



# TOWN OF QUALICUM BEACH

October 4, 2024

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

The Town of Qualicum Beach is seeking proposals from a consulting team 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 (250) 752-6921 or by email [corporateservices@qualicumbeach.com](mailto:corporateservices@qualicumbeach.com).

Proposals must be submitted by **4:00pm, Tuesday, October 29, 2024** to the address below. Submissions must include two printed copies and one electronic copy.

Town of Qualicum Beach  
Corporate Services  
#201-660 Primrose Street  
Qualicum Beach, BC V9K 1W8  
[corporateservices@qualicumbeach.com](mailto: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 (January-March)
- Final public presentation Q1/Q2 2025 (January – June)

**Evaluation Criteria**

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

**Budget**

The Town has allocated \$30,000 for this project. Please note that 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  
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 Official Community Plan (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 the Town 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.

The 2017 Quality of Life Survey, along with many other resources related to the Official Community Plan Review, can be found at the following URL: <https://qualicumbeach.civicweb.net/filepro/documents/6405/>

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

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

**3. Consultant Requirements**

The following is a summary of the requirements of 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.
- Bidders, proponents, and any individuals or entities acting on their behalf are strictly prohibited from engaging in any form of lobbying or direct or indirect communication with members of the municipal council, municipal staff, or any agents of the municipality regarding this RFP or its related processes. This prohibition applies from the time the RFP is issued until the final selection of a proponent.

#### **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;
- Print and mail the Quality of Life Survey (or survey invitation) to every household and business in Qualicum Beach (two responses per address are permitted);
- Provide an online alternative to the printed Surveys;
- Allow non-residents to complete the online Survey while allowing the results to be collated separately or together with residents;
- Conduct a random telephone survey of a sample representative of the population and large enough to achieve a reasonable margin of error to validate written 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;
- Provide the final survey to the Town in PDF format; 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 a user-friendly 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 on the Town's website, [www.qualicumbeach.com](http://www.qualicumbeach.com) :

- 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](mailto:corporateservices@qualicumbeach.com)