

Question 6

We would like to bid for both the qualitative and quantitative research streams. Would you prefer that we submit two (2) separate written proposals: one (1) for each of these streams?

Answer 6

It is up to proponents to decide if they wish to respond with separate proposals for each stream or submit one combined proposal which clearly outlines which streams they are responding to and demonstrates their qualifications and experience under each stream.

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Question 7

At the top of page 18, the RFSA notes that “value added services...” are one of the evaluation criteria. By “value added services” do you mean services which would be provided to CMHC free-of-charge, at no cost?

Answer 7

Value added services refer to any services, expertise, or resources which could be made available to CMHC beyond what is outlined in the in the RFSA document.

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Question 8

In the background and purpose part of the Sample Project – Qualitative Research Services (Stream 1), it reads “...to evaluate whether the creative concepts are *intrusive* to the target audience...” Should it say “*intuitive* to the target audience...”?

Answer 8

Intrusiveness in this context refers to the creative’s ability to break through any advertising clutter and be noticed and recognized by the target audience and any associated perceptions towards the creative.

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Question 9

Could you please clarify at Section 4.5 exactly what kind of “detailed information” you are looking for? Are we to provide examples of past experience/previous projects, or details on our quantitative/qualitative services, or both?

Answer 9

Proponents should provide any detail information related to their experience, expertise and potential capabilities with respect to the Statement of Services outlined in Section 3.2 In addition, for each stream of interest, (either qualitative or quantitative or both) proponents should provide detailed information related to their experience, expertise and potential capabilities to deliver on services to be provided under Section 3.3 and Section 3.4 depending on which stream or streams are of interest.

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Question 10

Can you confirm if we also need to prepare a response to Section 3.2 that outlines the Scope of Research (ex. client satisfaction research, pricing research, digital channel research, etc) in addition to the responses for the specific stream(s) we are bidding on?

Answer 10

See answer to Q9 above.

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Question 11

The RFSA notes that "Elaborate or unnecessarily voluminous offers are not desired." Is there a page limit that CMHC would like respected?

Answer 11

There is no page limit imposed on submissions to this RFSA.

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Question 12

On page 19, Sample Project – Qualitative Services (Stream 1), “Target Audience 1”, the RFP states:

“Target Audience 2 – Low Income Canadians including seniors who require or are in social housing. This segment has an existing housing need and are actively communicating with their municipality, province and CMHC regarding housing needs.”

Can you clarify the relationship between the second sentence and the first? Is the second sentence merely describing a typical aspect of life for low income Canadians, or is the second sentence outlining additional recruitment criteria (i.e., participants must be 1) low income, 2) have a housing need, and 3) are actively communicating with their municipality, province and CMHC regarding housing needs?

If the second sentence is in fact describing research participant criteria, please clarify whether the “and” at the end of the second sentence correct? Using “and”, rather than “or” would mean that potential participants would have to actively communicating with all three organizations, as opposed to any one of the three organizations.

Answer 12

The second sentence is not meant to be an additional recruiting criteria. It is merely a descriptor indicating that the target audience is in need of social housing and are actively seeking assistance in to address this need.