



**REQUEST FOR PROPOSAL**  
**Town of Ponoka Citizen Satisfaction Survey 2022**

**Closing location:**

Ponoka Town Office  
#200, 5604-50 Street  
Ponoka, Alberta, T4J 1G5

**Closing date and time:**

June 14, 2022  
5 p.m., Mountain Standard Time

**General Contact Person:**

Sandra Smith, Communications Manager  
Direct Line: (403)783-0158  
[communications@ponoka.ca](mailto:communications@ponoka.ca)

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## 1. INTRODUCTION

The Town of Ponoka (Town), a municipal corporation in Ponoka, Alberta, is seeking a qualified professional firm or service provider (Proponent) to conduct its 2022 Citizen Satisfaction Survey to objectively measure satisfaction with municipal services, and identify priorities among local businesses and residents to help inform future Town budgeting and planning processes. The successful Proponent will report to the Town Communications Manager.

Nestled in the beautiful Battle River Valley, the Town of Ponoka is centrally located along the Highway 2 (QE II) corridor, less than an hour south of the Edmonton International Airport, 45 minutes north of Red Deer, and 2 hours north of Calgary.

Proponents are invited to submit their Proposal for supplying the scope of work outlined in the pages that follow.

## 2. BACKGROUND

The following documents are essential background information for this Citizen Satisfaction Survey project.

- The Town of Ponoka Strategic Plan (2018-2023)
- The Town of Ponoka Public Participation Policy (July 10, 2018)

The Town of Ponoka Mission Statement, which is included in the Town's Strategic Plan, states 'We will provide our community with accessible government and quality services in a responsible manner within a healthy environment.' The 2022 Citizen Satisfaction Survey will provide the Town with ratings and feedback from citizens on their awareness of and satisfaction with the quality and delivery of municipal services and with quality of life in the community. This citizen feedback is intended to provide the Town with insight on what services citizens feel are working well, what are areas for improvement, and what other priorities Council should consider.

The citizen feedback gathered through the survey can help inform decision-making by the Town through its ongoing budgeting and planning processes.

## 3. SURVEY OBJECTIVES

The objectives of the Citizen Satisfaction Survey are to obtain **at minimum**:

1. A statistical analysis of citizen awareness of and satisfaction with the quality and delivery of Town services and with quality of life in the community (in targeted aspects);
2. A summary of citizen feedback on what is working well, what needs improvement and what may be new areas for attention municipally and in the wider community;
3. A measure of citizen confidence and trust in their municipal government; and

4. Other recommended measurements (provided by the Proponent) that can assist in Town decision-making and planning.

#### 4. METHODOLOGY

Any survey format or combination of formats is of interest to the Town including in-person, phone, mail, online, or other. The Town invites Proponents to recommend methods that can obtain the desired results within the allotted timeline at the lowest possible cost.

Considering a Town population of approximately 7,331 the Proponent must specify in their Proposal:

1. A detailed explanation of the methodology proposed, and why it is recommended
2. Sample size
3. Method to obtain a random sample (with a proper cross representation of demographics)
4. Approach to the survey
5. Approach to analysis
6. Reporting deliverables that will be provided to the Town

**The Proponent must also ensure and demonstrate that the survey results they generate will achieve a margin of error no greater than 5% and a confidence level of no less than 95%.**

#### 5. SCOPE OF WORK

The Citizen Satisfaction Survey will be designed to collect and analyze data to provide unbiased and statistically valid results reflective of the demographic profile of citizens within the Town. **The final Scope of Work may be negotiated with the successful Proponent.**

Proponents are encouraged to innovate when developing their Proposals and to suggest alternatives that may be beneficial to the project.

The Town expects the Citizen Satisfaction Survey questions to be drafted and amended as needed by the successful Proponent in consultation with the Town.

In addition to a final report, the successful Proponent will present their results to Ponoka Town Council at a public meeting. The final report format required of the successful Proponent must include, but is not limited to, the following:

1. Covering letter

2. Executive summary
3. General overview of the survey
4. Survey background
5. Copy of the survey instrument
6. Statistical analysis, summaries and extrapolations of survey results (see objectives in s. 3, above)
7. Comparison with municipalities provincially and nationally (norms)
8. Demographic profile of the Town
9. Profile of respondents
10. Content descriptions and summaries for survey topics
11. One (1) electronic copy of the final report (PDF) and twenty (24) printed colour copies
12. One (1) electronic copy of the report presentation

## 6. TIME AND COST

Proposals must fully describe the Proponent's goods, services and price, including the following (all prices shall be in Canadian dollars):

- number of personnel assigned to the project
- total estimated time to complete the survey
- all applicable taxes and other associated costs
- detailed fee proposal by task for the services identified in the deliverables
- identification of sub-costs and their respective cost as necessary
- professional fee schedule (hourly fee chart) for the consultant (and if applicable, the consultant's personnel)
- any subcontractor's key personnel who would be working on this project
- hourly fees for additional or optional services that may be required
- any costs associated with complying with the Town's insurance requirements
- any fees for attending additional public or Town Council meetings not identified in the scope of services proposed

Proponents shall confirm that submitted rates will be held firm, and remain effective for the duration of the project. The lowest proposal will not necessarily be accepted. The Town reserves the right not to proceed with any proposal.

All proposals shall be prepared by and submitted at the expense of the Proponent. Except as expressly and specifically permitted in this RFP, no Proponent shall have any claim for any compensation of any kind whatsoever, relating to this RFP, including accepting a non-compliant bid, and by submitting a Proposal each Proponent shall be deemed to have agreed that it has no claim. No contractual, tort or other legal obligations are created or imposed on the Town or any other individual, officer or employee of the Town by the RFP documentation or by submission or consideration of any Proposal by the Town.

## 7. KEY PERSONNEL

Proposals must include a proposed project management structure. Identify the key contact for the project and all personnel, if applicable, who will be assigned to work on this project, including a description of their abilities, qualifications and experience. Include resumes for all key individuals. There can be no change of key personnel once the proposal is submitted without the prior written approval of the Town.

## 8. CONSULTANT QUALIFICATIONS

This section of the Proposal shall describe the areas of expertise of current permanent staff whether a sole proprietor or individuals on a team and the scope of services that can be provided by the firm without the services of contractors under the consultant's direction.

## 9. SUBCONTRACTING

Proponents shall identify in their Proposals any portion of the scope of work that will be subcontracted. Include firm qualifications and key personnel, telephone number and contact person for all subcontractors. The Town reserves the right to approve or reject all consultants or internal staff performing consulting services, proposed by the consultant during or after the consultant review and selection process. The successful Proponent may not subcontract any portion of the project to any person not identified in the proposal as a potential subcontractor without the express written approval of the Town.

## 10. INSURANCE AND FOIP

The successful Proponent will be required to obtain Commercial General Liability Insurance coverage of \$2,000,000.00 per occurrence, with the Town as an Additional Named Insured. The successful Proponent will also be required to provide a valid Workers Compensation Board account number and be responsible for WCB coverage.

The successful Proponent will be aware of and comply with all required government legislation and bylaws, including the Province of Alberta's *Freedom of Information and Protection of Privacy Act (FOIP)*.

## 11. PROJECT TIMELINE

The Town will take the Citizen Satisfaction Survey results into consideration during future budget, strategic planning, and other planning processes. Proponents shall include a schedule in their Proposals that ensures the completed survey and final report are submitted and presented to Town Council no later than October 18, 2022.

Accordingly, the **schedule and ESTIMATED timeline** for this project are as follows:

ACTIVITY	DATE
Request for Proposal Release Date	May 24, 2022
Deadline for Questions from Vendors by 5 p.m. MST	May 31, 2022
Final Addendum for Questions Published by 5 p.m. MST	June 7, 2022
Proposal Submission Deadline by 5 p.m. MST	June 14, 2022
Proposal Evaluations	July 8, 2022
Town Approval & Contract Award	July 20, 2022
Contract Award Notification	July 21, 2022
Survey Design First Draft Completed	August 12, 2022
Survey Commences	August 29, 2022
Draft Report Submission	October 3, 2022
Revise Report (as required)	October 10, 2022
Present Final Report to Council	October 18, 2022

**12. PROJECT SCHEDULE**

Proposals shall include a proposed timeline for completion for the entire project that incorporates the estimated project timeline above. Proposed project timelines and schedules shall include a start date, milestones and target date of completion. Any assumptions regarding turnaround time for or by the Town should be clearly noted.

**13. PROJECT WORK PLAN**

A description of project understanding, detailed work approach and methodology (see S. 4 above) must be identified. The work plan should list specific tasks and any specific considerations, options or alternatives.

**14. REFERENCES**

A list of projects completed by the Proponent under which services similar to those required by this RFP were performed shall be listed in your proposal. An emphasis should be placed on projects undertaken within the last five (5) years and if those projects undertaken for public agencies were located in similar sized communities (preferably in Alberta if possible). Include a brief description of the services, dates the services were provided and the names, addresses and telephone numbers of **three references** familiar with and for whom these services were provided (preferably in Alberta).

## 15. SUBMISSIONS

Submissions should include **at minimum** the following (checklist provided for convenience only):

1. Proposal cover letter (Schedule A) signed by an officer of the company authorized to execute a contract with the Town
2. Company information (name and contact information) and profile
3. Name and qualifications of professional staff to be assigned to the project, including subcontractors
4. Name of project manager and primary contact throughout the project (see s. 7)
5. List of recent similar projects completed for other municipalities or similar entities (include samples)
6. Three (3) client references with addresses/email addresses, telephone numbers and contact names for whom similar projects have been performed (preferably in Alberta)
7. Work plan that includes detailed description of survey methodology, approach and analysis; and the proposed project and reporting deliverables
8. Proposed project schedule i.e., start-up, information gathering, site visits, preliminary plans, etc.
9. Fees for service (see s. 6)
10. Value-added (included) enhancements, if applicable
11. Proof of insurance (see s. 10)
12. Any other information the proponent wishes the Town of Ponoka to consider

## 16. SELECTION CRITERIA AND EVALUATION

The Town of Ponoka uses a scoring method to determine the best supplier. The general policy is to award contracts to the highest-scoring Proponent. However, the scoring process is an internal Town exercise for its own purposes, and nothing in the scoring process or results confers any rights to a contract onto any Proponent.

The Town will initially review and evaluate each proposal received to determine the Proponent's ability to meet the requirements of the Town. The evaluation criteria (described in the chart below) will be the basis for evaluation and such criteria shall be evaluated at the Town's sole discretion.

The Town may request additional information or clarification of Proposals and hereby reserves the right to evaluate, at its sole discretion, the extent to which each Proposal compares to the stated criteria to select the particular response to this RFP that it believes will best serve its requirements.

The evaluation criteria in the following table are intended to be the basis by which each proposal will be evaluated, measured and ranked. The administrative decision as to which Proponent will be awarded the contract will be based on

the results of evaluations using these criteria.

The Town reserves the right to withdraw this RFP, accept or reject proposals, accept proposals that deviate from the specifications, and negotiate with any Proponent at any time. By submitting a proposal, Proponents acknowledge and agree that the Town has, and is hereby entitled to exercise, the sole and unfettered discretion in the awarding of procurement contracts.

SELECTION CRITERIA	WEIGHT
Response to Scope of Work, including project methodology, principles, approaches being taken, proposed work plan, and all other requirements outlined in this RFP	30%
Proposal demonstrates a thorough understanding of the project and extensive knowledge and experience with similar completed projects	20%
Reference follow up	10%
Consideration of the price of the services solicited by the RFP. Proposals will be evaluated on their pricing scheme as well as on their price comparison to other proposals.	25%
Scheduling and project timeline	15%
Total	100%

## 17. SUBMISSION DEADLINE

Electronic proposals shall be emailed to the point of contact listed below, no later than **5 p.m. MST on Tuesday, June 14, 2022**. The subject line in the email containing electronic proposals shall be: 2022 Town of Ponoka Citizen Satisfaction Survey Proposal

Printed proposals shall be mailed and must include **three (3) copies of the proposal**. All printed proposals must be signed, dated and sealed in an envelope marked: 2022 Town of Ponoka Citizen Satisfaction Survey Proposal, Attention Sandra Smith, Communications Manager, Town of Ponoka.

Printed proposals must be received **by 5 p.m. MST on Tuesday, June 14, 2022**, at the Ponoka Town Office, located at #200, 5604-50 Street, Ponoka, Alberta, T4J 1G5. Proposals will not be accepted by fax.

All documents and materials submitted in response to this RFP become the property of the Town of Ponoka and will not be returned to the Proponents.

## 18. QUESTIONS AND INQUIRIES

The Town shall be the sole point of contact for the purposes of this RFP.

POINT OF CONTACT
Sandra Smith, sandra.smith@ponoka.ca 403-783-0158

Proponents shall not contact any Town staff with any questions or inquiries, excepting the terms outlined above. Unauthorized contact with any personnel of the Town may be cause for rejection of the Proponent's response. The decision to reject a Proposal is solely that of the Town.

Proponents shall review the RFP documents, and shall promptly report and request clarification for any discrepancy, deficiency, ambiguity, error, inconsistency or omission contained therein. Any such request must be submitted in writing, electronically or otherwise, no later than 5 p.m. MST, Tuesday, May 31, 2022. Where such request results in a change or a clarification to the requirements of the RFP, the Town will prepare and issue an addendum to this RFP, no later than 5 p.m. MST, Tuesday, June 7, 2022.

The Town of Ponoka reserves the right to issue addenda up to the closing date. The date set for submitting proposals may be changed if in the Town's opinion more time is necessary to enable proponents to revise their Proposals. Addenda will state any changes to the Proposal closing date and time. Proponents should acknowledge receipt of all addenda in their Proposals. Proponents are required to check the Town's website for any updated information and addenda before the closing date at the following website address: <http://www.ponoka.ca>

Upon submitting a proposal, proponents will be deemed to have received notice of all addenda that are posted on the Town's website and deemed to have considered the information for inclusion in the proposal submitted. This Proposal and any resulting award shall be governed by and construed in accordance with the laws of the Province of Alberta, which shall be deemed the proper law hereof.

# Appendix A – Proposal Covering Letter

INSERT: Letterhead or Proponent’s name and address

Date:

**TOWN OF PONOKA  
#200, 5604-50 STREET  
PONOKA, AB  
T4L 1E9**

Attention: **Sandra Smith**

Subject: **Request for Proposal (Town of Ponoka Citizen Satisfaction Survey 2022), including any amendments or additions (the “Request for Proposal”)**

**NOTE: amendments and additions will be emailed to invited Proponents.**

The enclosed Proposal is submitted in response to the above-referenced Request for Proposals.

We have carefully read and examined the Request for Proposals and have conducted such other investigations as were prudent and reasonable in preparing the Proposal. We are authorized to submit this Proposal on behalf of the Proponent.

Yours truly,

\_\_\_\_\_  
*Signature*

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Telephone Number: \_\_\_\_\_

E-mail address: \_\_\_\_\_

Legal Name of Proponent: \_\_\_\_\_

\_\_\_\_\_

Date: \_\_\_\_\_