

APPENDIX E – RFP PARTICULARS

A. THE DELIVERABLES

A.1 Purpose

Parkland County is seeking proposals from firms who can conduct a comprehensive survey to determine resident priorities for the strategic direction of Parkland County.

A.2 Background

Parkland County is facing a unique, but challenging economic environment. The Climate Leadership Plan, released in 2015 by the Government of Alberta, outlined the province's plan to phase out all pollution created by burning coal and to transition to more renewable energy and natural gas generation by 2030. This has further emphasized the need for Parkland County to focus on one of its key strategic priorities of economic diversification, as Parkland County's current economic base is largely made up of coal-related industry.

Parkland County is currently working toward setting a long-term strategic vision for the community. The County wants to ensure the priorities it is developing are in line with the future vision, perceived opportunities, and potential challenges, as understood by its residents. In addition, the County wants to ensure it understands the priorities that matter to its residents. This will allow the County's long-term strategic plan, which will focus on Parkland County 2030, to be more comprehensive, more diverse, and better focused on resident's priorities.

Parkland County is a rural municipality which borders larger urban centres such as Edmonton, Spruce Grove and Stony Plain, but that is also neighbours with smaller villages and summer villages. The County is home to business parks, recreational areas, lakes and regional/provincial parks, local businesses, and entrepreneurs. It is important that the successful consultant understand Parkland County's history, demographics, and economic drivers.

This survey and the research it will provide are crucial for generating important insights related to the long-term strategic direction of the County and for evaluating progress related to its current goals. Survey results can also serve as a benchmark for future surveys.

A.3 Scope of Work

The successful Consultant will undertake all work required to provide the following:

Task 1: Development and finalization of the survey questionnaire

The project must begin with the development of the survey questionnaire which will require approval from Parkland County's Executive Committee and Council Committee of the Whole. The questionnaire must not take longer than 15 minutes when executed.

Task 2: Testing and refining survey instrument

Task 3: Execution of the random representative telephone survey

The telephone survey must obtain a minimum of 400 residents with a survey length of no more than 15 minutes. The survey must include a random representative telephone survey. In addition to the telephone survey, an online web survey for additional voluntary participation must be deployed.

Task 4: Creation of parallel online survey

Task 5: Production of the Draft Report including access to raw data

The results of the survey must be presented to Parkland County in a concise, statistically relevant, well-organized report, complete with an executive summary highlighting key insights.

The survey report should include at minimum; an executive summary, a summary of methodology including details on error margins and statistical relevance, concisely presented findings including available longitudinal trends, a summary of insights to identify relevant demographic differences, recommendations for survey improvements and any other content useful for conveying key insights gleaned from survey findings.

Task 6: Production of the Final Report

A.4 Methodology

Consistent with the Scope of Work above, all proposals must include a clear description of the proposed project methodology, including a description of key project phases, and individual phase budgets. Each phase should describe the key phase deliverable, as well as the method of achieving this output.

A.5 Roles and Responsibilities

The Chief Administrative Officer will be the Project Sponsor for this project. The Communications Coordinator and Corporate Business Planner will be co-Project Leads.

Role of Parkland County

Parkland County staff will meet with the Consultant as required and will be responsible for:

- Provide the Consultant with access to Parkland County information to carry out the project;
- Arrange meetings with Parkland County staff;
- Provide clear concise direction to the Consultant on needs;
- Provide ongoing communication and review of progress; and,
- Accept and sign off on task milestones and deliverables.

Role of Consultant

The Consultant will be responsible for the following (at minimum):

- Overall management of the project;
- Assess and review all research and reports provided by Parkland County as background information;
- Meet with Parkland County departments and staff as required;
- Develop survey questionnaire;
- Survey execution;
- Provide project schedule updates throughout the project as required;
- Assist (where needed) with project meetings with County staff;

- Develop presentation material;
- Submit invoices for payment; and,
- Prepare the final report.