



Government Communications and Public Engagement
Work Order Request
(Draw Down Form)

COMPLETED

This work order is subject to the terms and conditions of Standing Offer # SO-GCPE18-005

Ministry, Originating Office and Contact:
Ministry of Finance, Government Communications & Public Engagement
Kathryn LeSueur, Director of Marketing and Advertising

Supplier Name, Address and Contact:
Strategic Communications (Stratcom)
1770 West 7th Ave, Suite 305
Vancouver, British Columbia
V6J 4Y6
Matt Smith, President
matt.smith@stratcom.ca
604.681.3030 x 83
1.888.203.5707 x 83

TERM: August 3 - September 28, 2018

Campaign Name: ~ Climate & Economy

Deliverables:

This project delivers the materials and landscape review, design, recruit, delivery, analysis and reporting of a provincially comprehensive set of twenty (20) focus groups on Climate & Economy: sixteen (16) in-person and four (4) online. Twelve (12) in-person English-language groups will take place in: Vancouver (4), Victoria (2), Nanaimo (2), Kamloops (2) and Prince George (2). The recruit will enable research with a mix of residents who live north of the Fraser River (2), south of the Fraser River (2), Victoria region (2), Nanaimo region (2), Kamloops region (2) and Prince George region (2). Two of those in-person groups will focus on a particular recruit of younger respondents: in Victoria region (1) and in Kamloops region (1). Four (4) additional groups will be held in Vancouver with speakers of other languages: Punjabi (2) and Mandarin (2). The online groups will provide research data on BC residents living in smaller towns in BC (1), the north (outside Prince George), the Kootenays (1) and those currently more engaged on the subject matter (1). All in-person groups provide secure, live in-person and remote client viewing. Online groups provide secure, live online client viewing.

FEES (per standing offer hourly rates)	Hours	Hourly Rate	Estimated Cost
Client Services:			
Account Services Primary	s.21		\$ 17,020.00
Account Services Alternate			\$ 16,280.00
Research Director or Management			\$ 15,540.00
Junior Account Services			\$ 17,820.00
Data Analysis			\$ 9,600.00
Questionnaire/Guide Design			\$ 10,165.00
Writing Services			\$ 5,760.00
Report Writing Services			\$ 17,760.00
Focus Group Moderation			\$ 13,275.00
Agency Hard Costs (total only, attach estimate)			\$ 91,200.00
Sub-Contracted Services (total only, attach estimate)			\$ 52,210.00
Sub-total			\$266,630.00
GST			\$13,331.50
Total			\$279,961.50

To be completed by SUPPLIER

Matthew Smith

02-Aug-18

Authorized Signatory Approval

Print Name

Date

To be completed by GCPE

Work Order #

W1932

KATHRYN LESUEUR

Aug. 3/2018

GCPE Approval

Print Name

Date

To be completed by MINISTRY OR GCPE EXPENSE AUTHORITY

Robb Gibbs

Aug 3/18

Expense Authority Approval

Print Name

Date

Agency Hard Costs	
Focus Group Facilities (incentives)	\$ 21,200.00
Facility Rental and Hosting Services	\$ 14,000.00
Catering Charges	\$ 2,400.00
Recruitment	\$ 22,800.00
Printing and equipment usage	\$ 2,000.00
Video streaming	\$ 6,800.00
Travel	\$ 22,000.00
Total for other costs/sub-contracted costs	\$ 91,200.00

Sub-Contracted Services	
Translation	\$ 3,000.00
Note taking	\$ 1,600.00
Second language moderators	\$ 7,010.00
Expert consulting	\$ 40,600.00
Total for other costs/sub-contracted costs	\$ 52,210.00



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matt.smith@stratcom.ca
604.681.3030 x 83
1.888.203.5707 x 83

TERM: September 11 - October 11, 2018

Campaign Name: Climate & Economy September Groups

Deliverables: This is additional scope added to the current research project for research on Climate and Economy. An additional four (4) in-person focus groups in English will take place in: Vancouver (2), and Kamloops (2). The recruit will enable research with a mix of residents who live in Vancouver and Metro Vancouver (2), and Kamloops region (2). All in-person groups provide secure, live in-person and remote client viewing.

FEES (per standing offer hourly rates)	Hours	Hourly Rate	Estimated Cost
Client Services:	s.21		
Account Services Primary			\$ 2,775.00
Account Services Alternate			\$ 2,220.00
Research Director or Management			\$ 925.00
Junior Account Services			\$ 2,700.00
Data Analysis			\$ 800.00
Questionnaire/Guide Design			\$ 5,700.00
Writing Services			\$ 1,850.00
Report Writing Services			\$ 1,850.00
Focus Group Moderation			\$ 2,700.00
Agency Hard Costs (total only, attach estimate)			\$ 21,520.00
Sub-Contracted Services (total only, attach estimate)			\$ 25,600.00
Sub-total			\$47,120.00
GST			\$2,356.00
Total			\$49,476.00

To be completed by SUPPLIER

Matthew Smith

11-Sep-18

Authorized Signatory Approval

Print Name

Date

To be completed by GCPE

Work Order # W1942

Kathryn LeSeuer

Sept. 20/2018

GCPE Approval

Print Name

Date

To be completed by MINISTRY OR GCPE EXPENSE AUTHORITY

Robb Gibbs

Sept 20/18

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TERM: October 26 - November 30, 2018

Campaign Name: Climate & Economy November Groups

Deliverables: Four (4) focus groups provide ad testing for the current research project on Climate and Economy. These four (4) in-person focus groups in English will take place in: Vancouver (2), and Prince George (2). The recruit will enable research with a mix of residents who live in Vancouver and Metro Vancouver (2), and Prince George region (2). All in-person groups provide secure, live in-person viewing. (There will be no remote client viewing.)

FEES (per standing offer hourly rates)	Hours	Hourly Rate	Estimated Cost
Client Services:	s.21		
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Research Director or Management			\$ 925.00
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Data Analysis			\$ 800.00
Questionnaire/Guide Design			\$ 1,330.00
Writing Services			\$ 1,850.00
Report Writing Services			\$ 3,145.00
Total for client services			\$ 15,745.00
OTHER COSTS/SUB-CONTRACTED COSTS			
Focus Group Facilities (incentives)			\$ 5,000.00
Facility Rental and Hosting Services			\$ 5,650.00
Catering Charges			\$ 1,500.00
Recruitment			\$ 3,545.00
Printing and equipment usage			\$ 1,000.00
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Travel			\$ 4,800.00
Total for other costs/sub-contracted costs			\$ 31,695.00
Sub-total			\$ 47,440.00
GST			\$ 2,372.00
Total			\$ 49,812.00

To be completed by SUPPLIER

Matthew Smith

Matthew Smith

26-Oct-18

Authorized Signatory Approval

Print Name

Date

To be completed by GCPE

Work Order #

W1959

GCPE Approval

Print Name

Date

KATHRYN Leseuer

Nov 6/2018

To be completed by MINISTRY OR GCPE EXPENSE AUTHORITY

Expense Authority Approval

Print Name

Date

Robb Gibbs

Nov 6/18



Government Communications and Public Engagement
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This workorder is subject to the terms and conditions of Standing Offer # SO-GCPE018-005

Ministry, Originating Office and Contact: Government Communications and Public Engagement, Kathryn LeSueur, Director, Marketing and Advertising 778-698-8674

Supplier Name, Address and Contact: Strategic Communications Inc, 1770 West 7th Avenue, Suite 305, Vancouver BC V6J 4Y8 Stephanie Lynn, Director of Research & Engagement (West) 778 866 4378

TERM: January 18, 2019 - March 31, 2019

Campaign Name: Clean BC TTH

Deliverables: 5 Telephone Town Halls to discuss provincial issues across BC. List size up to 140K publicly available landlines per TTH, pre-TTH invitation message. Stratcom to provide management of National DNC list, screeners, onsite support including closed captioning, and event moderation support.

FEES (per standing offer hourly rates)	Hours	Hourly Rate	Estimated Cost
Client Services:			
Account Services - primary day to day contact - Account Manager	s.21		\$ 1,480.00
Agency Hard Costs (total only, attach estimate)			\$ 130,700.00
Sub-Contracted Services (total only, attach estimate)			\$ 12,500.00
Sub-total			\$144,680.00
PST if Applicable			\$0.00
Total			\$144,680.00

To be completed by SUPPLIER

Authorized Signatory Approval

Print Name: Stephanie Lynn

Date January 17, 2019

To be completed by GCPE

Work Order # W1978

GCPE Approval

KATHRYN LESUEUR

Print Name

JAN. 22/2019

Date

To be completed by MINISTRY OR GCPE EXPENSE AUTHORITY

Expense Authority Approval

Robb Gibbs

Print Name

Jan 22/19

Date

Description	Number of Units	Cost per Unit	Estimated Cost
AGENCY HARD COSTS			
Telephone Town Hall (TTH) with following specifications: list size up to 140K publicly available landlines pre-TTH invitation message Stratcom provided screeners 6 per TTH Stratcom provided onsite support and event moderation Online web streaming + closed captioning		s.21	123,500
Inbound Participant Minutes (estimated)		s.21	7,200
		TOTAL	\$ 130,700



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Aug. 3/2018

GCPE Approval

Print Name

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To be completed by MINISTRY OR GCPE EXPENSE AUTHORITY

Robb Gibbs

Aug 3/18

Expense Authority Approval

Print Name

Date

Agency Hard Costs	
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Writing Services			\$ 1,850.00
Report Writing Services			\$ 3,145.00
Total for client services			\$ 15,745.00
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Catering Charges			\$ 1,500.00
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Travel			\$ 4,800.00
Total for other costs/sub-contracted costs			\$ 31,695.00
Sub-total			\$ 47,440.00
GST			\$ 2,372.00
Total			\$ 49,812.00

To be completed by SUPPLIER

Matthew Smith

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26-Oct-18

Authorized Signatory Approval

Print Name

Date

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Print Name

Date

KATHRYN LESAUEUR

Nov 6/2018

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Expense Authority Approval

Print Name

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Robb Gibbs

Nov 6/18



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Campaign Name: Clean BC TTH

Deliverables: 5 Telephone Town Halls to discuss provincial issues across BC. List size up to 140K publically available landlines per TTH, pre-TTH invitation message. Stratcom to provide management of National DNC list, screeners, onsite support including closed captioning, and event moderation support.

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Client Services:			
Account Services - primary day to day contact - Account Manager	s.21		\$ 1,480.00
Agency Hard Costs (total only, attach estimate)			\$ 130,700.00
Sub-Contracted Services (total only, attach estimate)			\$ 12,500.00
Sub-total			\$144,680.00
PST if Applicable			\$0.00
Total			\$144,680.00

To be completed by SUPPLIER

Authorized Signatory Approval

Print Name: Stephanie Lynn

Date January 17, 2019

To be completed by GCPE

Work Order # W1978

GCPE Approval

KATHRYN LESUEUR

Print Name

JAN. 22/2019

Date

To be completed by MINISTRY OR GCPE EXPENSE AUTHORITY

Expense Authority Approval

Robb Gibbs

Print Name

Jan 22/19

Date

Description	Number of Units	Cost per Unit	Estimated Cost
AGENCY HARD COSTS			
Telephone Town Hall (TTH) with following specifications: list size up to 140K publicly available landlines pre-TTH invitation message Stratcom provided screeners 6 per TTH Stratcom provided onsite support and event moderation Online web streaming + closed captioning		s.21	\$ 123,500
Inbound Participant Minutes (estimated)		s.21	\$ 7,200
		TOTAL	\$ 130,700



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Ministry, Originating Office and Contact: Government Communications and Public Engagement, Kathryn LeSueur, Director, Marketing and Advertising 778 698 8674.

Supplier Name, Address and Contact: Strategic Communications Inc, 1170 West 7th Avenue, Suite 305, Vancouver BC V6J 4Y8. Stephanie Lynn, Director of Research & Engagement (West) 778 866 4378.

TERM: January 23 - March 31, 2019

Deliverables:

This project entails extensive research design, literature review, and policy review in order to develop a set of testable insights and observations on the BC Government's initiatives around climate and economy branding and communications based on the BC Government's recent launch of Clean BC in 2018 and previously conducted government research. Stratcom will design a representative, large, province-wide sample for an online survey (n=3,600) to refine, validate, and explore insights on climate and economy branding, communications, and policies to inform and guide strategic advertising initiatives for 2019. In this phase, Stratcom will engage in: research design; materials review and questionnaire development; and programming, testing and fielding the poll.

FEES (per standing offer hourly rates)	Hours	Hourly Rate	Estimated Cost
Client Services:			
Account Services Primary	s.21		\$ 3,885.00
Account Services Secondary			\$ 4,995.00
Research Director or Management			\$ 9,065.00
Junior Account Services			\$ 540.00
Data Analysis			\$ 1,920.00
Questionnaire / Guide Design			\$ 3,040.00
Total for client services			\$ 23,445.00
Sub-Contracted Services (total only, attach estimate)			
Hosting			\$ 5,000.00
Sample (3600n)			\$ 28,800.00
Expert Consulting			\$ 44,100.00
Total for other costs / sub-contracted costs			\$ 77,900.00
Total			\$101,345.00

To be completed by SUPPLIER

Authorized Signatory Approval:

Print Name: Stephanie Lynn

Date: January 29, 2019

To be completed by GCPE

Work Order #: W1981

GCPE Approval

KATHRYN LESUEUR

Print Name

Feb. 11/2019.

Date

To be completed by MINISTRY OR GCPE EXPENSE AUTHORITY

Expense Authority Approval

Robb Gibbs

Print Name

Feb 11/19

Date



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V6J 4Y6
Stephanie Lynn, Director, Research and Engagement
stephanie.lynn@stratcom.ca
604.681.3030 x 29
1.888.203.5707 x 29

TERM: February 12 - 28, 2019

Campaign Name: Budget 2019 Groups

Deliverables: Two (2) focus groups to provide ad testing for Budget 2019 TV creative. These two (2) in-person focus groups in English will take place in Vancouver at Stratcom's Focus Group Facility. The recruit will enable research with a mix of residents who live in Vancouver and Metro Vancouver. All in-person groups provide secure, live in-person viewing.

FEES (per standing offer hourly rates)	Hours	Hourly Rate	Estimated Cost
Client Services:			
Account Services Primary	S.21		\$ 2,775.00
Account Services Alternate			\$ 1,295.00
Research Director or Management			\$ 1,110.00
Junior Account Services			\$ 945.00
Data Analysis			\$ 800.00
Questionnaire/Guide Design			\$ 950.00
Writing Services			\$ 960.00
Report Writing Services			\$ 1,480.00
Focus Group Moderation			\$ 1,125.00
Total for client services			\$ 11,440.00
OTHER COSTS/SUB-CONTRACTED COSTS			
Focus Group Facilities (incentives)			\$ 2,500.00
Facility Rental and Hosting Services			\$ 1,000.00
Catering Charges (estimated)			\$ 650.00
Recruitment			\$ 600.00
Printing and equipment usage			\$ 200.00
Note taking			\$ 400.00
Travel (estimated)			\$ 700.00
Total for other costs/sub-contracted costs			\$ 6,055.00
Sub-total			\$ 17,495.00
Total			\$ 17,495.00

To be completed by SUPPLIER

Stephanie Lynn

11-Feb-19

Authorized Signatory Approval

Print Name

Date

To be completed by GCPE

Work Order # W1982

KATHRYN LESUEUR

Feb 15/2019

GCPE Approval

Print Name

Date

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Robb Gibbs

Feb 15/19

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