



**February 9, 2026**

***Town of Morinville, 10125 100 Avenue, Morinville, Alberta, T8R 1L6***

**Re: Request for Quotation No. 202601-B (the “RFQ”) Morinville Resident Satisfaction Survey**

The Town of Morinville (Morinville) invites you to submit a non-binding quotation for the Deliverables described in Appendix A.

The terms governing this RFQ process are set out in the Quotation Form in Appendix B. For the purposes of this procurement process, the “RFQ Contact” will be: Madeline Buttar, Corporate Communications Supervisor, [madeline.buttar@morinville.ca](mailto:madeline.buttar@morinville.ca). Questions and Clarifications may be submitted via email.

Respondents and their representatives are not permitted to contact any employees, officers, agents, elected or appointed officials, or other representatives of Morinville, other than the RFQ Contact, concerning matters regarding this RFQ. Failure to adhere to this rule may result in the disqualification of the respondent and the rejection of the respondent’s quotation. Any changes to this RFQ will be communicated to all respondents by addendum.

Each quotation must include a Quotation Form (Appendix B), completed and signed by the respondent. In addition to the Quotation Form, quotations should include any additional information or materials requested in Appendix A – Evaluation Criteria.

The submission deadline for this RFQ is **February 23, 2026 at 5 p.m. MST.**

Please email your quotation to Madeline Buttar at [madeline.buttar@morinville.ca](mailto:madeline.buttar@morinville.ca). The complete quotation must be received in the above-noted email inbox by the submission deadline. Late submissions will not be considered.

Quotations will be evaluated on the basis of the Evaluation Criteria set out in Appendix A. The respondent selected pursuant to this RFQ process will be sent a selection notice by e-mail. Respondents not selected will also be informed by e-mail.

The selected respondent can expect to receive a contract. Failure to respond or provide any requested information may result in a) the disqualification of the respondent and the selection of another respondent or b) the cancellation of the RFQ process. The term of the a contract is expected to be for the duration of the Deliverable.

We look forward to receipt of your response.

Sincerely,

Madeline Buttar, Corporate Communications Supervisor

## APPENDIX A – RFQ PARTICULARS

### A. DELIVERABLES

#### (a) Introduction

- a. Morinville's Communications and Legislative Services Department is undertaking a Resident Satisfaction Survey to gather meaningful, community-wide feedback on municipal services, community well-being, safety, communication and leadership. This survey will serve as a benchmark for Council and Administration to better understand residents' perceptions, expectations, and priorities.
- b. We're seeking proposals from qualified contractors (individual or company), that specialize in public engagement, to design and deliver a statistically valid Resident Satisfaction Survey that follows IAP2 values and best practices.
- c. The successful proponent will design and conduct the survey using statistically valid methodologies. To ensure broad demographic representation, this may include a combination of mail-to-web surveys, telephone interviews, and other approaches. Additional outreach methods—such as online panels or targeted digital promotion—may be used to enhance participation and ensure diverse community input.
- d. The last satisfaction survey was [completed in 2018](#). Industry best practices recommend conducting resident surveys every two to four years. Given the time since our last benchmark, the evolution of public expectations, and the importance of data-informed decision-making, this initiative is both timely and essential.

#### (b) Project Objectives

- a. Morinville is a growing community committed to meaningful public engagement and service excellence, and is seeking a professional survey partner that can develop, design and deliver a Resident Satisfaction Survey with:
  - i. statistical validity and methodological transparency
  - ii. inclusive participation and accessibility
  - iii. actionable insights linked to service planning and performance
  - iv. alignment with IAP2 values and public participation best practices
- b. With the Resident Satisfaction Survey, Morinville aims to understand residents' perspectives on:
  - i. overall quality of life in Morinville
  - ii. perceptions of safety in the community
  - iii. satisfaction with municipal services, facilities and programs
  - iv. service expectations and delivery gaps
  - v. communication and public engagement preferences
  - vi. property taxes and financial planning
  - vii. confidence in municipal leadership
  - viii. top issues and priorities for the community

#### (c) Scope of Work

- a. The successful proponent will provide end-to-end survey services, including:
  - i. **Plan & Align:** Kickoff plus a short discovery process with Communications and interdepartmental subject matter experts to confirm goals, audiences and reporting needs.
  - ii. **Design Questions:** Build the survey (plain language, unbiased), test/refine, and finalize in collaboration with Morinville departments.
  - iii. **Ensure Validity:** Develop a defensible, statistically valid sampling approach (targets, confidence levels, weighting if needed) and document the method.
  - iv. **Reach Residents:** Implement practical, inclusive recruitment/outreach tactics and marketing/communications to maximize participation and reach members of various demographics, including underrepresented groups.

- v. **Collect & Protect:** Program/host the survey, manage fielding, quality controls, and privacy/security practices.
- vi. **Analyze & Report:** Deliver analysis and insights for Council and Administration, and all raw data files.

**(d) Deliverables**

- a. The successful proponents must deliver, at minimum:
  - i. **Survey (final questionnaire)** that collects statistically reliable community feedback with clear confidence levels and margins of error, and that reflects Morinville's priorities and interdepartmental information needs.
  - ii. **Public engagement plan** ensuring broad and inclusive, time-bound, reach across demographics, neighbourhoods, community groups and underrepresented groups, including segmented questions where appropriate, and outlining what geographic or demographic sub-analyses will be statistically reliable.
  - iii. **Execution and implementation**, which includes a minimum completed sample size of input received, sufficient to achieve a margin of error of approximately  $\pm 3$  to  $\pm 4$  percent at the 95 percent confidence level at the Morinville-wide level.
  - iv. **Reports** that clearly describe how results can be compared with Morinville's 2018 survey where feasible, and whether external benchmarking against comparable municipalities or industry norms is proposed. Analysis should include driver analysis, importance-satisfaction matrices, and identification of priority service areas for improvement to support budget and strategic planning.
    - 1. **Technical Report** including full methodology, sampling details, weighting, limitations and data tables.
    - 2. **"What We Heard" report** (public-facing, plain language, visually clear, accessible PDF)
    - 3. **Council/ELT Presentations** summarizing key results and implications that is clear, defensible and useful for Council and Administration
    - 4. **Summary Sheets** (1–2 pages each, as required) mapping results to service areas
    - 5. **Raw Data & Files** (anonymized) in agreed formats (e.g., Excel / Word)
    - 6. **Communications Package** (key messages, infographic-ready highlights, and prepared web, social media and marketing material copy)

**(e) Anticipated Timing: 6 months**

- a. Onboarding: Early 2026
- b. Survey distribution: Spring 2026
- c. Project Completion and Reporting: June 2026

**(f) Qualifications**

- a. Experience delivering municipal or public sector satisfaction surveys
- b. Proven statistical and methodological expertise
- c. IAP2 training/certification (or equivalent demonstrated experience applying IAP2-aligned practices). At minimum, one key team member must demonstrate this.
- d. Capacity to design inclusive outreach and barrier-reduction tactics
- e. Strong reporting and plain-language communications ability
- f. The successful proponent must maintain appropriate insurance and WCB coverage

## B. EVALUATION CRITERIA

### Price and Non-Price Factors

Quotations will be evaluated and scored on the basis of the criteria set out below. Subject to the Terms of Reference, the top-ranked respondent will be the respondent that achieves the highest total score. In the event of a tie, the selected respondent will be the respondent with the lowest price.

Evaluation Criteria	Weighting (Points)
Pricing	20
Project Team, Experience, References	40
Timeline, Resource Allocation, Risk Mitigation	20
Qualifications	20
<b>Total Points</b>	<b>100</b>

Pricing will be scored based on a relative pricing formula. Each respondent will receive a percentage of the total possible points allocated to price relative to the lowest bid price, based on the following formula:

$$\text{lowest price} \div \text{respondent's price} \times \text{weighting} = \text{respondent's score}$$

### Information for Evaluation

Respondents should include the following information and materials in the quotation for the purposes of the evaluation:

- IAP2 Certification (or equivalent demonstrated experience applying IAP2-aligned practices)
- Related Work Examples (minimum 2)
- References (minimum 2)

## APPENDIX B - QUOTATION FORM

### 1. Respondent Information

Please fill out the following form, naming one person to be the contact for this RFQ response and for any clarifications or communication that might be necessary.	
Full Legal Name of Respondent:	
Any Other Relevant Name under which the Respondent Carries on Business:	
Street Address:	
City, Province/State:	
Postal Code:	
Phone:	
Company Website (if any):	
Respondent Contact Name and Title:	
Respondent Contact Phone:	
Respondent Contact Email:	

## **2. Acknowledgement of Terms of Reference and Governing Law**

In responding to this RFQ, and to be eligible for consideration, the respondent acknowledges its acceptance of the following RFQ Terms of Reference:

- a) This RFQ process is not intended to create a formal, legally binding bidding process and shall not give rise to the legal rights or duties applied to a formal Contract A binding bidding process or any other legal obligations arising out of any tendering process contract or collateral contract, and instead shall be governed by the common law applicable to direct commercial negotiations.
- b) No legal obligation regarding the procurement of any good or service shall be created until Morinville and the selected respondent have entered into a written contract for the Deliverables.
- c) The respondent may withdraw its response at any time during this RFQ process prior to entering into a contract with Morinville.
- d) Neither party shall have the right to make any claims (in contract, tort, or otherwise) against the other with respect to the award of a contract, failure to award a contract or a decision of the respondent to withdraw its quotation.
- e) The respondent shall keep this RFQ and any contract that may result from this RFQ process confidential.
- f) The respondent will bear its own costs associated with, or incurred in, the preparation and presentation of its quotation, including, if applicable, costs incurred for interviews or demonstrations.
- g) The respondent consents to the collection and use by Morinville of the information as contemplated under this RFQ for the uses contemplated under this RFQ.
- h) When evaluating quotations, Morinville may request further information from the respondents or third parties in order to verify, clarify or supplement the information provided in the respondent's submission, and Morinville may revisit and re-evaluate the respondent's submission or ranking on the basis of any such information.
- i) In the event that a respondent's pricing appears to be abnormally low in relation to the Deliverables, Morinville may require the respondent to provide a detailed explanation of the pricing information to account for the low level of price and confirm that all requirements in respect of the Deliverables have been taken into account. If the respondent is unable to satisfactorily account for the abnormally low pricing, Morinville may reject the quotation. Morinville may also reject any quotation that contains unbalanced pricing. Pricing may be considered unbalanced where nominal or significantly understated prices are proposed for some elements of the Deliverables and inflated prices are proposed for other elements of the Deliverables. Unbalanced pricing includes, but is not limited to, "front-loaded" pricing which contains inflated pricing for Deliverables to be provided or completed at the beginning of the contract, offset by understated pricing for Deliverables to be provided or completed later in the contract.
- j) Morinville may disqualify a respondent for any conduct that compromises the integrity of the competitive process, as solely determined by Morinville.
- k) Morinville may elect not to consider a respondent if, as solely determined by Morinville, any conduct, situation, or circumstance places the respondent in a conflict of interest in respect of submitting a response to this RFQ or in providing the Deliverables.
- l) Morinville may elect not to consider a respondent whose quotation contains misrepresentations or any other inaccurate, misleading, or incomplete information.
- m) Morinville may prohibit a respondent from participating in a procurement process based on poor past performance or inappropriate conduct in a prior procurement process, including but not limited to (i) illegal and unethical conduct; (ii) the submission of quotations containing misrepresentations or any other inaccurate, misleading or incomplete information, (iii) the refusal of the respondent to honour submitted pricing or other

commitments, or (iv) any conduct, situation, or circumstance determined by Morinville, in its sole and absolute discretion, to have constituted a conflict of interest.

- n) Morinville may cancel this RFQ process at any time.
- o) These terms (i) are included for greater certainty and are intended to be interpreted broadly and independently (with no particular provision intended to limit the scope of any other provision); (ii) are non-exhaustive and shall not be construed as intending to limit the pre-existing rights of the parties to engage in pre-contractual discussions in accordance with the common law governing direct commercial negotiations; and (iii) are to be governed by and construed in accordance with the laws of the province of Alberta and the federal laws of Canada applicable therein.

### **3. Deliverables**

The respondent has carefully examined this RFQ and has a clear and comprehensive knowledge of the Deliverables required. The respondent represents and warrants its ability to provide the Deliverables in accordance with the requirements of the RFQ for the pricing set out below.

### **4. Non-Binding Price Estimates**

The respondent acknowledges that the pricing includes all applicable deliverables listed above. The respondent confirms that the pricing information provided is accurate. The respondent acknowledges that any inaccurate, misleading, or incomplete information, including withdrawn or altered pricing, could adversely impact the acceptance of its quotation or its eligibility for future work.

The respondent acknowledges that the pricing includes all applicable duties and taxes except GST, which should be itemized separately, all labour and material costs, all travel and carriage costs, all insurance costs, all costs of delivery to Morinville, and all other overhead, including any fees or other charges required by law.

### **5. Communication with Competitors**

For the purposes of this RFQ, the word "competitor" includes any individual or organization, other than the respondent, whether or not related to or affiliated with the respondent, who could potentially submit a response to this RFQ.

Unless specifically disclosed below under Disclosure of Communications with Competitors, the respondent declares that:

- (a) it has prepared its quotation independently from, and without consultation, communication, agreement or arrangement with any competitor, including, but not limited to, consultation, communication, agreement or arrangement regarding:
  - (i) prices;
  - (ii) methods, factors or formulas used to calculate prices;
  - (iii) the quality, quantity, specifications or delivery particulars of the Deliverables;
  - (iv) the intention or decision to submit, or not to submit, a quotation; or
  - (v) the submission of a quotation which does not meet the mandatory technical requirements or specifications of the RFQ; and
- (b) it has not disclosed details of its quotation to any competitor and it will not disclose details of its quotation to any competitor prior to the notification of the outcome of the procurement process.

### **Disclosure of Communications with Competitors**

If the respondent has communicated or intends to communicate with one or more competitors about this RFQ or its quotation, the respondent discloses below the names of those competitors and the nature of, and reasons for, such communications.

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## 6. Conflict of Interest

For the purposes of this RFQ, the term "Conflict of Interest" includes, but is not limited to, any situation or circumstance where:

- (a) in relation to the bidding process, the respondent has an unfair advantage or engages in conduct, directly or indirectly, that may give it an unfair advantage, including but not limited to:
  - (i) having, or having access to, information from Morinville in the preparation of its quotation that is not available to other respondents;
  - (ii) having been involved in the development of the RFQ, including having provided advice or assistance in the development of the RFQ;
  - (iii) receiving advice or assistance in the preparation of its response from any individual or entity that was involved in the development of the RFQ;
  - (iv) communicating with any person with a view to influencing preferred treatment in the RFQ process (including but not limited to the lobbying of decision makers involved in the RFQ process); or
  - (v) engaging in conduct that compromises, or could be seen to compromise, the integrity of the open and competitive RFQ process or render that process non-competitive or unfair; or
- (b) in relation to the performance of its contractual obligations contemplated in the contract that is the subject of this procurement, the respondent's other commitments, relationships, or financial interests:
  - (i) could, or could be seen to, exercise an improper influence over the objective, unbiased, and impartial exercise of its independent judgement; or
  - (ii) could, or could be seen to, compromise, impair or be incompatible with the effective performance of its contractual obligations.

For the purposes of section (a)(i) above, respondents should disclose the names and all pertinent details of all individuals (employees, advisers, or individuals acting in any other capacity) who (a) participated in the preparation of the response; **AND** (b) were employees of Morinville within twelve (12) months prior to the Submission Deadline.

If the box below is left blank, the respondent will be deemed to declare that (a) there was no Conflict of Interest in preparing its quotation; and (b) there is no foreseeable Conflict of Interest in performing the contractual obligations contemplated in the RFQ.

Otherwise, if the statement below applies, check the box.

- ☐ The respondent declares that there is an actual or potential Conflict of Interest relating to the preparation of its quotation, and/or the respondent foresees an actual or potential Conflict of Interest in performing the contractual obligations contemplated in the RFQ.

If the respondent declares an actual or potential Conflict of Interest by marking the box above, the respondent must set out below details of the actual or potential Conflict of Interest:

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## **7. Confidential Information of Respondent**

### **Collection and Use of Information**

1. Personal information is collected for the purpose of processing your RFQ form and will be used to contact you regarding your submission. Collection is authorized under section 4(c) of the Protection of Privacy Act. Your personal information will be used to process your application(s). Please be advised that your name, address and details related to your application may be inputted into an automated system to generate content to make decisions, recommendations, and predications and may be included in reports that are available to the public as required or allowed by legislation. Your information will only be used solely for the purposes related to the Town of Morinville.

### **Confidentiality**

1. Respondents are advised that:
  - a) Morinville may be required to disclose the Quote Documents, or any part of a Quote, or any other records relating to this Request for Quotes, pursuant to the Access to Information Act (ATIA).
  - b) Morinville may disclose Quotes and other confidential information about Respondents to its affiliates engaged in connection with the Goods and/or Services.
  - c) The Protection of Privacy Act (POPA) may provide protection for confidential and proprietary business information. Respondents are strongly encouraged to seek independent legal advice regarding the appropriate method for identifying confidential or proprietary business information within their Quotes.
  - d) In accordance with section 516 of the Canadian Free Trade Agreement (CFTA), Morinville may publish the award of each contract covered under that section. Publication may include:
    - i. a description of the goods or services procured;
    - ii. the name and address of the procuring entity;
    - iii. the name and address of the successful supplier;
    - iv. the value of the successful tender;
    - v. the date of award; and
    - vi. if limited tendering was used, the conditions described in section 513.
2. Subject to the provisions of ATIA and POPA, Morinville will use reasonable efforts to safeguard the confidentiality of any information identified by a Respondent as confidential. However, Morinville will not be liable in any way to any Respondent or its affiliates if such information is disclosed by order or decision of Alberta's Office of the Information and Privacy Commissioner or otherwise as required by applicable Law.

### **Confidentiality Agreements**

1. Within five (5) days of receiving a request from Morinville, Respondents and their affiliates must ensure that all employees, representatives, and Advisors who are in receipt of confidential information execute and deliver to Morinville a confidentiality agreement in a form prescribed by Morinville, with terms and conditions acceptable to Morinville in its sole discretion.

### **Confidential Information**



1. By accepting receipt of confidential information, the Respondent agrees that:

a) All Confidential Information:

- i. remains the sole property of Morinville, and must be treated as confidential;
- ii. will not be used by the Respondent for any purpose other than preparing and submitting a Quote in response to the Quote Process or performing any subsequent agreement with Morinville relating to the Goods and Services.

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Signature of Respondent Representative

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Name of Respondent Representative

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Title of Respondent Representative

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Date

I have the authority to bind the respondent.