

**REQUEST FOR QUOTATION ("RFQ") PS20191097  
PROVISION OF CITY-WIDE VALUES SURVEY  
QUESTIONS AND ANSWERS NO. 1**

**ISSUED ON SEPTEMBER 23, 2019**

Q1	Regarding the final deliverables, please clarify what is required from the successful proponent (in terms of reporting) for the general population study, business study, and focus groups? Section 6.9 notes that the City of Vancouver will analyze the data and no written report is needed, while other sections (e.g., 9 and 10) specify reporting is required.
A1	We would like a report and presentation on the general population study, as well as strategic advice on how to integrate other streams of research - both digital self-selecting and qualitative, as well as in person into a comprehensive research methodology.
Q2	The City specifies that the quantitative general population survey is to be conducted among adults residents aged 18 and older (section 4). Under the proposed scope of work section (5.0.a.iii), "youth" are also referenced. What is the City's definition of "youth" and is your intention that they are included in the general population survey or as part of something else?
A2	We will include youth in other elements of the research and outreach, the general population study is fine to include adult residents 18 and older.
Q3	Please confirm whether qualitative focus groups are required or optional? Which subgroups of interest should be included (general population, youths, businesses, etc.)? Should the cost for focus groups be a separate line item in the pricing table or rolled into "other"?
A3	Qualitative focus groups are a separate line item. We would like a general population with a demographically representative sample according to age, ethnocultural background, gender, and tenure, including attention paid to Punjabi, Cantonese and Mandarin speakers. Businesses could be included in a separate group with some attention paid to size of business (employees, budget etc).
Q4	Please provide a further sampling of the topics that will be covered to aid our approach recommendations?

A4	<p>We are interested in a representative study of residents to include:  Questions related to trust and confidence in municipal government  Experiences of life in Vancouver related to housing, schools, employment, recreation and quality of life.</p> <p>Open-ended qualitative questions related to life in the City and ideation for the future state.</p>
Q5	<p>Can you provide a budget range or ceiling that we can use to adjust the scope of what we propose?</p>
A5	<p><b>The City will not reveal the budget for this project.</b></p>
Q6	<p>How does qualitative research fit into the project scope?</p> <ul style="list-style-type: none"> <li>• (Page A1-2) 5.0 iv. it mentions this is a multi-modal project and has “Focus groups/dialogue session” and later in point 6.5 mentions “supplier led qualitative and quantitative research”.</li> <li>• However, the Scope of Work listed on page A1-3 makes it sound as this is a simply a quantitative research for the chosen vendor, and they would be advising on the other aspects of the research (e.g. focus groups). Is that the case? Are you looking for the vendor to recommend if/how focus groups fit into research process, and quote on this aspect as well?</li> </ul>
A6	<p>We would like to see supplier led quantitative and qualitative research scopes proposed, as well as scope for advice and strategy on the overall research that will include self-selecting digital surveys as well as in person outreach to conduct surveys. We are looking for vendor to recommend how representative quantitative and qualitative focus groups fit into overall City wide research study.</p>
Q7	<p>Are the “staff” mentioned on Page A1-2 5.0 iv referring to City staff or staff of the chosen vendor?</p> <ul style="list-style-type: none"> <li>• Noted in “digital (hosted by staff via Ipad canvassers)”, as well as the “comment cards and longer paper surveys (promoted by staff)”.</li> <li>• Is the plan to have city staff facilitate the survey through these approaches as well? If so, can any further details be shared about these approaches and how much the City will support them, or is it for the chosen vendor to request/suggest what the staff effort should entail?</li> </ul>
A7	<p><b>City staff. We are looking for advice on the methodology but staff would be facilitating this outreach.</b></p>
Q9	<p>Can you please confirm the deliverable and reporting expectations for this project?</p> <ul style="list-style-type: none"> <li>• Pt. 6.9 says: no formal report for the overall research is required and that the City of Vancouver will analyze the data and draw conclusions.</li> </ul>

	<ul style="list-style-type: none"><li>• Pt. 10.1 Deliverables: 10.1 says summary reports in a slide presentation</li><li>• It sounds as if the chosen vendor will be required to do a full report on the research they conducted, which the City will then incorporate into a larger report that covers the other elements that the City conduct?</li></ul>
A9	We will be asking the successful supplier to provide a report on the quantitative and qualitative research study, which we will then incorporate into a larger report that covers the other elements.