



Canada Council  
for the Arts

Conseil des arts  
du Canada

**STRATEGIC PLANNING SURVEY  
CONSULTATION WITH EXTERNAL STAKEHOLDERS**

**ATTITUDINAL RESEARCH  
REQUEST FOR PROPOSAL**

November 27, 2015

**THE CANADA COUNCIL FOR THE ARTS  
ATTITUDINAL RESEARCH  
REQUEST FOR PROPOSAL**

**GENERAL PROVISIONS**

This request for proposal (RFP) invites opinion research firms (firms) to submit proposals to provide attitudinal research to the Canada Council for the Arts (Council), in the form of an online survey.

**Introduction**

The Canada Council for the Arts is a federal Crown corporation created by an Act of Parliament in 1957 “to foster and promote the study and enjoyment of, and the production of works in, the arts” for the benefit of Canadians. The Council provides support to professional Canadian artists and arts organizations through grants, payments, prizes, awards and services. By strengthening arts practice and making the arts an integral part of Canadian life, it aims to develop excellent, vibrant and diverse art that engages Canadians, enriches their communities, and reaches markets around the world.

The Council offers a broad range of grants (5800 in 2013-14) and services to professional Canadian artists and arts organizations in music, theatre, writing and publishing, visual arts, dance, media arts and integrated arts. Each year, it awards prizes and fellowships to approximately 200 artists and scholars. It also operates the Public Lending Right program that compensates authors for the free dissemination of their work through public libraries. Through its support for artists and arts organizations and its communications, research and arts promotion activities, it raises public awareness and understanding of the arts. One of its flagship programs in this regard is the Canada Council Art Bank, a public collection of over 17,000 contemporary Canadian artworks on display in government and corporate settings across Canada and beyond.

The Canadian Commission for UNESCO also operates under the aegis of the Council.

The Council relies extensively on the advice of artists and arts professionals from all parts of Canada: some 700 serve annually as jurors, or peer assessors.

The Council’s operating budget is approximately \$192 million. With a staff of ca. 200, including professional, administrative and support personnel, all grants and services are administered in Ottawa.

**Background**

The Council is nearing the end of its current [5-year strategic plan](#), and has begun planning for the next cycle (2016-21). In order to develop the next strategic plan, the Council wishes to receive

input from its many stakeholders (i.e., arts community, other arts funders, government, general public and other interested parties).

This project will involve working with Council staff to develop, deliver and administer an online survey, and to analyze the findings, within a tight timeline.

## INFORMATION FOR AGENCIES

### Receipt of Proposals

Proposals must be sent in one of the two following methods:

- 1) By mail - sealed and addressed to:

Aubree Moriarty  
Policy and Planning Officer  
Canada Council for the Arts  
Performance Court  
2nd Floor, 150 Elgin Street  
P.O. Box 1047  
Ottawa, Ontario  
K1P 5V8

- 2) By email – in signed PDF format sent to :

Aubree Moriarty  
Policy and Planning Officer  
Canada Council for the Arts  
[Aubree.Moriarty@canadacouncil.ca](mailto:Aubree.Moriarty@canadacouncil.ca)

and must be delivered no later than **3:00pm** on **FRIDAY, DECEMBER 11, 2015**.

If submitted by mail, a return address must be shown on the outside of the sealed proposal.

### Forms of Proposal

To ensure that all proposals are uniformly evaluated, they shall be submitted in the format prescribed in **Appendix A to this RFP**.

All proposals must be signed by a duly authorized officer and include a statement that the Firm has examined and understood the RFP.

The proposal should completely address each element of the Council's requirements as outlined. Changes or enhancements should be clearly identified and explained. The Firm may suggest alternative means beyond the scope of the stated requirements.

All the terms and conditions set forth in the RFP are accepted and incorporated in the proposal unless the proposal specifically takes exception to them.

The proposal must state that the Firm has the technical and financial resources and personnel to provide the services as identified in this RFP, and within the timeframes specified in this proposal.

### **Acceptance or Rejection of Proposals**

The Council reserves the right to reject any or all proposals or to accept any proposal at its discretion.

Proposals will not be opened prior to the specified closing date and time. Any proposal received after the specified closing date and time will be returned unopened to the Firm.

### **Modification of Proposals**

Agencies may modify their proposals up to the specified closing date and time.

### **Amendments or Withdrawal of the RFP**

Correction or clarification to the RFP will be issued in the form of a written addendum to the RFP and will be delivered to all Agencies. No interpretation, correction, clarification or amendment to the RFP shall be binding on the Council unless it is by way of an addendum. Agencies must acknowledge receipt of all addenda in their proposal.

### **Period of Validity of Proposal**

Proposals submitted must remain open for acceptance by the Council for a period of not less than sixty (60) days from the specified closing date.

### **Agreements with Successful Firm**

The Council shall enter into negotiations with the successful Firm with a view to finalizing a contract for services (the contract), on terms acceptable to the Council. The contract shall be for a period of **4 months** with an option to renew for successive months in favour of the Council. The Council reserves the right to cancel the contract after one year if the service does not meet Council's expectations and a 30-day advance notice will be sent.

If an agreement acceptable to the Council is not reached within sixty (60) days after selection of the successful Firm, the Council may disqualify that Firm and re-evaluate the remaining proposals without obligation or claim against the Council.

### **Confidentiality and Council's Obligation**

All information, including the RFP, provided to the Agencies shall remain the exclusive property of the Council. As such, all data and information shall be kept strictly confidential and shall not be disclosed to any third party without the express written consent of the Council.

The issuance of this RFP and Council's receipt of any proposal shall not, in any manner, obligate Council to perform any act, incur any liabilities, or reimburse or compensate any Firm for preparation costs or other losses incurred in the preparation of their response to this RFP. Council shall have the right to use, for any purpose, any information submitted in connection with the RFP unless it has been marked Confidential.

Confidentiality agreements or clauses are subject to the *Access to Information Act* s. 20(1)(b) and must meet the following four conditions to be treated confidentially.

The information must be:

1. financial, commercial, scientific or technical information;
2. “confidential”

three indicators of confidentiality:

- the information contained in the record is not available from other sources in the public domain or obtainable by observation or independent study by a member of the public acting on his or her own;
  - the circumstances in which the information originates and is communicated give rise to a reasonable expectation that it will not be disclosed; and
  - the information, whether provided by law or supplied voluntarily, is communicated to the government within a relationship that is either fiduciary or not contrary to the public interest and that will be fostered for the public benefit by confidential communication.;
3. supplied to a government institution by a third party; and
  4. treated consistently in a confidential manner by the third party.

### **Requests for Information**

Enquiries concerning any aspect of this RFP can be directed to:

**Aubree Moriarty,  
Policy and Planning Officer  
(613) 566-4414, ext 4678 or [aubree.moriarty@canadacouncil.ca](mailto:aubree.moriarty@canadacouncil.ca)**

### **Evaluation of the Proposals**

All proposals will be rated on the basis of a "points earned" matrix that will involve an analysis of the complete proposal including, but not limited to, such areas as:

- Pricing;
- Firm's ability to provide a highly personalized, responsive and practical service, and meet the established deadlines;
- Firm's ability to provide a high level of service to Council in both official languages;
- Firm's ability to meet Council's attitudinal research requirements;
- Firm's approach and methodology for servicing Council's attitudinal research ;
- Firm's financial stability;
- Council's perception of the Firm's capabilities; and

- Firm's references.

Institutions are required to demonstrate in their proposal that they are able to satisfy the above criteria. A short-list of Agencies will be selected on the basis of Council's analysis. Agencies on the short-list will be notified in writing and Council reserves the right to request a one-hour presentation to the Council's Selection Committee.

The Canada Council retains complete discretion in deciding which proposals meet the requirements set out in the RFP and what evidence will be considered adequate to indicate compliance with those requirements. In addition the Canada Council reserves the right in its sole discretion to:

- withdraw the RFP at any time;
- not enter into negotiations with any firm that submits a proposal; and
- request, in writing or orally, clarification of any additional information concerning proposals that are considered responsive.

## **COUNCIL'S TYPE OF SERVICE REQUIREMENTS**

The attitudinal research requirements of the Council are outlined in this section.

### **Overview**

The Canada Council's Strategic Plan for 2016-2021 will ensure accountability and provide a framework for the Council's strategy and results over the next five years. At the same time, the Strategic Plan 2016-21 must reflect the organization's transformation towards greater agility, leadership and focus on the future. It must also clearly identify and deliver on a set of priorities that will position the Canada Council as a leader in supporting and advancing the arts as essential to the lives of Canadians.

The Council has in previous strategic planning exercises consulted extensively with its stakeholders. This consultation will include external stakeholders such as the arts community, other arts funders, government, other interested parties, general public.

This project will involve working with Council staff to develop, deliver, and administer an online survey, and analyze the results. The timeline for this project is tight, and proposals must consider that a quick turn around for survey design and for the report on the preliminary results will be necessary.

### **Service Requirements**

The firm shall:

- ❖ Create/oversee/administer an online survey.
- ❖ Develop a set of quantitative and qualitative survey questions based on direction from the project management team (maximum of 15 questions).
- ❖ The Council will manage the communications to stakeholders around the survey, including the invitation to participate, and will handle the translation of the survey questions and the final report. The firm will be asked to provide advice.
- ❖ Prepare a narrative report on the findings of the survey, which should include:
  - An executive summary;
  - An introductory section outlining the methodology and describing the respondent group;
  - Appropriate demographic cross-tabulations (e.g. by artistic discipline, region, etc.);
  - Analysis of quantitative results;
  - Analysis of qualitative results; and
  - Conclusion that identifies key trends in all responses, for the Council to consider in its strategic planning process.

### **Technical Requirements**

The firm shall:

- ❖ Create and manage the online survey in both official languages, in consultation with the project management team.

- ❖ Content must be in compliance with WCAG 2.0 AA standards (Guidelines: <http://www.w3.org/TR/WCAG20/>)
- ❖ The firm will ensure that all technology used in the consultation is reliable, robust, secure and accessible, and will be solely responsible for rapidly and effectively resolving any technical issues that arise in its use in order to protect both the integrity of the consultation and Council's reputation.

### **Time Requirements**

The Council is on a tight deadline for this project.

Timeline:

- Selection of firm – December 23, 2015
- Survey launch – January 19, 2016
- Survey closes – February 9, 2016
- Analysis of results by February 16, 2016

**PROPOSAL FORMAT**

To ensure that all proposals are evaluated equally, the submissions must be divided into the following sections:

**Section A An Executive Summary of the Proposal**

**Section B A Profile of the Firm**

this section should include:

- a) company name and address;
- b) professional memberships;
- c) name of contact person to whom all enquiries can be directed;
- d) number of years in business as a attitudinal research agent in Canada;
- e) a brief description of your office, include the number of employees, average length of employment, an organization chart and a brief resume of each senior manager;

**Section C Council's Requirements**

This section should be broken into sub-sections that respond to each of the main categories identified in the Council's Requirements of this RFP – Service; technical; time.

**Section D Timeline**

This section should describe your timeline and plan for the Council. You must be able to demonstrate availability and capacity to deliver in the timeframe requested.

**Section E Suitability of Your Firm**

This section should describe in two pages why you feel that your firm is best suited to serve the Council's attitudinal research requirements.

**Section F References**

Please provide three references of: comparable, existing corporate clients, include the names of the senior contacts;

**Section I Contributions to the Arts**

Please describe what your firm has done to further the arts in Canada over the last five (5) years.