



Town of Ponoka Citizen Satisfaction Survey 2022

Request for Proposal (RFP) Inquiries Received by May 31, 2022

and Corresponding Answers

1. I was wondering – do you require both email AND print submission, or is it email OR print?

A. You can submit your Proposal via email or print. Both are not required.

2. Is it required that the presentation to Town Council be given in person, or can this be done remotely?

A. Presenting to Town Council remotely is an option that can be considered if needed. Presenting in person is preferred.

3. Do you have any sort of address list available for citizens of Ponoka?

A. The Town has a combined mail and email address list for property owners within the Town's corporate limits. This list does not include all tenants who rent properties within the Town's corporate limits.

4. Does the Town have a maximum budget for this project?

A. The maximum project budget is \$35,000 but the Town will be looking for competitive bids.

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5. The 2019 Citizen Satisfaction Survey used a telephone data collection method. Will the Town of Ponoka consider alternative, less expensive methods to ensure statistical validity (e.g., a mail-to-web survey)?

A. As the Request for Proposal states on page 4, 'any survey format or combination of formats is of interest to the Town' as long as the Proponent can ensure and demonstrate that the survey results they generate are statistically representative, will achieve a margin of error no greater than 5 per cent and a confidence level of no less than 95 per cent, and the Proposal meets all of the other key criteria outlined in the Request for Proposal.

6. Is the Town planning to conduct promotional activities (e.g., an awareness campaign) to increase response rates?

A. Yes, the Town will work with the successful Proponent to promote the Citizen Satisfaction Survey to citizens through existing communications tools, and will welcome suggestions and messaging support from the successful Proponent.