

Attachment #1

Ipsos Quote for the City of New Westminster



IPSOS QUOTE FOR THE CITY OF NEW WESTMINSTER MAY 31, 2024

Budget Survey

To: Patrick Shannon, CSCL Purchasing Manager
From: Catherine Knaus, Director

Ipsos is pleased to submit this quote to conduct a Budget Survey for the City of New Westminister. We have conducted similar surveys for many other municipalities and will work closely with you to ensure the research addresses all your objectives and priorities.

Should you have any questions or comments regarding this proposal, please do not hesitate to contact us. Thank you for the opportunity and we look forward to hearing from you soon.

METHODOLOGY

Ipsos understands the City is interested in obtaining feedback from both residents and businesses. A summary of our proposed approach for each audience can be found below.

Residents

As discussed, we recommend an address-based sampling approach whereby a random selection of New Westminister households are mailed an invitation to participate in an online survey. This is similar to the approach we successfully used to conduct a survey for the New Westminister Police Department last year.

Mail Recruit

Ipsos will mail online survey invitations to a random sample of 10,000 New Westminister residential addresses.

We will work with the City to develop the survey invitation wording. It should include a brief description of the research along with instructions on how to participate, including a survey link and unique ID that residents can use to answer the survey securely and anonymously online. Examples of Frequently Asked Questions may also be helpful in providing additional context and other useful information such as why the survey is being conducted, how residents were chosen to participate, the cut-off date for participation, etc.



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Ipsos will be responsible for all aspects of the mail out, including sampling, printing, assembling, and mailing. This includes supplying the envelopes and postage. For the purposes of this proposal, we have assumed that the survey invitations will consist of one double-sided letter (8.5X11), printed in black and white.

Online Survey

Residents will be able to access the survey by going to the survey website and entering their unique ID. A series of upfront screening questions will be used to ensure that all respondents are adult (18+ years) New Westminster residents.

Ipsos will take care of all aspects of programming, testing, and hosting the online survey. This includes supplying the survey link and unique IDs that are included in the mail out.

The survey will be programmed to make it easy, quick, and supportive for respondents while ensuring high quality, consistent, and accurate data. For example, those who are interrupted or choose to suspend the survey before completion can, at their convenience, re-enter the survey and finish, provided the survey is still open. To ensure the integrity of the data, and to avoid a situation in which an individual could fill out the survey multiple times, the survey ID expires after completion of a single survey.

The City will have the opportunity to review the survey programming prior to the start of data collection.

Final Survey Sample

The final sample size and composition will vary depending on the overall response to the survey.

Predicting a response rate for this type of survey is difficult, but in our experience typically falls between 5% and 15%. With survey invitations mailed to 10,000 households, this would result in a final sample size ranging from approximately 500 to 1,500. Ipsos will provide the City with regular updates on the number of completed surveys during the field window.

The margin of error will depend on the final sample size. For example, overall results based on a sample size of 500 will be accurate to within $\pm 4.4\%$, 19 times out of 20. Overall results based on a sample size of 1,500 will be accurate to within $\pm 2.5\%$, 19 times out of 20.



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The final sample will be weighted based on the most recent Census data to ensure that the demographics of the sample match those of the actual New Westminster population according to gender/age.

Businesses

We recommend conducting the business survey using a similar methodology to the resident survey to allow for accurate comparisons of the results.

However, rather than mailing survey invitations to a random selection of businesses, invitations will be mailed to all available business addresses in the City of New Westminster, estimated to include approximately 1,735 businesses.

Businesses will be able to access the survey by going to the survey website and entering their unique ID. We suggest asking that the survey be completed by the person responsible for the overall management and direction of the company at that location – this person typically has a title such as owner, president, senior manager, etc.

The final business sample size, composition, and margin of error will depend on the response to the survey.

No weighting will be applied to the business results.

Maximizing the Response Rate

Listed below are some general guidelines and suggestions for ways to engage residents and businesses and maximize the survey response rate. Several of these suggestions involve communications with the public about the survey. While Ipsos is pleased to advise on the content of these communications, overall responsibility for the execution of all survey-related communications lies with the City.

- *Pre-survey communications:* Prior to Ipsos mailing the survey invitations, we recommend the City conduct some form of pre-survey communications with residents and businesses informing them about the research and encouraging their participation.
- *Survey invitation:* The survey invitation should include information about the purpose of the research and how the results will be used, as well as the cut-off date for participation. We recommend using a letter signed by a senior municipal official to help demonstrate your commitment to the research.



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- *Maximum flexibility:* The research should be as flexible as possible, including allowing enough time for data collection.
- *Focused questionnaire:* The questionnaire should be easy to understand and well structured. As much as possible, the questions should focus on the 'need to know' while still addressing all your objectives and priorities.
- *Incentives:* Offering an incentive for completing the survey can help boost the response. For example, entry into a prize draw for Virtual Visa Prepaid Digital Cards, Amazon gift cards, and Starbucks gift cards are popular types of incentives for this type of research. However, we recognize that incentives are not always appropriate for government-sponsored research.
- *Reminders:* During the data collection window, we recommend the City issue reminders about the survey and encourage residents and businesses to participate if they have not already done so.
- *Post-survey communications:* Once the data has been collected and the results analyzed, the City may want to consider sharing some of the high-level results with residents and businesses. This will demonstrate that you value their feedback and encourage participation in any future research studies.

Questionnaire

Ipsos will work closely with the City to develop and finalize the survey questions, ensuring that all research objectives are addressed while adhering to best practices in survey design. A similar questionnaire will be used for residents and businesses, although we recognize some minor wording changes may be required to make it appropriate for each audience.

We have assumed an average questionnaire length of 15 minutes. The questionnaire will primarily consist of closed-ended questions, with up to 4 open-ended questions requiring coding.

Coding and Data Tabulation

Ipsos will be responsible for all aspects of coding and data tabulation. Our coding and data processing capabilities are among the best in the industry. We employ highly trained, specialized staff and utilize a wide variety of processing programs and tools, many of which have been developed specifically to meet our custom client needs.



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Analysis and Reporting

Ipsos takes pride in looking beyond the numbers in all the research we conduct, providing clients with strategic insights that not only address key issues, but also bring an understanding of the broader implications of the findings. As part of the final report, we will provide an analysis of the overall results as well as cross-tabular analysis aimed at understanding how opinions differ across key demographic variables such as age, gender, etc.

Each report that Ipsos creates is designed custom. The report will be provided in PowerPoint format and include a description of the project objectives and methodology, an executive summary of the key findings, and detailed results displayed in charts/tables accompanied by written analysis.

DELIVERABLES

Key deliverables will include:

- Project consultation and management
- Questionnaire design
- Mailing survey invitations to 10,000 New Westminster residential addresses and 1,735 business addresses
- Programming and hosting the online survey
- Incentives (total of \$600, including \$300 for residents and \$300 for businesses)
- Ongoing debriefing while data collection is in progress
- Coding and data tabulation
- Detailed tables (cross-tabulations in Excel)
- Strategic analysis of results
- Reporting

In addition, we are also pleased to deliver a presentation of the results, if desired.



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TIMING

A preliminary schedule for the research is outlined below. The timing of these tasks is flexible and Ipsos will work closely with the City to finalize the project schedule.

This schedule is based on Ipsos receiving the City's confirmation to proceed by June 3, 2024. If the awarding of the project occurs at a different date, all other deadlines may need to be adjusted accordingly.

Research Task	Completed By
Survey invitation design	June 14
Questionnaire design	June 21
Sampling	June 28
Survey programming and testing	July 5
Survey invitation printing and mailing	July 10
Online survey fielded	July 11-31
Coding and data tabulation	August 15
Report available	August 30
(Optional) Presentation	TBD

PRICE

The total price to conduct the proposed research is \$47,500 plus taxes.

Ipsos is very interested in working with the City on this research. If the price above exceeds your budget, we would be pleased to discuss ways to reduce the research costs. For example, this may include a smaller sample size, a shorter questionnaire, or fewer open-ended questions.