



TOWN OF QUALICUM BEACH

INCORPORATED 1942

**201 – 660 Primrose St.
P.O. Box 130
Qualicum Beach, BC
V9K 1S7**

**Telephone: (250) 752-6921
Fax: (250) 752-1243
E-mail: gbtown@qualicumbeach.com
Website: www.qualicumbeach.com**

September 19, 2024

Qualicum Beach 2024 Quality of Life Survey REQUEST FOR PROPOSALS (RFP)

The Town of Qualicum Beach is seeking proposals for the development and implementation of the 2024 Quality of Life Survey. The attached terms of reference outline the Town's requirements.

Proposals should include:

- a) An outline of how and when the proponent would conduct the assessment
- b) Payment terms
- c) Experience and qualifications of the proponent and its personnel who will be involved in the project
- d) References

For further information regarding this RFP please contact Corporate Services at the contact information below.

Two printed copies and a copy of the proposal in electronic format should be submitted by 4:00 pm on October 7, 2024 to:

Town of Qualicum Beach
Corporate Services
#201-660 Primrose Street
Qualicum Beach, BC V9K 1W8
corporateservices@qualicumbeach.com

Timeline

The following timeline is intended to provide an adequate period of time for the Quality of Life Survey to be developed and implemented. However, proponents may propose to extend or shorten the timeline if the initial assumptions are incorrect.

- Survey distribution in Q4 2024
- Completed data analysis Q1 2025
- Final public presentation Q1/Q2 2025

Evaluation Criteria

Criteria	Maximum Points
Previous related work	20
Local/Regional Experience	20
Budget	20
References	20
Proposed work plan	20
Total Points Available	100

Budget

The Town has a budget of \$30,000. Proposals with a budget in excess of \$30,000 will not receive full points in the “Budget” category for proposal evaluation.

Note to Proponents

This is a request for proposals and not a call for tender or request for binding offers. No contractual obligations will arise between the Town and any proponent until and unless the Town and a proponent enter into a formal, written contract for the proponent to perform the required assessment work.

Attachments: Terms of Reference

**TOWN OF QUALICUM BEACH
DRAFT TERMS OF REFERENCE - CONSULTANT
QUALITY OF LIFE SURVEY**

1. Introduction

The purpose of this document is to request proposals from consultants for the provision of services for the development and implementation of the Town's Quality of Life Survey.

2. Background

The last Quality of Life Survey was conducted in 2017 during the previous OCP Review. The Quality of Life Survey will be a precursor to the 2025 OCP Review and serve several functions, including:

1. To provide feedback on key issues, which will assist with the Official Community Plan review.
2. To monitor and report on shifting trends, such as hobbies, transportation, lifestyle and communication preferences.
3. To monitor and report on resident satisfaction with municipal services.

This Survey has historically been mailed to every household within the boundaries of Qualicum Beach, and the response rate has been very high. In 2017 the survey received over 2000 responses and was supplemented by a random telephone survey that included 216 respondents. It is expected that many of the survey questions will remain consistent with the 2017 survey, and new questions will be introduced to explore current issues.

As part of the Quality of Life Survey/OCP Review process, the Town has appointed an OCP Review Steering Committee to provide input and feedback during the process. It is expected that input on survey content and implementation will be received from residents, Council, Town staff, and the Committee. The consultant shall review the input, and where possible, make revisions, while ensuring the survey adheres to industry standards.

3. Consultant Requirements

The following is a summary of the requirements from consultants making submissions to this Request for Proposals:

- Have a thorough understanding of qualitative and quantitative methodologies as it relates to survey development and implementation;
- Have a thorough understanding of data collection and analysis;
- Have experience undertaking large-scale surveys;
- Have a thorough understanding of the industry standards for surveys; and,
- Have the ability and resources to carry out a large-scale survey using a variety of technologies.

4. Guidance

The review shall ensure compliance with, but not limited to, the following:

- *Freedom of Information and Privacy Act*
- *Community Charter*
- *Local Government Act*

5. Meetings and Presentations

The Consultant will be expected to:

- Facilitate meetings with Town staff as required to familiarize themselves with the Town’s objectives for the Survey;
- Provide recommendations on the proposed Survey content and design;
- Review the 2017 Quality of Life Survey and provide recommendations on which questions should be repeated in the 2024 Survey;
- Meet with the OCP Review Steering Committee to discuss the Survey content and methodology;
- Work with staff to develop new questions that gauge public opinion on current topics and themes of interest;
- Conduct one workshop with Council to present preliminary survey content and a follow-up meeting if required prior to implementing the Survey;
- Distribute the Quality of Life Survey to every household and business in Qualicum Beach (two responses per household are permitted);
- Provide an online alternative to the printed surveys;
- Conduct a random telephone survey to validate survey results;
- Process and analyze the findings; and
- Deliver one presentation to Council and the public when the final report is complete.

6. Deliverables

The Consultant will be expected to:

- Provide copies of notes taken at meetings;
- Provide timelines and implementation methods to be used;
- Work with Council, staff, and the Committee to develop Survey content; and,
- Provide a final Quality of Life Survey Report (reproducible in both word and .pdf format).
 - The Report shall include the following:
 - Survey questions;
 - Methodologies used;
 - Survey results unfiltered;
 - Analysis of Survey results;
 - Conclusions based on the data; and,
 - Executive Summary providing an overview of the methods used and findings.

7. Schedule

- The Survey is scheduled to be distributed in Q4 2024 and a completed analysis of the data is expected in Q1 2025.
- The final public presentation of the Survey results is expected to be in Q1/Q2 2025.

8. Resource Material

The following resource materials are available to the successful Consultant:

- Town of Qualicum Beach 2018 Official Community Plan;
- Town of Qualicum Beach 2017 Quality of Life Survey, including results and analysis; and
- 2024-2028 Financial Plan and Strategic Plan.
- Policy 6000-3: Purchasing & Disposition of Assets – General – Social Procurement

9. Proposal Evaluation and Selection

The Town of Qualicum Beach will evaluate all submitted proposals. The Town may disqualify Proponent(s) that fail to meet the qualifications, experience, and methodology from the process prior to cost considerations. The object of the evaluation and selection process is to identify the proposal that, in the Town's opinion, offers the best value for the products and/or services requested.

The Town has a social procurement policy and this may contribute to the assessment to best value.

In assessing best value, the Town:

- May not necessarily accept the lowest proposal, and may, in its sole discretion, accept any proposal and may waive any minor informality or irregularity in proposals;
- Has no obligation to receive further information, whether written or oral, from any Proponent, nor to disclose the nature of any proposals received; and,
- May negotiate changes to the scope of work with any one or more proponents without having any duty or obligation to advise any other proponent(s) or to allow them to vary their proposal(s) due to changes to the scope of work.

Proposals will be evaluated based on the following criteria:

- Experience of Company/Team;
- Proposed methodology and principles;
- Completeness of Proposal;
- Schedule;
- Cost; and,
- References.

If you have any questions, please contact Corporate Services at corporateservices@qualicumbeach.com