Vancouver survey (e.g., if more advanced survey functionality is required). City objective is to provide a relatively seamless user experience.

Question 33: Do the Bang the Table and Shape your City components leverage any CRM, email list (mailchimp), or list? Or are these tools intended to be passive but targeted tools to capture feedback or engagement once a Vancouver resident lands on a digital property owned by CoV?

Answer 33: Not applicable for the purpose of this RFP.

Strategic

Question 34: In 8 years, what would success look like for this panel, and how would you objectively know this program is successful and the decision was a good one?

Answer 34: Purpose of tool is to support decision-making through better understanding of public sentiment. User experience is key to sustained participation. From a staff perspective, ease of use, quality/reliability of data and ability to respond to changing business needs is key. Some other measures of success would be low turn-over in membership and consistent response rates.

Question 35: What are the customer segments you intend to target in this program? Can you share a segmentation for the focus of your business?

Answer 35: Audience is the general public with a connection to Vancouver - i.e. people who live, work, go to school, own a business or play in Vancouver. Key segments include gender, youth, whether people are renters/owners, people of different racial and ethnic backgrounds, and geographic location within the City.

Technology-

Question 36: Requirements describe:

- i. 'The proposed solution collects IP addresses to allow monitoring of responses and help assess if respondents may be completing a survey multiple times'
- ii. 'The proposed solution exports raw data at minimum as CSV, and Excel files'

Does the City intend to manually connect this raw data, or is an API desired to help speed your time to insight?

Answer 36: We do not currently employ an API.

Question 37: How many profile variables does a typical panel member presently have on their record?

Answer 37: Approximately 26.

Question 38: How many 3rd-party research firms would gain access, and/or provide samples in a calendar year?

Answer 38: Varies, up to several a year.

Question 39: What customization will be needed? How many systems will the new solution integrate with? Please list the systems and integrations (i.e. Genesys, SFMC, Google 360).

REQUEST FOR PROPOSALS NO. PS20220523

PROVISION OF AN ONLINE SURVEY PANEL MANAGEMENT TOOL

QUESTIONS AND ANSWERS NO.2

Answer 39: Our current state solution does not integrate with other systems so this is not a current requirement. The public facing components will need to be customizable in terms of styling/CSS/branding, to match our Design Style Guide (Vancouver.ca/DSG).

Question 40: What additional technology or tools are currently leveraged to reach the variety and diversity of audiences or languages targeted? E.g. Video, Zoom, 1to1, other?

Answer 40: Not relevant to the RFP.