



Request for Proposal

1. Background and Purpose for this Request

The Collingwood General and Marine Board of Trustees is interested in gaining a better understanding of how residents and weekenders in the area served view the Hospital based on their experience or perceptions with the Hospital.

Over the past 2 years, the Board of Trustees has been working to engage the community and increase the community's knowledge of the Hospital, its successes and challenges. A subcommittee of the Board, the Community Engagement Committee, has monitored the activities that have been undertaken during this time including focus groups, community presentations and various media efforts.

At this time the Community Engagement Committee is looking to undertake a regional survey of permanent and weekend residents. The objectives of the survey are to gain knowledge in the following areas:

- Basic patterns of hospital use by regional and weekend residents
- Perceptions/attitudes regarding the quality of patient care, wait times, etc.
- Critical issues perceived, both positive and negative
- Profile characteristics of the respondents

2. Scope of work

The scope of work includes the following:

- In collaboration with members of the Community Engagement Committee, to develop the content of the questions that will be asked in the survey. Questions will be closed-ended with one open-ended question.
- Pre-testing of the questions/survey for clarity, validity and length.
- 8-10 minutes telephone interviews, during which the participants will be assured that their information will be presented in aggregate such as to ensure their anonymity.
- 350- 400 completed surveys.

3. Deliverables

The deliverables for this project will include the results of 350-400 completed interviews presented in a power point form as well as an executive summary. The data will be looked at as a whole but also segmented by the four distinct areas (Collingwood, Clearview, Wasaga Beach and Town of Blue Mountains) within the overall region of Southern Georgian Bay. These are to be presented in both hard copy and electronically. The results should be presented in appropriate tables, as well as the verbatim information from the open-ended question.

4. Terms of the Contract

The terms of this contract do not extend beyond the scope of work defined above. Should further work evolve from this project, it is not guaranteed to the consultant who has completed this project.

The successful consultant(s) will be asked to sign a confidentiality agreement prior to commencing work on the project. All material gathered must remain confidential and is the property of the Collingwood General and Marine Hospital.

Given the short nature of the project, payment will occur only after completion of the survey and presentation of the material gathered.

5. Requirements of the Proposal and Evaluation Criteria

Proposals submitted should include the following:

- A description of the approach and processes that will be used by the consultant(s) to carry out the actions identified in the scope of work.
- An outline of the time that will be committed and the cost to complete the work.
- Description of similar work done in the past 3 years.
- Background information on the firm/consultants that will conduct the work.
- At least 2 references from work completed in the past 3 years

Proposals will be evaluated based on the following criteria:

- Completeness of the proposal.
- The experience of the team that is proposed to undertake the work.
- Preference will be given to those who have conducted surveys in the Collingwood area or have done similar work with Hospitals in smaller communities.

6. Schedule of Work

Proposals, in either soft or hard copy must be submitted by January 27, 2011 at 4 p.m. in order to be considered for this project. The project will be awarded by February 4th, 2011 and a first meeting scheduled with the successful consultant(s) by mid-February.

The survey is to be conducted over a 10 day period during the first 2 weeks of March 2011 including 4 weekend days and 6 weekdays.

A first draft of the material gathered is to be presented to the Community Engagement Committee by March 25th with the final documentation available by April 1st, 2011.

7. Contact

Proposals are to be submitted to:

Jennifer Stevens, Executive Assistant to the Board of Trustees
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Questions regarding this request for proposal may be forwarded to Jeff Shearer, Chair, Community Engagement Committee at 705-444-9192 or jshearer@onthebaymagazine.com