



Procurement and Contracting Services
30 Victoria Street
Gatineau, Quebec K1A 0M6

REQUEST FOR PROPOSAL AMENDMENT

The Request for Proposal is hereby amended; unless otherwise indicated, all other terms and conditions of the Request for Proposal remain the same.

RFP Amendment No. 3	RFP Amendment Date: December 24, 2014
Office of the Chief Electoral Officer File No. ECPB-RFP-14-0611	
Title: National Youth Survey	
Request for Proposal Closing Date: January 8, 2015 at 2:00p.m. (Ottawa time)	
ENQUIRIES – address enquiries to the Contracting Authority: Office of the Chief Electoral Officer of Canada Procurement and Contracting Services 30 Victoria Street Gatineau, Quebec K1A 0M6 proposition-proposal@elections.ca	
Attention: Pascal Bouchard-Phillips	Tel No. 819-939-1488

Part 1. Interpretation

- 1.1** Elections Canada hereby amends in accordance with this amendment the Request for Proposal for National Youth Survey bearing number ECPB-RFP-14-0611 and dated December 1, 2014 (the "RFP"). This amendment hereby forms part of the RFP.
- 1.2** Unless defined herein or unless the context otherwise requires, all of the words and phrases defined in the RFP and used in this amendment shall have the same meanings assigned to them in the RFP.

Part 2. Questions and Answers

The following question(s) have been asked in response to the Request for Proposal and Elections Canada hereby answers as follows:

2.1 Question No. 3

Question: Section 3.2 of page 3 of Annex A states that "Elections Canada will be responsible for the analysis of survey results." Can you please confirm that this refers to subsequent/post-project analysis, and that the successful bidder will be responsible for analyzing survey data (as is stated in 1.3.1 b. of page 6 of Part 1)?

Answer: The bidder will only be responsible for providing basic descriptive statistical tests on bivariate relationships between voting and approximately 12-15 socio-demographic variables of interest (as noted under Section 4.6). Any additional analysis will be conducted by Elections Canada.

2.2 Question No. 4

Question: The RFP states that survey administration should be completed within five weeks (i.e. 35 days) of the election and that the draft report must be submitted no later than 40 calendar days after the election day. Can you please confirm that Elections Canada's intent is for there to be only five calendar days' time between the completion of field work and the submission of the draft report?

Answer: Although the analysis provided in the report will only be descriptive (and the section on methodology can be prepared in advance), five days' work admittedly leaves no time for unforeseen challenges and delays. Accordingly, Elections Canada hereby extends the report deadline to 45 calendar days after the election. The deadline for submission of subsequent deliverables will be adjusted accordingly.

Part 3. Amendments

3.1 Amendment to Annex B to Part 6

The Request for Proposal is hereby amended by deleting Annex B to Part 6 and replacing it with the attached Annex B to Part 6.

3.2 Amendment to Part 8 – Financial Evaluation Criteria

The Request for Proposal is hereby amended by deleting Part 8 – Financial Evaluation Criteria and replacing it with the attached Part 8 – Financial Evaluation Criteria.

3.3 Amendment to Annex A – Statement of Work

The Request for Proposal is hereby amended by deleting Annex A – Statement of Work and replacing it with the attached Annex A – Statement of Work.

Annex B

Pricing Table – A

The Contractor will be paid the firm all-inclusive costs identified in Table A based on the payment schedule identified in Table B. Applicable Sales Taxes must be shown separately, if applicable.

TABLE A – FIRM ALL-INCLUSIVE COSTS

	Deliverables	Applicable Sales Taxes	Cost (Excluding Applicable Sales Taxes)
(50%)	D1. Proposed timetable/schedule for the main milestones and deliverables		
	D2. Sampling strategy		
	D3. Questionnaire comments		
	D4. Proposed questionnaire changes (if any)		
(50%)	D5. SPSS database and transcript of open-ended questions		
	D6. Draft report		
	D7. Final report		
	D8. Detailed text description for each graph and table		
Total Cost (Excluding Applicable Sales Taxes)			

**Annex B
Pricing Table – B**

The Contractor will be paid in two instalments distributed in proportion to the completion rate of the project (Table A).

No travel or accommodation expenses will be covered by or allowed for this project.

Applicable Sales Taxes must be shown separately, if applicable.

TABLE B – FIRM ALL-INCLUSIVE COSTS

	Deliverables	Applicable Sales Taxes	Cost (Excluding Applicable Sales Taxes)
D1 (50%)	<ul style="list-style-type: none"> a. Submission and acceptance by Elections Canada of the proposed timetable and schedule for deliverables b. Submission and acceptance by Elections Canada of the sampling strategy c. Submission and acceptance by Elections Canada of comments on the draft questionnaire d. Submission and acceptance by Elections Canada of proposed questionnaire changes (if any) 	\$ _____	\$ _____
D2 (50%)	<ul style="list-style-type: none"> a. Submission and acceptance by Elections Canada of the SPSS database and transcript of open-ended questions b. Submission and acceptance by Elections Canada of the draft report c. Submission and acceptance by Elections Canada of the translated version of the final report d. Submission and acceptance by Elections Canada of the detailed descriptions for each graph and table within the final version of the report, in both English and French, in accordance with Elections Canada Internet publication and accessibility requirements 	\$ _____	\$ _____
Total Cost (Excluding Applicable Sales Taxes)			\$ _____

**Part 8
Financial Evaluation Criteria**

The Bidder must meet the following Mandatory Financial Evaluation criteria in order to be considered financially responsive. Proposals that do not meet these mandatory criteria will be deemed financially non-compliant and will be given no further consideration.

Criterion	Description	Reference / Met / Not Met
FM1	The financial proposal must not exceed \$150,000.00 CAN, including accommodation and travel costs, excluding taxes.	
FM2	The Contractor must provide a firm, all-inclusive fixed price to complete the work outlined in the Statement of Work, as per Table A (below).	
FM3	The Contractor must provide a breakdown of the firm all-inclusive costs for each deliverable as per Table B (below).	

TABLE A – FIRM LOT PRICE

The Bidder must quote one firm lot price for the completion of all the services defined in Annex A – Statement of Work. In order to determine this price, the Bidder acknowledges that, if it is awarded a contract, it will be paid according to the Schedule of Payments identified in Annex B of the resulting Contract. The lot price quoted by the Bidder must be in Canadian dollars and show applicable sales taxes separately.

Item	Services	Quantity	Lot Price (Excluding Applicable Sales Tax) inserted by the Bidder
1	The professional services required to complete the requirement, as identified in Annex A – Statement of Work.	1 lot	\$ _____

TABLE B – FIRM ALL-INCLUSIVE COST BREAKDOWN

The Bidder must provide a breakdown of the firm all-inclusive cost for each deliverable outlined in the table below. The prices quoted by the Bidder must be in Canadian dollars and not include applicable sales taxes.

Item	Deliverables	Quantity	Lot Price (Excluding Applicable Sales Tax) inserted by the Bidder
1	Proposed timetable/schedule for the main milestones and deliverables	1	\$_____
2	Sampling strategy	1	\$_____
3	Questionnaire comments	1	\$_____
4	Proposed questionnaire changes (if any)	1	\$_____
5	SPSS database and transcript of open-ended questions	1	\$_____
6	Draft report	1	\$_____
7	Final report	1	\$_____
8	Detailed text description for each graph and table	1	\$_____
Total Cost (Excluding Applicable Sales Taxes)			\$_____



National Youth Survey

ANNEX A

Statement of Work (SOW)



Annex A – Statement of Work

1. DEFINITION

Unless the context clearly requires otherwise, the capitalized terms used in the SOW shall have the definitions assigned to them in the Contract or in this Section 1.2. These definitions shall apply equally to both the singular and plural forms of the terms defined, and words of any gender shall include each other gender when appropriate.

Agency	means the Office of the Chief Electoral Officer of Canada;
Banner Tables	means a document containing frequency tables for all variables with t-test analyses for selected indicators of interest, including age group, gender, and voters vs. non-voters. It can be in either Word or HTML;
CEOC	means the Chief Electoral Officer of Canada;
EC	means the Office of the Chief Electoral Officer of Canada;
Non-voter	means those who did not vote in the last federal general election or in the last provincial general election that was held in their province;
NYS	means National Youth Survey
SOW	refers to this Statement of Work;
SPSS	is the acronym for Statistical Package for Social Science and refers to either SPSS or PASW Statistics or IBM SPSS Statistics. SPSS-based deliverables must be compatible with PASW 18; and
Word format	means a document created in Microsoft Word, compatible with Microsoft Office 2010.

2. INTRODUCTION

The Office of the Chief Electoral Officer requires the services of a professional firm specialized in public opinion research to conduct a survey of youth following the 42nd general federal election.

3. BACKGROUND AND OBJECTIVES

3.1. EC MANDATE

The CEOC, an agent of Parliament, exercises general direction and supervision over the conduct of elections and referendums at the federal level. The CEOC heads the Office of the Chief Electoral Officer, commonly known as Elections Canada and has unique organizational features.

3.2. PROJECT BACKGROUND

Elections Canada commissioned the first National Youth Survey in May 2011 following the federal general election. The first large-scale study of its kind, the NYS provided detailed information on the motivational and access barriers that Canadian youth and different youth subgroups experience that prevent them from voting. The results of the survey were subsequently used by EC to target and tailor its outreach activities and educational initiatives. Understanding barriers to voting is essential for both Elections Canada and youth-serving organizations to be able to effectively reach out to youth and provide them with the information they need on where, when, and the different ways of voting.

The NYS along with a summary of main findings is available on Elections Canada's Inspire Democracy website (<http://www.inspirerlademocratie-inspiredemocracy.ca/>).

The NYS will be repeated in the next federal general election as part of EC's ongoing efforts to understand how the barriers to voting are evolving and to ensure the agency is equipped with evidence-based research to inform its outreach activities. Elections Canada will be responsible for the analysis of survey results.

3.3. OBJECTIVE

The objective of this project is to design and conduct a survey of Canadian youth aged 18-34, with an additional comparative sample of Canadians aged 35 and older, in accordance with the scope of work below.

4. SCOPE OF WORK

The Contractor shall, in accordance with the professional standards established by the Marketing Research and Intelligence Association (MRIA) and all applicable legislation, including the *Personal Information Protection and Electronic Documents Act* (PIPEDA), conduct a survey within the following guidelines:

4.1. Preparation

- The Contractor must participate in a one hour kick-off meeting (in person or by phone) conducted by the Project Authority to review the scope of work and timeline.

4.2. Methodology

- The Contractor must develop a detailed strategy for conducting a survey with a sample of 3,000 Canadians, including 2,500 youth with over-sampling of specific sub-groups (see breakdown below). Youth are defined as Canadians between the ages of 18 and 34 on voting day. The remainder of the sample (500) will consist of Canadians aged 35 and over.
- The survey should take no longer than 20 minutes to complete. The most reliable survey method is to be proposed by the Contractor given the nature and scope of the research. Proper techniques must be proposed to ensure sufficient representation of each sub-group (over-sampling, quotas, weights, etc.) and that results are reliable, specifying the confidence level and confidence interval.
- The total sample will include four levels of segmentation:
 - A nationally representative base sample of 1,250 respondents aged 18 to 34, segmented by province and territory.
 - A total over-sample of 1,250 respondents aged 18 to 34, from the following youth sub-groups: Aboriginal; Ethno-cultural (defined in terms of those whose first language is not English or French, visible minority status and/or length of time living in Canada); Youth residing in rural areas; Youth with disabilities; and Unemployed youth who are not in school.
 - A total over-sample of 500 Canadians aged 35 and over.
 - The base sample and the total over-sample of youth will be further segmented according to age and voting behaviour. The proportion of non-voters must comprise at least 40% of both the base and oversample. The base sample and total over-sample will be broken down according to the following age groups: 1) 18 to 22 year olds (34% of respondents); 2) 23 to 29 year olds (33%); and 3) 30 to 34 year olds (33%).
- The survey will be designed to enable further segmentation through questions on education, income, mobility, marital status, living arrangements, children, and employment status.

4.3. Questionnaire

- EC will provide a questionnaire in both official languages. The Contractor must review the draft questionnaires and provide comments in writing. For reference, the questionnaire for the NYS from the 41st general election can be found at Appendix A. This questionnaire is a sample only; many questions will change in the NYS for the 42nd general election.
- The Contractor must pre-test the revised questionnaires with at least 20 respondents. Immediately after the pre-test, the Contractor will submit a written report outlining results, problems encountered and proposed solutions. Recorded pre-test interviews must be made available to EC if requested. If only minor changes are made, pre-test interviews will be included in the final sample.

4.4. Fielding

- Fieldwork will be set to begin as soon as possible after the **42nd general election** and should be completed **within five weeks**.

- The Contractor must guarantee that respondents will be filtered to ensure they are eligible electors as of the day of the 42nd general election (i.e., 18 years old and Canadian citizens).
- Respondents will be offered the opportunity to complete the survey in their official language of choice.
- The Contractor will provide status reports (by email or otherwise) at the end of each week to inform EC of the fieldwork progression.

4.5. Data

- The data collected throughout this project shall be provided in a fully coded, cleaned and validated SPSS database. This file must be accompanied with a full transcript of any open-ended answers along with a key variable to allow for a merge of the verbatim and the main database.

4.6. Reporting

- No later than **45 calendar days** after election day, the Contractor must submit a draft report in word format containing the following sections:
 - Introduction: background on the survey and overview of methodology.
 - Methodology: detailed description of the sample and sampling method, margins of error, pre-test report, response rate, weighting and post-stratification, etc.
 - Banner tables.
 - Basic descriptive statistical tests on bivariate relationships between voting and approximately 12-15 socio-demographic variables of interest.
 - Questionnaire in appendix.
- Elections Canada will submit comments for any necessary changes to the draft report. The Contractor will then submit a final report addressing these comments.
- In order to comply with accessibility standards, the Contractor must submit a text description of each graph within the report. More details on the format of the descriptions will be made available on request.

4.7. Follow-up

- The Contractor must commit to remain available to answer questions or provide clarifications upon request even after the end of the contract period.

5. DELIVERABLES

Unless otherwise specified by the Technical Authority, deliverables are to be provided by email in English or French, at the Contractor's preference.

The Contractor must produce and submit the following deliverables to the Technical Authority in accordance with the approved timetable:

1. Sampling strategy
2. Comments resulting from the initial review of the draft questionnaire
3. Report summarizing proposed changes to the questionnaire as a result of the pre-test
4. SPSS database and transcript of open-ended questions
5. Draft report
6. Final report
7. Text description of graphs

6. TIMELINE

Within one week of contract award, the Contractor must submit a proposed timetable/schedule for the completion of the following tasks and deliverables, including:

- Kick-off meeting (in person or by phone)
- Sampling strategy
- Review of questionnaire
- Pre-test report
- Fielding
- Comments resulting from the initial review of the draft questionnaire
- Report summarizing proposed changes to the questionnaire as a result of the pre-test
- SPSS database, transcript of open-ended questions and key variable
- Draft report
- Final report
- Text description of graphs

This timetable will be subject to discussion and approval by the Technical Authority. Dates will also depend upon the timing of the **42nd general election**.