



Procurement and Contracting Services
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REQUEST FOR INFORMATION

Office of the Chief Electoral Officer File No.:
ECGP-RFI-18-0537

| | |
|---|---|
| Title: 2019 National Electors Study | Date: October 26 th 2018 |
|---|---|

Closing Date and Time:
November 6th 2018 EDT

ENQUIRIES

Address enquiries to:
Supplier@elections.ca

| | |
|---------------------------------------|----------------------------------|
| Attention: Ghislaine Parent | Tel No. (819) 939-2489 |
|---------------------------------------|----------------------------------|

RESPONSES

Submit responses to:
Supplier@elections.ca

This Request for Information (“RFI”) contains the following information:

- PART 1. Background and Purpose**
- PART 2. Nature of Request for Information**
- PART 3. Nature and Format of Responses Requested**
- PART 4. Response Costs**
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REQUEST FOR INFORMATION

2019 National Electors Study

PART 1. Background and Purpose

1.1. Purpose

In order to assist Elections Canada (EC) in refining its requirements, the Agency is seeking feedback from suppliers regarding its requirement for the 2019 National Electors Study (NES).

1.2. EC Mandate

EC, headed by the Chief Electoral Officer (CEO), an agent of Parliament, is an independent, non-partisan agency with unique organizational features that reports directly to Parliament. EC exercises general direction and supervision over the conduct of election events such as general elections, by-elections and referendums at the federal level. Its mandate is to:

- a) be prepared to conduct a federal general election, by-election or referendum;
- b) administer the political financing provisions of the Canada Elections Act (CEA);
- c) monitor compliance with electoral legislation;
- d) conduct public information campaigns on voter registration, voting and becoming a candidate;
- e) conduct education programs for students on the electoral process;
- f) provide support to the independent commissions in charge of adjusting the boundaries of federal electoral districts following each decennial census;
- g) carry out studies on alternative voting methods and, with the approval of parliamentarians, test alternative voting processes for future use during electoral events; and
- h) provide assistance and cooperation in electoral matters to electoral agencies in other countries or to international organizations.

1.3. Project Description

As part of EC's evaluation program and in the context of the 43rd general election, the Agency is seeking a public opinion research supplier to conduct its 2019 National Electors Study, which consists of two components: 1) a national survey of electors (SoE), and 2) a series of focus groups.

The survey component will take the form of a multi wave (6), mixed mode, longitudinal survey combining telephone (RDD, plus a cell phone component) and online interviews. The first wave (baseline) will be conducted in May 2019, and followed by 4 other waves (web only) over the period of the electoral campaign. A last wave will be fielded after the election.

The second component to this project consists in a series 30 focus-groups, to be held with eligible electors, including electors from sub-groups of interest.

Reporting for the 2019 National Electors Study entails the production of narrative and methodological reports.

See Annex A for further details as they relate to the methodological design of the study as well as the reporting requirements.

1.4. Project Goals and Desired Outcomes

This study seeks to gather information regarding electors’ values and predispositions, opinions and attitudes toward various electoral issues, knowledge of the agency’s services and programs, and experience with the electoral process during the 43rd federal general election.

The study will assist in the evaluation of EC’s programs and services to the electorate and inform the CEO’s reports to Parliament; notably by allowing for comparisons over time, whether before and after (or throughout) the election, or with previous federal general elections.

The study will also allow for the understanding of electors’ attitudes and behaviours, and support the development of elector profiles and journey maps¹.

1.5. Anticipated Procurement Timeline

EC is at the preliminary stage of the procurement process. The high-level procurement timeline will follow a multi-phase procurement process that will likely include the following key activities:

| Activity | Tentative Timeline |
|--|--------------------|
| Planning – RFI | October 2018 |
| Planning – Requirements definition, possible supplier engagement, etc. | November 2018 |
| Solicitation* (RFP) * Elections Canada intends to solicit independently from PSPC. | December 2018 |
| Evaluation | January 2019 |
| Contract in place | February 2019 |
| Beginning of fielding | May 2019 |
| End of fielding | October 2019 |
| Delivery of fully integrated dataset (survey component) | November 2019 |
| Delivery of draft methodological and narrative report (Evaluation of the voter information campaign) | December 2019 |
| Delivery of draft methodological and narrative report (Journey maps) | January 2020 |

¹ The idea of a voter or elector journey refers to the series of decisions and actions (what electors need to learn and do, as well as the objects and documents they need to use and the interactions they need to have) that lead an elector to vote or to abstain from voting. For one example of the use of elector journeys, see <https://civicdesign.org/the-epic-journey-of-american-voters/>.

PART 2. Nature of Request for Information

This is not a solicitation of bids or proposals. This RFI may not lead to the launching of a procurement process, the award of any contract or the creation of a source list. As a result, suppliers of any goods or services described in this RFI should not reserve stock or facilities, nor allocate resources, as a result of any information contained in this RFI. Therefore, whether or not any supplier responds to this RFI, it will not preclude that supplier from participating in any future procurement. Also, the decision to whether or not to launch a procurement process for any of the goods or services described in this RFI is entirely at the sole discretion of EC. EC reserves the right to cancel or modify any of the preliminary requirements described herein. This RFI is simply intended to solicit feedback from industry with respect to the matters described herein and should not be considered as an authorization to undertake any work that would result in costs being charged to EC. EC reserves the right to accept or reject any or all comments received. Further respondent engagement may be conducted by EC which may include supplier engagement days, one-on-one meetings, product demonstrations, requesting additional information from respondents, etc.

PART 3. Nature and Format of Responses Requested

Respondents are invited to provide their comments, concerns and, where applicable, alternative recommendations regarding how the requirements or objectives described in this RFI could be satisfied. Respondents are also invited to provide comments regarding the content, format and/or organization of any draft documents included in this RFI. Respondents should explain any assumptions they make in their responses.

PART 4. Response Costs

EC will not reimburse any respondent for any expenses or costs incurred in responding to this RFI.

PART 5. Treatment of Responses

5.1. Use of Responses

Responses will not be formally evaluated. However, the responses received may be used by EC to develop or modify procurement strategies or any draft documents contained in this RFI. EC will review all responses received by the RFI closing date. EC may, in its discretion, review responses received after the RFI closing date.

5.2. Review Team

A review team composed of representatives from EC will review the responses. EC reserves the right to hire any independent consultant, or use any government resources that it considers necessary to review any response. Not all members of the review team will necessarily review all responses.

5.3. Confidentiality

Respondents are solely responsible for marking any portions of their response that they consider proprietary or confidential. EC will handle the responses in accordance with the *Access to Information Act* and the *Privacy Act*

5.4. Follow-Up Activity

EC may, at its discretion, contact any respondents to follow up with additional questions or for clarification of any aspect of a response or for one-on-one meetings.

PART 6. Official Languages

Responses to this RFI may be submitted in either of the official languages of Canada, French or English.

PART 7. Information Requested by Elections Canada

7.1. Comments on Preliminary Documents

Attached to this RFI is the Requirement Description for which EC is seeking comments from industry.

This document is currently at a preliminary stage only and new clauses or requirements may be added at EC's sole discretion to any solicitation that may ultimately be published by EC. Any of the clauses or requirements may be deleted or revised if used in any procurement process, at EC's sole discretion. Comments regarding any aspect of the draft document are welcome.

7.2. Responses to Questions to Industry

EC requests responses to the questions found in Annex B – Questions to Industry.

Additional supporting documents may be sent via the email address and by the closing date and time identified on the cover page of this document.

PART 8. Methodological and budgetary information

The methodological specifications and budgetary information being provided to respondents purely for information purposes and may not form part of, or may differ from EC's description of any future requirements. Although it represents the best information currently available, EC does not guarantee that the data is complete or free from error. Reliance by respondents on the data is at their sole discretion. Consequently, EC is not responsible or liable in any way for the accuracy and integrity of such data.

PART 9. Format of Responses

Respondents are invited to respond by email. For additional or supporting documents sent by email, please respond as follows:

9.1. Cover Page

If the response includes multiple volumes, respondents should indicate on the front cover page of the response the title of the response, the RFI number, and the number of volumes and the full legal name of the respondent.

9.2. Title Page

The first page of each volume of the response should be the title page, which should contain:

- a) the title of the respondent's response and the volume number;
- b) the name and address of the respondent;
- c) the name, address, telephone number and email address of the respondent's contact;
- d) the date; and
- e) the RFI number.

9.3. Numbering System

Respondents should prepare their response using a numbering system corresponding to the one in this RFI. All references to descriptive material, technical manuals and brochures included as part of the response should be referenced accordingly.

PART 10. Enquiries

This is not a solicitation, therefore EC will not necessarily respond to enquiries in writing or by circulating answers to all potential respondents. However, respondents with questions regarding this RFI may direct their enquiries to the Contracting Authority via the email address identified on the cover page of this document.

PART 11. Submission of Responses

11.1. Time and Place for Submission of Responses

Respondents interested in providing a response should submit it by email to the Contracting Authority via the email address and by the closing date and time identified on the cover page of this document.

11.2. Responsibility for Timely Delivery

Each respondent is solely responsible for ensuring its response is delivered on time to the correct location.

11.3. Identification of Response

Each respondent should ensure that its name, contact person and email address, the RFI number and the closing date are included in their response in a prominent location.

Annex A – Requirement Description

1. Design

A national electors study (NES) that includes 1) a multi-mode, multi-wave national survey of eligible electors² (SoE) and 2) a series of focus-groups.

a) Survey of Electors

Modes

The survey must include telephone and web interviews.

The *telephone* samples must be probabilistic. They must rely on random-digit dialling, and include a cell phones component, notably to ensure the proper representation of young electors.

The *web* samples must also be probabilistic and include electors from the general population as well as from certain sub-groups of interest.

Final samples must be representative of the Canadian population, notably in terms of age, gender, and regions. Some quotas will also be established to allow for meaningful analysis of certain sub-groups of interest.

Waves

The survey must be longitudinal and, as such, collect responses from respondents at different times (waves) over a 6 months period.

Each respondent will answer 3 of the 6 waves of the survey:

- a. A benchmarking questionnaire in May 2019 (wave 1)
- b. One of four (web-only) campaign-period surveys between September and October 2019 (waves 2 to 5).
- c. A post-election survey in late October 2019 (wave 6).

| Wave | Mode | Sample size | Length | Date of fielding |
|-----------------|----------|--|---------|---------------------------|
| 1. Benchmarking | Hybrid | Phone: 5,000 Web: 10,000 Total: 15,000 | 20 min. | Up to 2 weeks in May 2019 |
| 2. Pre-campaign | Web only | Web: 3,000 (from 25% of wave 1) | 15 min. | 1 week in August 2019 |

² "Electors" refers to Canadian citizens age 18 and older.

| | | | | |
|--------------------------------|----------|---|---------|-------------------------------|
| 3. Registration communications | Web only | Web: 3,000 (from 25% of wave 1) | 15 min. | 1 week in late September 2019 |
| 4. Early voting communications | Web only | Web: 3,000 (from 25% of wave 1) | 15 min. | 1 week in early October 2019 |
| 5. Election day communications | Web only | Web: 3,000 (from 25% of wave 1) | 15 min. | 4 days in mid-October 2019 |
| 6. Post-election survey | Hybrid | Phone: 5,000 Web: 5,000 Total: 10,000 (from wave 1) | 20 min. | October 22-31, 2019 |

Minimum quotas for sub-groups of interest, by wave, all modes

| | Wave 1 | Wave 2 | Wave 3 | Wave 4 | Wave 5 | Wave 6 |
|---|--------|--------|--------|--------|--------|--------|
| Non-voters ³ | N/A | N/A | N/A | N/A | N/A | 3,000 |
| Electors with a disability ⁴ | 1,500 | 300 | 300 | 300 | 300 | 1,000 |
| Young electors (18-24) | 1,425 | 285 | 285 | 285 | 285 | 950 |
| Students in post-sec. institutions | 1,200 | 240 | 240 | 240 | 240 | 800 |
| Indigenous electors (incl. First Nations people on- and off-reserve) ⁵ | 750 | 150 | 150 | 150 | 150 | 500 |
| Youth (18-29) who are not employed and not in school | 300 | 60 | 60 | 60 | 60 | 200 |
| New Canadians ⁶ | 300 | 60 | 60 | 60 | 60 | 200 |

Note: Categories for quotas are not mutually exclusive. For example, an Indigenous respondent aged 22 years old that is an undergrad student would be counted under each one of the three categories: Indigenous electors, young electors, and students in post-secondary institutions.

b) Focus-groups

A total of 30 focus-groups must be held with eligible electors, throughout the period corresponding to survey waves 2 to 6, across all regions of Canada (Maritimes, Québec, Ontario, Prairies, the North and the West).

In addition to groups from the general population, at least one focus-group must be held with each of the following groups:

- Non-voters
- Electors with disabilities
- Young electors aged 18-24

³ "Non-voters" refers to electors who did not vote at the 2019 federal general election.

⁴ "Electors with a disability" refers to electors who identify as having a physical, emotional or cognitive disability.

⁵ "Indigenous electors" refers to electors who self-identify as either First Nations people, Métis or Inuit.

⁶ "New Canadians" refers to respondents who obtained their Canadian citizenship since October 2015.

- Indigenous electors
- New Canadians

At least 4 of the focus-groups must be held in French, with Francophones.

2. Reporting

The reports expected from the suppliers are:

- data tabulation: a clean, fully coded, longitudinal dataset that includes all answers from all respondent for all survey waves and respondents, in SPSS format;
- a set of tables summarizing the results, as per the requirements to publish with Library and Archives Canada (LAC);
- a narrative evaluation report of the voter information campaign, that draws on both the focus groups and the relevant components of the survey⁷, accompanied by a methodological report;
- a narrative report for the journey maps, accompanied by a methodological report.

3. Standards and Legal Framework

The Standards for the Conduct of Government of Canada Public Opinion Research must be respected and applied in whole to all aspects of the conduct of the research.

These standards are to be understood as in addition to relevant laws, regulations, and policies, e.g., the Personal Information Protection and Electronic Documents Act, the Privacy Act, the Federal Accountability Act, and the Communications Policy of the Government of Canada.

4. Total budget

The total budget for this project, excluding taxes, is \$675,000.

⁷ For an example of such a report, see the [Evaluation of the Electoral Reminder Program \(ERP\) for the 42nd Canadian Federal Election](#).

Annex B – Questions to Industry

- B1. **Is the proposed methodological design reasonable, given the budget? Please explain your answer by, for example identifying elements in the requirement that either drive costs and/or can be reworded in a way that drives a better cost/benefit ratio for Elections Canada.**
- B2. **How likely is your firm to bid on this requirement?**
- Very likely
 - Somewhat likely
 - Somewhat unlikely
 - Very unlikely
- B3. **If unlikely to apply: Why, and what could be changed in the requirement description to make it worth it for your firm to prepare and submit a proposal?**
- B4. **Overall, do you have any additional comments or advice for improving the RFP for this requirement?**