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Withheld pursuant to/removed as

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## AWARD NOTE TO FILE

**Branch:** GCPE  
**Drawdown Value:** \$69,116.43  
**Vendor selected:** Strategic Communications Inc.

**Award Method (check one that applies)**

400 Selected vendor from a pre-qualified list without undertaking a competitive process.   
**Reason for assignment to vendor:**

401 Competition amongst vendors on a pre-qualified list.

**Other vendor(s) contacted to provide quotes: Insights West, Environics submitted proposals**

**GCPE Contract Manager: Heather Finn**

ENTERED



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:** July 24, 2019 - July 24, 2020

**Description:**

This project entails FOUR (4) omnibus surveys to track issues and explore those issues in greater detail. This research and resulting analysis is intended to assist government gain a deeper understanding of public attitudes on important issues facing the province. Stratcom will provide: Strategic advice throughout the project; Instrument drafting in consultation with GCPE; Fielding via online panel methodology; Sample size of 1200n; Instrument length of 15 mins, approximately 34 questions including two open end questions; Coding, fielding, weighting; Details analysis and reporting including Topline and Cross tabulation reports and Final PPT report including charts, tables, graphs, analysis and commentary. Reporting on the regions of: Interior, North, Vancouver Island, Vancouver, Metro Vancouver (not including Vancouver). Frequency of Omni poll: Quarterly (4 times per year).

CLIENT SERVICES	Hours	Rate	Amount
Account Services Primary	24.00	\$185.00	\$4,440.00
Account Services Alternate	10.00	\$185.00	\$1,850.00
Research Director or Management	73.00	\$185.00	\$13,505.00
Junior Account Services	-	\$135.00	\$0.00
Data Analysis	100.00	\$160.00	\$16,000.00
Questionnaire/Guide Design	23.00	\$190.00	\$4,370.00
Writing Services	-	\$160.00	\$0.00
Report Writing Services	36.00	\$185.00	\$6,660.00
Supplier Management	14.00	\$185.00	\$2,590.00
<b>Total for client services</b>	<b>280.00</b>		<b>\$49,415.00</b>
<b>OTHER COSTS/SUB-CONTRACTED COSTS</b>			
Sample (1200n)			\$18,280.00
Travel (estimated only)			\$400.00
<b>Total for other costs/sub-contracted costs</b>			<b>\$18,680.00</b>
<b>Sub-Total (client services + other costs/sub-contracted + survey)</b>			<b>\$68,095.00</b>
<b>1.5% Disbursement Fee</b>	1.5%		\$1,021.43
<b>Total due</b>			<b>\$69,116.43</b>

**To be completed by SUPPLIER**

Authorized Signatory Approval  Print Name: Stephanie Lynn Date: July 24, 2019

**To be completed by GCPE**

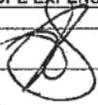
Work Order # W2143

Heather Finn

GCPE Approval  Print Name Heather Finn Date AUG 6/19

**To be completed by MINISTRY OR GCPE EXPENSE AUTHORITY**

Nammi Poorooshasb

Expense Authority Approval  Print Name Date August 6/19

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