

REQUEST FOR PROPOSALS

Participant, Engagement, Equity Survey Development

CLIENT: Edmonton Heritage Council

INCORPORATION

The City of Edmonton is the primary strategic partner of Edmonton Heritage Council (EHC) and played a significant role in its formation. EHC was established in 2009 as an independent not-for-profit organization with charity status.

MISSION

We connect people to the stories of our city through our leadership, support, and programs. We do this by helping Edmontonians research, preserve, interpret, and advocate for our heritage.

CONTACT:

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SUBJECT LINE: Participant, Engagement, Equity Survey

Please submit any initial inquiries via email

Cover Page

BID AND APPOINTMENT SCHEDULE

This information is current at the time of writing and may be adjusted by EHC if warranted.

RFP Release Date	December 8, 2020
Proposal Submission Deadline	January 8, 2021
Selected Vendor Notification Date	January 22, 2021
Target Project Kickoff	February 1, 2021
Project Completion	March 31, 2021

PURPOSE OF THE RFP

EHC is seeking an external survey service to provide review, administration, and analysis of a proposed survey aimed at Edmontonians. The survey will be designed, in large part, to gauge public awareness of and interest in the city's cultural/heritage assets and experience, serving as critical baseline gathering for EHC's fulfillment of [*Connections & Exchanges: A 10-Year Plan to Transform Arts and Heritage in Edmonton*](#). Specifically, we must assess:

- Edmontonians' awareness and perceptions of heritage assets and experiences in their city/neighbourhoods;

- Edmontonians' intrinsic (spiritual, emotional, and intellectual) connection to heritage assets in their city;
- Edmontonians' awareness of major historical events and culturally significant spaces from the perspectives of Edmonton's diverse demographics;
- Edmontonians' awareness and understanding of the social, economic, and environmental benefits of heritage preservation and related activity;
- Barriers to public participation in heritage and culture;
- Correlations between levels of public participation and socio-economic factors in heritage experiences.

NEEDED SERVICES

- Review EHC's current approaches and existing data sets;
- Critique EHC's first survey draft;
- Provide access to database contacts;
- Working with EHC, develop a strong final set of questions that will be effective in gathering meaningful data;
- Administrate and monitor the survey;
- Provide EHC with a roadmap for conducting successive surveys tracking developments within a 5-10 Year horizon;

Potential capacity for long-term involvement with the delivery and analysis of the survey to monitor and report on changes biannually.

PROPOSAL INSTRUCTIONS

Proposals are to be clearly written and concise. Where appropriate, use of point-form format is welcome.

The Proponent is fully responsible for obtaining all information required for the preparation of its Proposal. The EHC shall not be responsible for any costs, expenses, losses, damages, or liability incurred by Proponents in responding to this RFP.

Proposals will be received until 4:00 PM (MT) January 7, 2021. Proposals received after this time will not be considered.

Packages included as part of a proposal should be clearly identified and must be submitted as a single electronic PDF at the address provided on the Cover Page. Electronic submissions are not considered to be received until a reply email is sent from EHC confirming receipt.

PROPOSAL FORMAT AND CONTENT

Proposals should be organized in the following format. Materials should be sequenced in the order listed below and include the information as specified to facilitate evaluation, and to ensure each proposal receives full consideration:

Part 1: Qualifications

Provide a summary of your firm's resources available to do this work.

Part 2: Survey Consultant Services

- The process the client service team will follow to acquire an understanding of EHC's programs and services;
- Description of how your firm will approach this project;
- Minimum of two (2) examples of past surveys designed by the firm;
- Information and documentation that EHC will be expected to provide to the firm;
- A timeline with milestones and interim deliverables, emphasizing expectations of items needed in order to complete the work as outlined;
- The communication process used by the firm to discuss issues and/or changes in project process or plan, and reporting requirements for communication with EHC staff;
- List of individuals in the firm who will be directly responsible for the project work;
- Name and profile for any subcontractors needed to complete aspects of the project.

PART 3 — Proposed Fees and Costs

Fee structure for survey consultant services, with whatever guarantees can be given regarding increases during the term of the contract.

PROPOSAL EVALUATION

All aspects of the submissions will be taken into consideration when evaluating the proposals. This includes:

- Proposed fees and costs;
- The firm's understanding of the scope of the proposed professional services as evidenced by the proposal submitted, including the firm's standards and development approach;
- The background and experience of the firm in providing similar services as well as relevant experience of key personnel to be assigned to the account;
- The firm's completeness and timeliness in its response to the EHC;
- The firm's ability to commit time to the account;
- The overall best interests of the EHC.

ADDITIONAL INFORMATION

Edmonton Heritage Council website: <https://edmontonheritage.ca/>

Information about our programs and services:
<https://edmontonheritage.ca/about/>

Connections & Exchanges plan:
https://www.edmonton.ca/city_government/documents/Connections_and_Exchange_Final.pdf