

REQUEST FOR STATEMENTS OF QUALIFICATIONS (RFSQ) No. 22-017

DATE: February 8, 2022

Project Title: Community Engagement: Public Satisfaction Survey

The Regional District of Nanaimo (RDN) invites qualified and experienced firms to submit Statements of Qualifications to lead the design and delivery of a statistically significant public survey on community communications and engagement satisfaction, to residents across the region.

A. Intent

This Request for Statements of Qualifications (RFSQ) is issued to determine the most qualified and experienced service provider that can meet the Regional District of Nanaimo's requirements, expectations and timeline.

The RDN will review submissions received in response to this RFSQ and enter discussions with the top-ranked Respondent to negotiate the terms, scope, timeline and cost based on the actual scope of work required (the Work). Should these negotiations fail to result in a contract for the Work, the RDN may then elect to negotiate with the next highest ranked service provider.

In any event, the Regional District of Nanaimo shall not be bound to enter into a contract with any Respondent to this RFSQ and, at its sole discretion, may elect to collapse this process.

B. Background

A community survey is an important tool for seeking resident input into the RDN's performance and residents' satisfaction with how we are doing as an organization. This survey will identify some of the key drivers of resident and business perceptions about life in the RDN, providing valuable feedback to the Board and staff as to how we allocate RDN resources.

The last community survey conducted by the RDN was in 2013 as part of a larger operational efficiency and service review. Conducting regular community surveys will give us a better understanding from residents what services residents need, want and value, what we are doing well, what we can do better and help us understand how best to communicate and engage with them. Doing the survey every four years in advance of the election cycle will provide information that will assist our elected officials with the Board's four-year Strategic Plan. The resulting survey reports will also assist staff with annual budgeting and operational plans.

C. Contemplated Scope of Work and Timeline

The RDN is seeking qualifications for the development and execution of a statistically valid resident satisfaction survey in the RDN, a community of approximately 170,000 residents and report to the RDN on its findings. The purpose of the survey is to obtain feedback about the community's level of satisfaction with RDN services, community views on varying initiatives and activities and how we can improve related to service levels, communications and engagement. The survey will take place in late spring 2022, with final reporting in September 2022.

The design and delivery of the Community Engagement 2022 survey should also be accompanied by a plan for re-issuing the survey in 4-year increments to gauge change and progress, based on sector best-practices and experience of the firm.

The successful applicant will design, execute, analyze, and report on the findings of a statistically valid survey of RDN residents. The exact length of the survey is not pre-determined, and the applicant will work with RDN staff to develop questions that support the overall goals and objectives. The survey will be largely made of up typical questions, along with up to 10 customized questions regarding local issues. The objectives of the survey would include areas such as:

- Measure satisfaction with and importance of services provided by the RDN;
- Learn what the public like best about living in the RDN;
- Identify the challenges seen as most in need of attention from elected officials;
- Identify preferred methods of receiving information from the RDN.

The successful applicant will:

- Conduct preliminary research and propose a list of questions;
- Define the questions and survey format with the RDN;
- Develop and execute the survey;
- Collect the data from the survey;
- Perform data analysis;
- Prepare a final report that is visually pleasing and easy to read; and summarizes and interprets the results, including but not limited to:
 - Analysis based on municipality / Electoral Area
 - Analysis based on age / other demographics i.e. how long as a resident
- Present the findings to RDN staff as well as elected officials.

The anticipated project timing is March and November 2022.

The available budget is \$25,000, GST extra.

D. Statement of Qualifications and Evaluation

The statement of qualifications should be no longer than five (5) pages in length (not including cover page, cover letter and appendices), and should be submitted electronically in pdf format to: lmoilanen@rdn.bc.ca. Please include the following:

- Qualifications and areas expertise of the Firm and nominated Project Manager. Please include CV/Resume of the Project Manager and explain how this individual will provide value for the RDN. Describe your Firm’s approach to work.
- Experience of Firm and nominated Project Manager in previous relevant work. Provide short descriptions of similar projects and assignments completed by both the Firm and nominated Project Manager.
- A statement of your firm’s ability to complete the work within the timeframe described.

Statements of Qualifications (the “SOQ”) will be evaluated by the Regional District of Nanaimo. Any or all SOQs will not necessarily be accepted. Evaluation criteria:

- Qualifications of Firm and Project Manager including areas of expertise;
- Experience of Firm and Project Manager in similar assignments;
- Ability to meet the Regional District of Nanaimo’s timeline.

E. Submission Date & Time

Statements of Qualifications should be received by 3:00:00 p.m. local time on the 25th day of February 2022.

F. Questions and Submissions

Questions and submissions shall be directed to:

Lisa Moilanen
Engagement Coordinator
Regional District of Nanaimo
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250-390-6554