

REQUEST FOR PROPOSALS

**Terms of Reference for
2020 – 2022 Marketing Agency
City of Fort Saskatchewan**



1. INTRODUCTION

The City of Fort Saskatchewan invites proposals from qualified consultants/agencies for the provision of marketing and advertising campaigns over a three year period for various City departments.

2. BACKGROUND

Fort Saskatchewan is a vibrant economic and cultural hub located just 15 minutes northeast of Edmonton on the banks of the North Saskatchewan River. Home to more than 26,900 people, the City of Fort Saskatchewan proudly manages state of the art recreation, culture and historic amenities including 75 km of outdoor trails, a performing arts theatre and fitness centre within the Dow Centennial Centre and the 1875 – 1885 NWMP Fort Representation in the Fort Heritage Precinct located in historic downtown.

The City requires the contractor to plan and execute all aspects of an external marketing strategy that builds on the existing successful campaigns aimed at visitors, homebuyers and business owners and tourists in the Edmonton Metropolitan Region and beyond. Other campaigns target local residents for municipal programs and services including waste and utilities, recreation, culture and transit. Using resources effectively to reinforce the brand of Fort Saskatchewan as a vibrant, urban centre with unique amenities is the focus of this project.

3. SCOPE OF WORK

3.1. Creative Services

The Contractor will be responsible for TV, video, radio and digital direction, production and post-production including: creative concept, development, copywriting, casting, shooting and editing (if current material is not sufficient). Contractor will provide development of print elements including concept development, copy writing, art direction, layout and mock-ups. Contractor will be responsible for all aspects related to the successful execution of at least 2 seasonally relevant campaigns that deliver on the strategy through coordinated and cohesive messaging across communications channels and markets as evidenced by an increase in brand awareness. The Corporate Communications Department will be the sole judge of the campaign's relevancy. A range of executions for consideration/evaluation will be required for each campaign and the Corporate Communications Department will be the sole judge of the adequacy of the work. Pre-and-post creative/ad testing will be expected and Contractor may need to derive insights and provide recommendations to improve or refine marketing messages and

strategies to enhance the effectiveness of campaigns. All research and research partners will be approved and paid for by the City of Fort Saskatchewan. All production costs will be paid for by the City of Fort Saskatchewan and thus all rights to the production are owned by the City of Fort Saskatchewan.

3.2. Media Services (Strategy, Planning and Buying)

The Contractor will perform media-buying services such as: media planning (to best deliver on defined target), prioritizing markets, media buying (negotiating best rates and placement as well as added value), tracking, optimizing and post-buy analysis. TV and radio plans will include information standard to the industry such as market and station demographics, buy detail by market including proposed placements, reach and frequency. The Contractor will also provide media planning and, buying related to digital technologies, such as internet marketing, SEP, Google AdWords, mobile marketing, and social media messaging (e.g., Facebook and Twitter). Perform timely post-buy analysis to measure return on investment and other marketing metrics that quantify campaign effectiveness.

The project tasks for this project are:

3.3. PHASE 1 - REVIEW AND ANALYSIS OF EXISTING CAMPAIGNS

- Meet with various department leads to gain insight into current state – next steps

3.4. PHASE 2 – DEVELOPMENT OF THREE YEAR STRATEGY FOR EACH CAMPAIGN

- Present plans to each department/campaign lead

3.5. PHASE 3 – DEVELOPMENT OF CREATIVE, EXECUTION AND REPORT ON RESULTS

- Schedule will be provided by each department/campaign lead

4. ESTIMATED FEES

The fee structure shall be tabulated in a spreadsheet format with each phase and its related tasks itemized including sub-consultant fees, disbursements, and G.S.T.

The proposal fee for each phase combined shall be the maximum (upset price) price for all consulting services. **The upset price will not be increased unless the scope of work is expanded with the approval of the City of Fort Saskatchewan.** A separate schedule of hourly rates for the consultant team members, survey crews, clerical staff etc., shall be included.

5. INFORMATION AVAILABLE

The approved 2020 - 2022 Advertising plan must be completed and approved by the City of Fort Saskatchewan and be ready to implemented by January 1, 2020. Any offeror must be prepared to reach this target date. The budget for this project is approximately \$250,000 per year but each campaign has as separate budget that must be adhered to according to the project manager’s direction.

6. SCHEDULE

- 1. Award Contract – September 2019
- 2. Approve Campaign Strategy – October/November 2019
- 3. Launch Approved Campaign - 2020

7. EVALUATION CRITERIA AND PROPOSAL SELECTION

Submissions will be evaluated on the basis of the written response to the RFP. Evaluation criteria and weighting are as follows:

Understanding of project requirements	15
Comparable projects and experience	15
Familiarity with Fort Saskatchewan	10
Knowledge and expertise of proposed staff resources	20
Detailed work program, scheduling, and project control	20
Project costs and associated value for money.....	20

8. PROPOSAL DEADLINE

Proposals to provide marketing and advertising services for the City of Fort Saskatchewan for the period of three years commencing January 1, 2020 will be accepted until **August 15, 2019 at 4:00 p.m. MDT**. Proposals received after this time will not be considered. Proposals are to be submitted in a sealed envelope clearly marked with the proponents name and address and marked “Medium Industrial Water Supply Line”. The proposal package is to include one bound copy and one digital copy (pdf format on a CD/DVD or USB flash drive).

9. CONDITIONS OF THE RFP

All conditions and provisions of this RFP are deemed accepted by the proponent through the proponent’s response to this RFP.

9.1. CONFIDENTIALITY

Information pertaining to this project and to the City of Fort Saskatchewan obtained by the proponent as a result of participation in this RFP is confidential and must not be disclosed by the proponent except as authorized, in writing by the City of Fort Saskatchewan.

9.2. INCURRED COSTS

The City of Fort Saskatchewan shall not be liable for any costs of preparation of proposals or any other cost associated with responses to the RFP.

9.3. PROPOSAL ACCEPTANCE / REJECTION

The City of Fort Saskatchewan reserves the right to accept or reject any and all proposals and to waive irregularities and informalities at its discretion. The City reserves the right to accept a proposal other than that with the lowest price or highest evaluated score without stating reasons. By submitting a proposal, the proponent waives any right to contest, in any proceedings or action, the right of the City to accept or reject any proposal in its sole and unfettered discretion. Without limiting the generality of the foregoing, the City may consider any other factor besides price and capability to perform the work in its sole and unfettered discretion.

The City of Fort Saskatchewan reserves the right to cancel the Request for Proposals if quoted prices are beyond the budget constraints of the City of Fort Saskatchewan.

9.4. PROPOSAL RETURN

The proposals and accompanying documentation shall become the property of the City of Fort Saskatchewan and not be returned.

9.5. PERIOD OF COMMITMENT

Proposals must be firm for a period of not less than 60 days from the closing date.

9.6. WORKING AGREEMENT

The successful proponent will enter into a contract for services with the City based upon the information contained in this RFP, the successful proponent's submission, and any modifications thereto.

The successful proponent shall accept the terms and conditions exactly as stated in the City of Fort Saskatchewan standard working agreement (see attached) unless any modifications to the agreement that the proponent deems necessary have been identified in their proposal and found to be acceptable by the City.

10. PROJECT CONTACT

Questions concerning this project may be directed to:

Wendy Kinsella
Director, Corporate Communications

City of Fort Saskatchewan
10005 – 102 Street
Fort Saskatchewan, Alberta T8L 2C5

Telephone: (780) 992-6155
Mobile: (780) 405-1974
Email: wkinsella@fortsask.ca

11. ENCLOSURES

- City of Fort Saskatchewan My Fort. My City. My Say survey results
- Omnibus Research results from 2017 and 2018
- Safety Pre-Qualification Application

12. REFERENCE

[Campaign webpage](#)

Report

**City of Fort
Saskatchewan Omni
Results**



CITY OF
FORT SASKATCHEWAN

DATE November 2018

Leger

We know Canadians

METHODOLOGY

Methodology

Data Collection

- A web-based survey was conducted with 500 residents of the Edmonton region using the LegerWeb online panel in which five questions were asked. Interviews were conducted between October 19th to October 22nd 2018.

Target Respondents

- Edmonton and area residents, 18 years of age and older.
- Survey respondents will be referred to as Edmontonians throughout the report.

Analysis and Reporting

- Data has been weighted by gender and age.

Statistical Reliability

- As a non-random Internet survey, a margin of error is not reported (margin of error accounts for sampling error). Had the data been collected using a probability sample, results for a sample size of 500 would be statistically accurate within ± 4.4 percentage points, 19 times out of 20.

KEY INSIGHTS

SUMMARY



47%
are familiar with the
City of Fort Saskatchewan

Perceptions are Positive

- 48%** The City of Fort Saskatchewan offers all the same amenities as elsewhere in Edmonton
- 39%** The City of Fort Saskatchewan is a great place to raise children
- 38%** There are lots of excellent, fun events that happen in the City of Fort Saskatchewan
- 33%** The City of Fort Saskatchewan has a significantly lower cost of living than elsewhere in the Edmonton region
- 1/4** (or more) don't know



20% Recall advertising from the City of Fort Saskatchewan in the past year or so.

Messaging recalled

Good place for families	16%
It is a good place/place to live	15%
Lots of recreational activities	11%
It is an affordable place to live	10%



In the next two or three years...

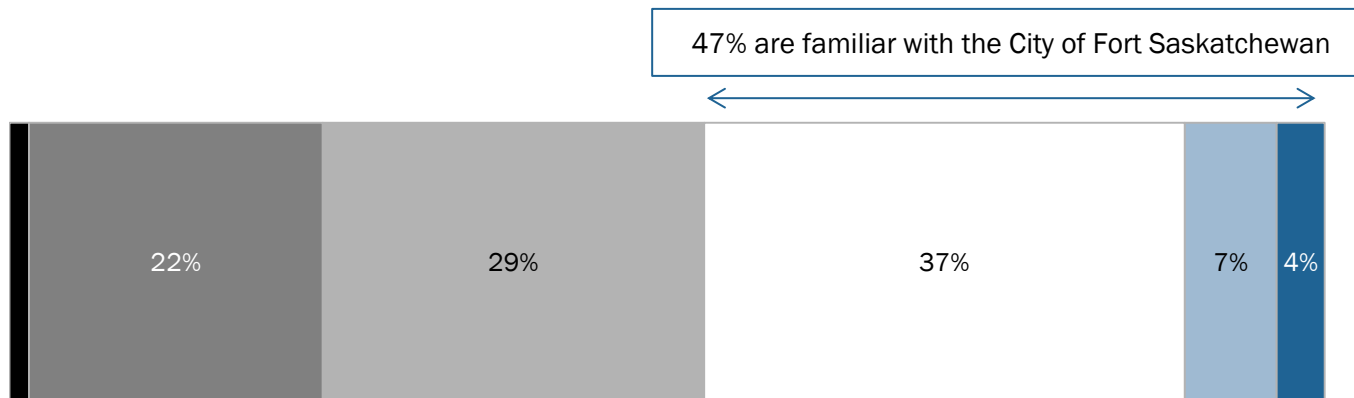
13% Would be likely (somewhat/very/extremely) to consider moving to the City of Fort Saskatchewan



11% Would be likely (somewhat/very/extremely) to expand/open a business in the City of Fort Saskatchewan

DETAILED RESULTS

Nearly one half of Edmontonians are familiar with the City of Fort Saskatchewan.



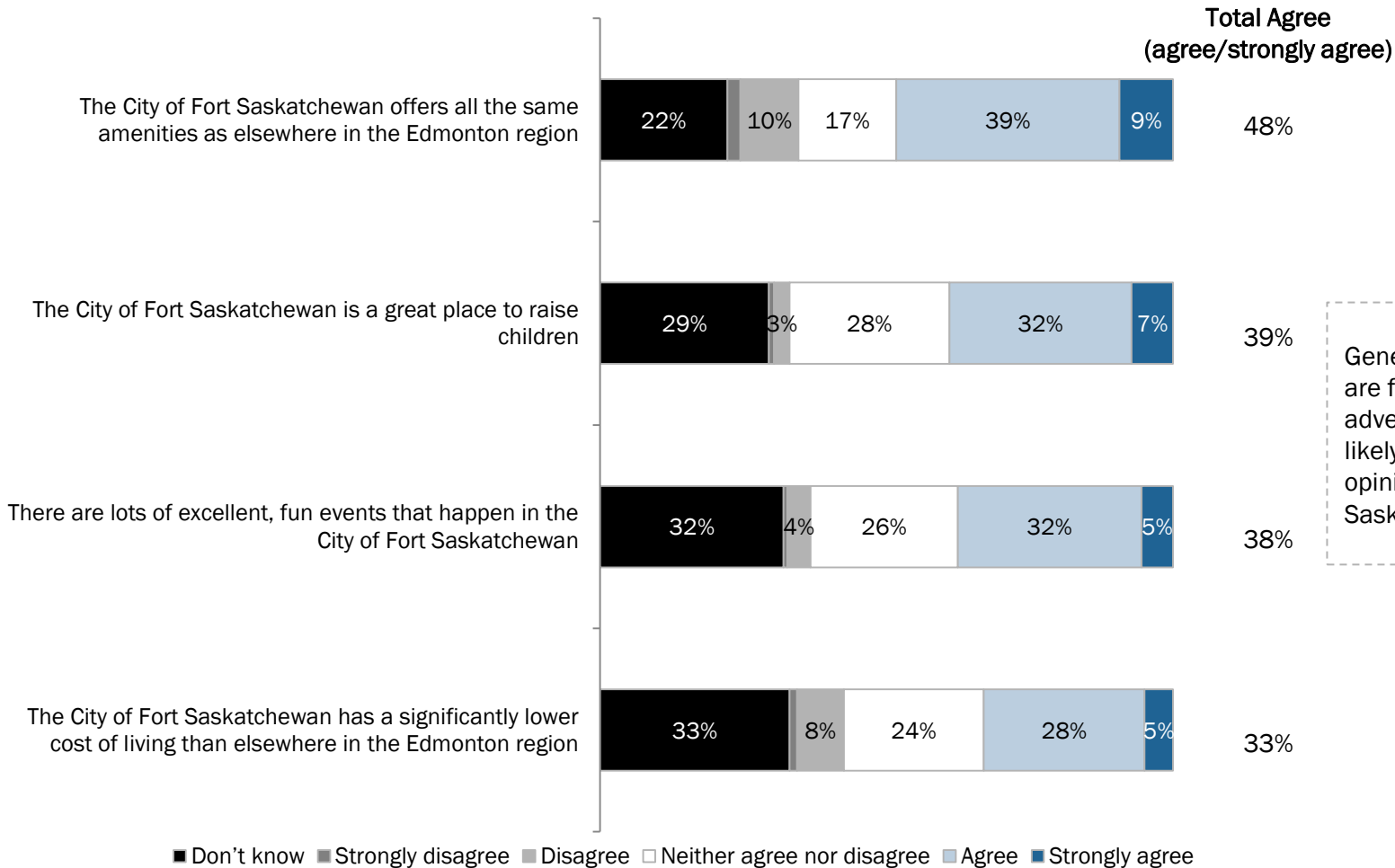
■ Don't know/Not sure ■ Not at all familiar ■ Not very familiar □ Somewhat familiar ■ Very familiar ■ Extremely familiar

- Familiarity (somewhat, very, extremely) is higher among:
- Males
 - Those in rural communities
 - Those who recall advertising from the City of Fort Saskatchewan
 - Those who are likely to consider moving to the City of Fort Saskatchewan to live
 - Those who are likely to consider expanding/open a business in the City of Fort Saskatchewan

Base: Edmontonians (n=500)
Mentions 2% or less not labeled

Q1. How familiar would you say you are with the City of Fort Saskatchewan?

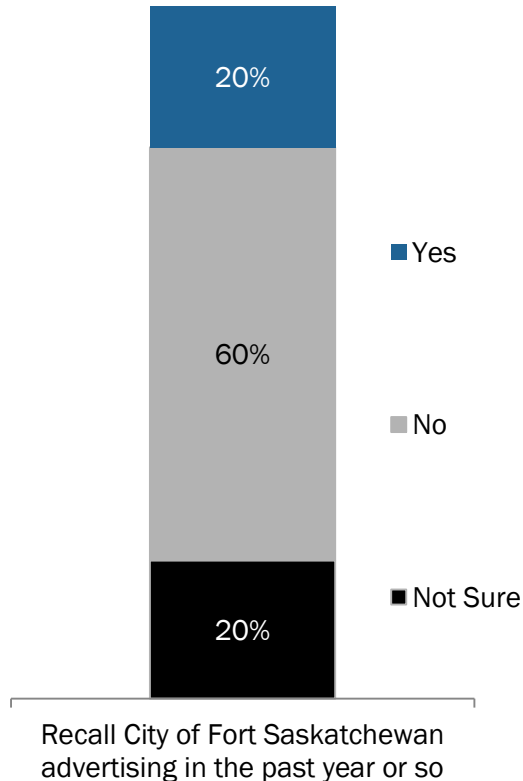
Nearly one half of Edmontonians agree that the City of Fort Saskatchewan offers all the same amenities as elsewhere in the Edmonton region.



Generally, those who are familiar, and recall advertising are more likely to have positive opinions about Fort Saskatchewan.

Base: Edmontonians (n=500)
 Mentions 2% or less not labeled
 Q2. How much do you agree or disagree with the following statements about the City of Fort Saskatchewan?

One in five Edmontonians recall hearing advertising from the City of Fort Saskatchewan.



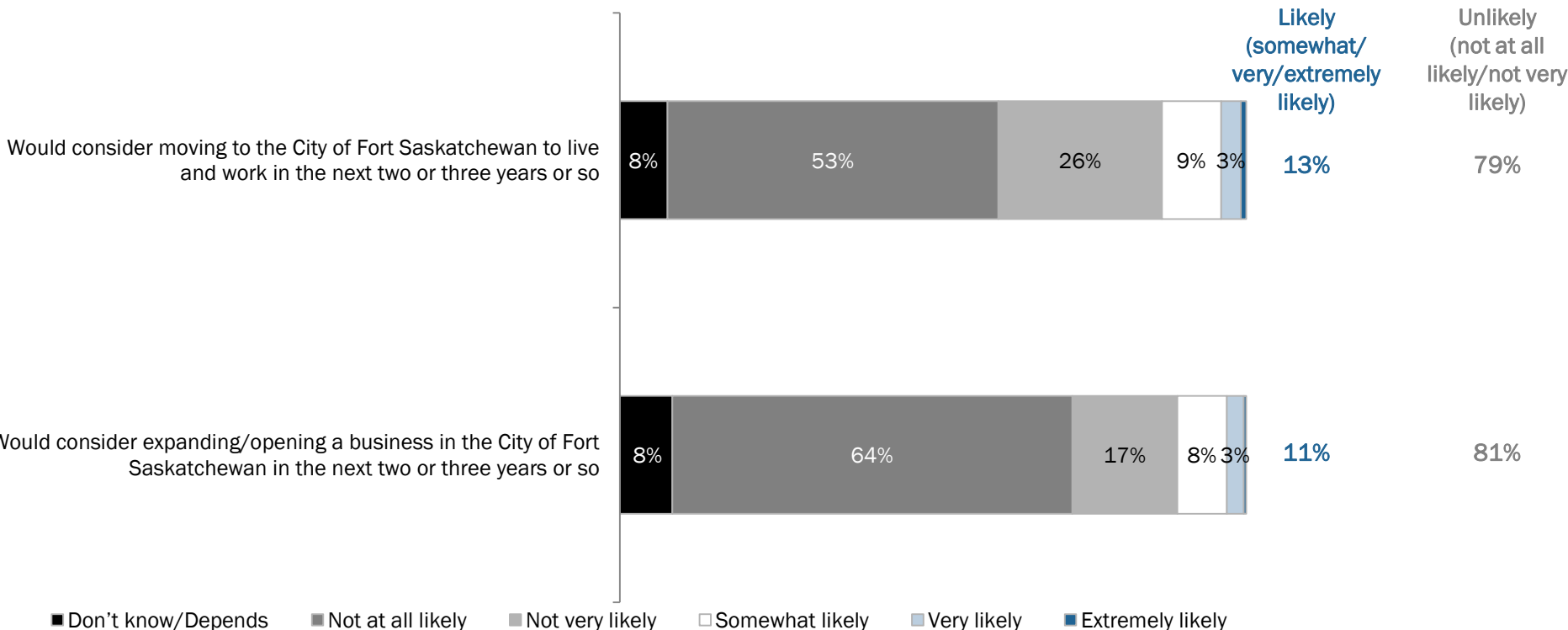
Messages recalled about the City of Fort Saskatchewan*	
Good place for families	16%
It is a good place/place to live	15%
Lots of recreational activities	11%
It is an affordable place to live	10%
I only saw/heard some advertisement	9%
Housing developments in Fort Saskatchewan	8%
Promotion for Fort Saskatchewan	6%
Come and visit	6%
The sheep program	5%
They use a play on the word " Fort "	5%
Come and live in Fort Saskatchewan	4%
Lots of amenities	4%
Industrial/job opportunities	4%
Advertisement in parades (Canada Day, K-Days, etc.)	2%
It is close to the city	1%
Other	9%
Don't know / refuse	12%

Base: Edmontonians (n=500)

*Base: Edmontonians who recall City of Fort Saskatchewan advertising in the past year or so (n=103)

Q3: Have you seen, read or heard any advertising from the City of Fort Saskatchewan in the past year or so? Q3a. IF YES: What do you recall about the advertising you have seen, read or heard about the City of Fort Saskatchewan? Please be specific as possible.

Just over one-in-ten Edmontonians are likely to consider moving to and/or expanding/opening a business in the City of Fort Saskatchewan in the next two or three years.



- Likelihood for moving and/or expanding/opening a business is higher among:
- Those aged 18-54
 - Males
 - Those with income <\$40,000
 - Those with children under the age of 18
 - Those who rent their home
 - Those familiar with Fort Saskatchewan

Base: Edmontonians (n=500)
Mentions 1% or less are not labelled

PROFILE OF RESPONDENTS

Profile of Respondents

	Total
	n= 500
Gender	
Male	50%
Female	50%
Region	
Calgary	34%
Edmonton	33%
Other region of Alberta	33%
Age	
18-24 years of age	12%
25-34 years of age	21%
35-44 years of age	18%
45-54 years of age	17%
55-64 years of age	15%
65-74 years of age	12%
75 years of age or older	4%
Education	
Elementary (7 years or less)	1%
High school, general or vocational (8 to 12 years)	20%
College (pre-university, technical training, certificate, accreditation or advanced diploma (13-15 years))	28%
University certificates and diplomas	8%
University Bachelor (including classical studies)	28%
University Master's degree	11%
University Doctorate (PhD)	3%
I prefer not to answer	2%

	Total
	n= 500
Children in Household	
YES	31%
Yes, 12 years of age and older ONLY	7%
Yes: 12 years of age and older AND younger than 12 years old	5%
Yes: YOUNGER than 12 years old ONLY	18%
No children under 18 years old at all in the household	68%
I prefer not to answer	1%
Occupation	
Office worker	10%
Personnel specialized in sales	4%
Personnel specialized in services	4%
Manual workers	3%
Skilled, semi-skilled workers	6%
Science and technology workers	3%
Professionals	19%
Managers/ administrators/ owners	8%
Homemaker	6%
Student (full-time or whose studies take up most of his/her time)	9%
Retired (pre-retired or annuitant)	19%
Unemployed (Unemployment, welfare)	2%
Other	5%
I prefer not answering	1%

Profile of Respondents (continued)

	Total
n=	500
Household Income	
\$19,999 or less	6%
Between \$20,000 and \$39,999	11%
Between \$40,000 and \$59,999	15%
Between \$60,000 and \$79,999	12%
Between \$80,000 and \$99,999	15%
\$100,000 or more	30%
Prefer not to answer	12%
Language	
French	3%
English	84%
Other	3%
English and French	1%
English and other	8%
Other and other	1%
Marital Status	
Single	28%
Married	50%
Living in Common Law	8%
Divorced	6%
Widowed	4%
Separated	2%
I prefer not answering	1%

	Total
n=	500
Residence	
Own	69%
Rent	29%
I prefer not to answer	2%
Area of Residence	
Urban area	61%
Suburban area	31%
Rural area	6%
I don't know / I prefer not to answer	1%
Ethnic Origin	
Caucasian (white)	78%
South Asian (Indian, Bangladeshi, Pakistani, Sri Lankan, etc.)	5%
Black (African, African-American, etc.)	4%
Chinese	2%
Filipino	1%
Latin American (Mexican, Chilean, Costa Rican, etc.)	1%
Aboriginal / First Nations	1%
Southeast Asian (Vietnamese, Cambodian, Malaysian, etc.)	1%
Arabic (Middle East, North Africa)	1%
Korean	<1%
West Asian (Iranian, Afghan, etc.)	<1%
Other	3%
I prefer not to answer	2%

OUR SERVICES

- **Leger**
Marketing research and polling
- **Leger Metrics**
Real-time VOC satisfaction measurement
- **Leger Analytics**
Data modeling and analysis
- **Leger UX**
UX research and optimization of interactive platforms
- **Legerweb**
Panel management
- **Leger Communities**
Online community management
- **International Research**
Worldwide Independent Network (WIN)
- **Qualitative Research**
Room Rentals
- **Public Engagement**
IAP2 Trained

400
EMPLOYEES



75
CONSULTANTS



6
OFFICES

EDMONTON | CALGARY | TORONTO | MONTREAL | QUEBEC | PHILADELPHIA

OUR CREDENTIALS



Leger is a member of [ESOMAR](#) (European Society for Opinion and Market Research), the global association of opinion polls and marketing research professionals. As such, Leger is committed to applying the [international ICC/ESOMAR](#) code of Market, Opinion and Social Research and Data Analytics.



Leger is also a member of the [Insights Association](#), the American Association of Marketing Research Analytics.

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[@leger360](https://www.instagram.com/leger360)

City of Fort Saskatchewan Omnibus Survey

Report

May 2017

Methodology

Objective

- The final follow up study to the baseline conducted in May 2016, and second wave conducted in November 2016
- Monitor a set of core questions that track changes in awareness, attitudes and likelihood of moving to Fort Saskatchewan

Data Collection

- 501 interviews were conducted with residents of Edmonton CMA between April 24-26, 2017
- The interviews were conducted online as part of Leger's weekly omnibus survey

Target Respondents

- Residents of Edmonton CMA, 18 years of age or older

Statistical Reliability

- As a non random Internet survey, a margin of error is not reported (margin of error accounts for sampling error). Had this data been collected using a probability sample, the margin of error would be ± 4.4 percentage points, 19 times out of 20.

Summary of Findings

Summary of Findings



56%

of Edmonton CMA residents are **familiar*** with the City of Fort Saskatchewan

(an **INCREASE** from November 2016 results)

1/2
AGREE...

✓ The City of Fort Saskatchewan **offers all the same amenities** as elsewhere in the Edmonton region

At least...

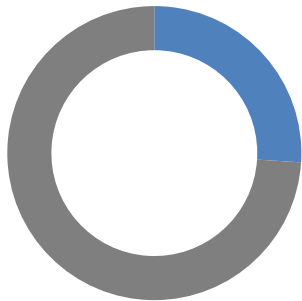
1/3
AGREE...

✓ The City of Fort Saskatchewan is a **great place to raise children**

✓ The City of Fort Saskatchewan has a **significantly lower cost of living** than elsewhere in the Edmonton region

✓ There are lots of **excellent, high paying jobs** in the City of Fort Saskatchewan

A RANGE OF 16% - 31% OF EDMONTON CMA RESIDENTS ARE UNSURE ABOUT EACH STATEMENT



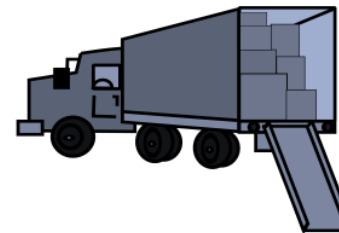
ONE-QUARTER (26%)

of Edmonton CMA residents have **seen/read/heard advertising from the City of Fort Saskatchewan in the past month or so**

(an **INCREASE** from November 2016 results)

TOP MENTIONS

1. I only heard/saw/read an advertisement in the media (17%)
2. It is a great place to live (17%)
3. The city offer lots of facilities/services/activities / City of Fort Saskatchewan offer many opportunities (16%)



18%

of Edmonton CMA residents are **likely** to consider moving to Fort Saskatchewan to live/work in the next 2-3 years or so**

(an **INCREASE** from April 2016 results)

Summary of Findings

25-54 year olds



59%

of Edmonton CMA residents aged 25-54 years are familiar* with the City of Fort Saskatchewan

1/2

AGREE...

✓ The City of Fort Saskatchewan **offers all the same amenities** as elsewhere in the Edmonton region

✓ The City of Fort Saskatchewan is a **great place to raise children**

At least...

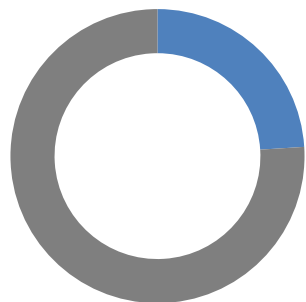
1/3

AGREE...

✓ The City of Fort Saskatchewan has a **significantly lower cost of living** than elsewhere in the Edmonton region

✓ There are lots of **excellent, high paying jobs** in the City of Fort Saskatchewan

A RANGE OF 15% - 31% OF EDMONTON CMA RESIDENTS AGED 25-54 YEARS ARE UNSURE ABOUT EACH STATEMENT



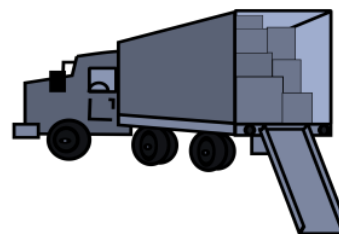
ONE-QUARTER (24%)

of Edmonton CMA residents aged 25 to 54 years have **seen/read/heard advertising** from the City of Fort Saskatchewan in the past month or so

(an **INCREASE** from November 2016 results)

1. I only heard/saw/read an advertisement in the media (18%)
2. New residential developments / encouraging new residents (16%)

TOP MENTIONS

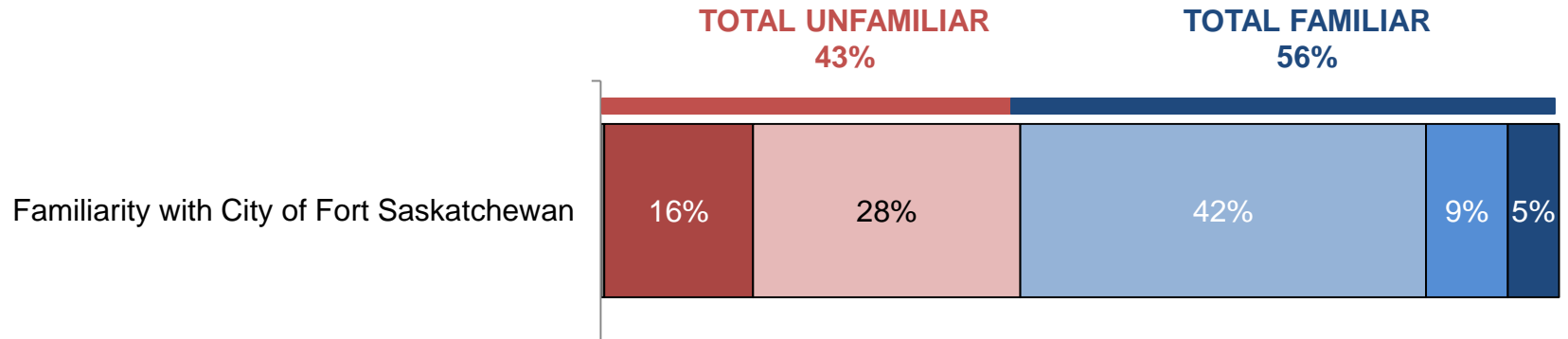


20%

of Edmonton CMA residents aged 25-54 years are **likely**** to consider moving to Fort Saskatchewan to live/work in the next 2-3 years or so

Detailed Results

Familiarity with City of Fort Saskatchewan



■ Don't know/Not sure
 ■ Not at all familiar
 ■ Not very familiar
 ■ Somewhat familiar
 ■ Very familiar
 ■ Extremely familiar

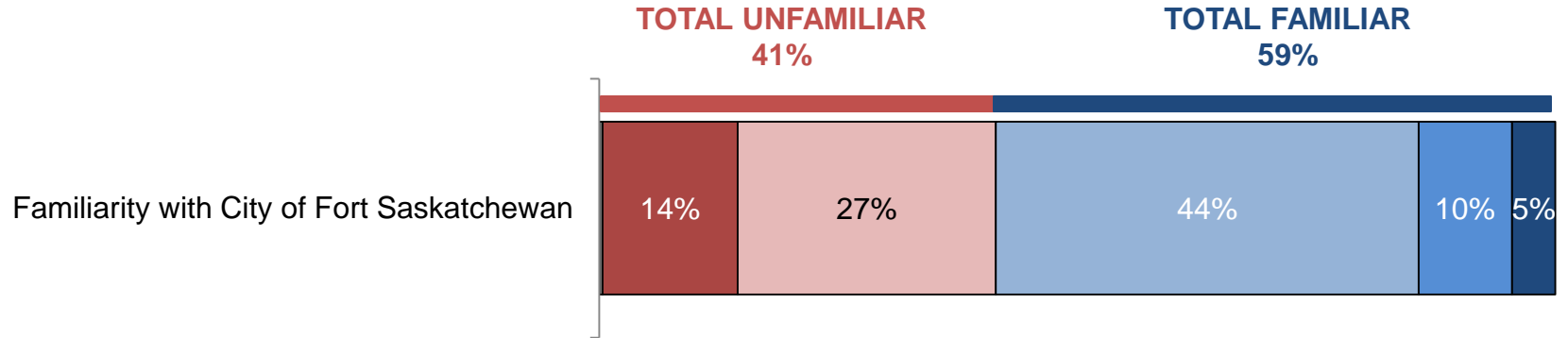
Total familiar (somewhat, very, extremely)	Edmonton proper	Edmonton surrounding areas
May 2016	49% (n=425)	71% (n=75)
November 2016	43% (n=413)	63% (n=87)
April 2017	56% ↑ (n=417)	60% (n=84)

↑↓ increase/decrease from previous wave

Familiarity in April 2017 has increased compared to November 2016 (56%, compared to 47%).

Base: Edmonton CMA residents (n=501)

Familiarity with City of Fort Saskatchewan 25-54 years old

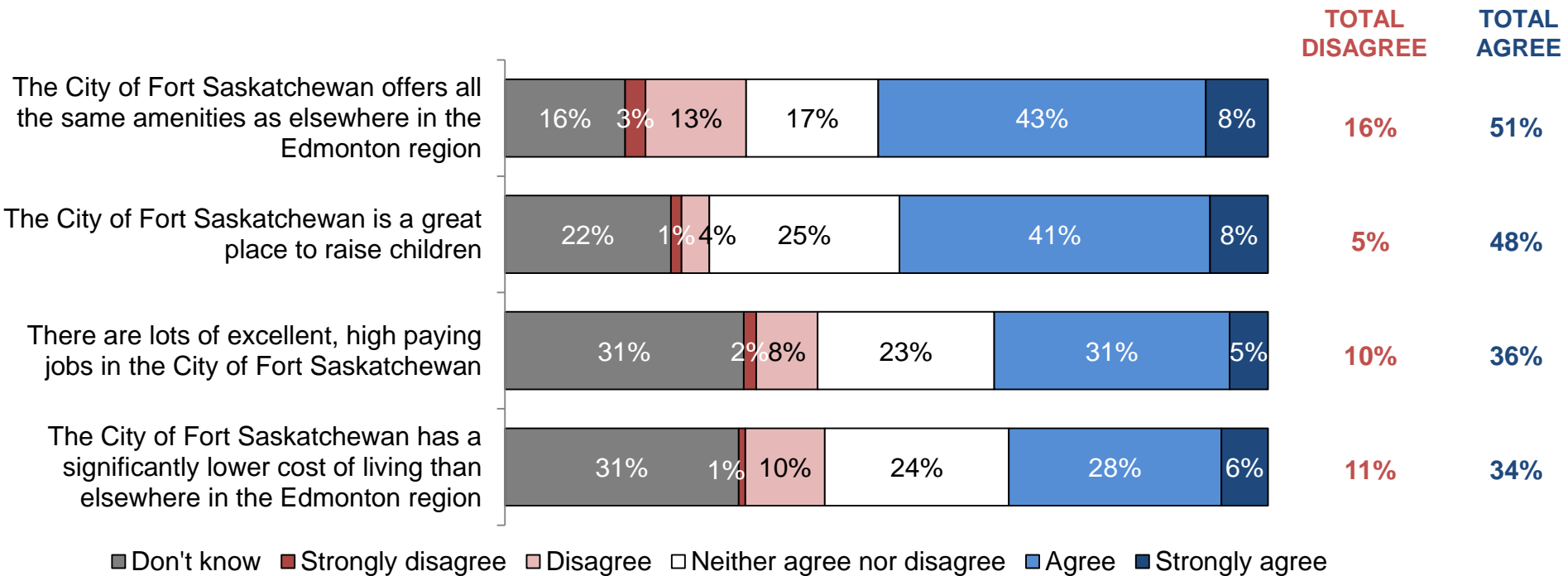


■ Don't know/Not sure
 ■ Not at all familiar
 ■ Not very familiar
 ■ Somewhat familiar
 ■ Very familiar
 ■ Extremely familiar

Total familiar (somewhat, very, extremely)	Edmonton proper	Edmonton surrounding areas
November 2016	50% (n=198)	70% (n=38)
April 2017	59% (n=221)	58% (n=45)

Base: Edmonton CMA residents aged 25-54 years of age (n=266)

Opinions on City of Fort Saskatchewan

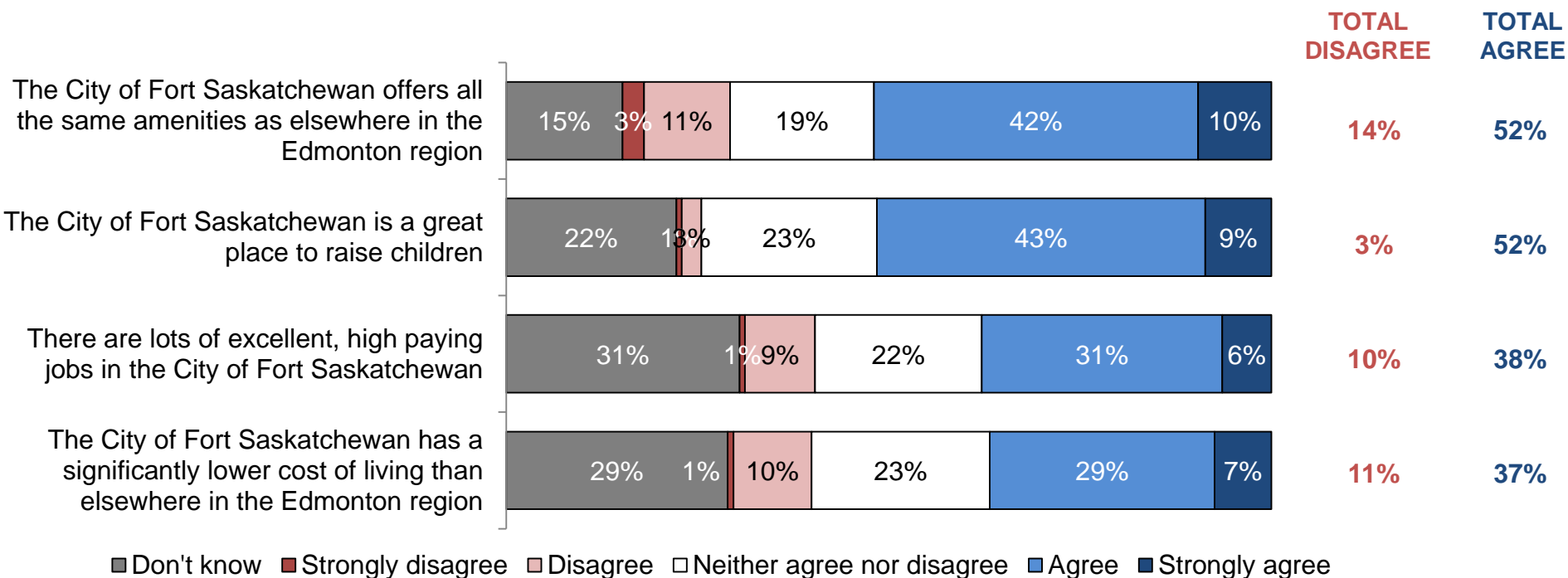


An increased proportion of Edmonton CMA residents agree that there are lots of excellent, high paying jobs in the City of Fort Saskatchewan (36%, compared to 23% in November 2016).

Base: Edmonton CMA residents (n=501)

Opinions on City of Fort Saskatchewan

25-54 year olds



An increased proportion of Edmonton CMA residents aged 25-54 years of age agree that there are lots of excellent, high paying jobs in the City of Fort Saskatchewan (38%, compared to 21% in November 2016).

Base: Edmonton CMA residents aged 25-54 years of age (n=266)

Opinions on City of Fort Saskatchewan

Total Agree (agree, strongly agree)		Edmonton proper	Edmonton surrounding areas
The City of Fort Saskatchewan offers all the same amenities as elsewhere in the Edmonton region	May 2016	44% (n=425)	57% (n=75)
	November 2016	47% (n=413)	62% (n=87)
	April 2017	51% (n=417)	52% (n=84)
The City of Fort Saskatchewan is a great place to raise children	May 2016	45% (n=425)	54% (n=75)
	November 2016	40% (n=413)	50% (n=87)
	April 2017	46% (n=417)	61% (n=84)
The City of Fort Saskatchewan has a significantly lower cost of living than elsewhere in the Edmonton region	May 2016	33% (n=425)	39% (n=75)
	November 2016	29% (n=413)	28% (n=87)
	April 2017	34% (n=417)	32% (n=84)
There are lots of excellent, high paying jobs in the City of Fort Saskatchewan	May 2016	33% (n=425)	38% (n=75)
	November 2016	23% (n=413) ↓	26% (n=87)
	April 2017	37% (n=417) ↑	32% (n=84)

↑ ↓ increase/decrease from previous wave

Opinions on City of Fort Saskatchewan 25-54 year olds

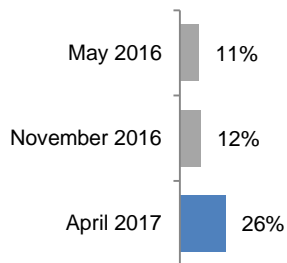
Total Agree (agree, strongly agree)		Edmonton proper (n=198)	Edmonton surrounding areas (n=38)
The City of Fort Saskatchewan offers all the same amenities as elsewhere in the Edmonton region	November 2016	47% (n=198)	72% (n=38)
	April 2017	51% (n=221)	56% (n=45)
The City of Fort Saskatchewan is a great place to raise children	November 2016	39% (n=198)	50% (n=38)
	April 2017	49% (n=221)	66% (n=45)
The City of Fort Saskatchewan has a significantly lower cost of living than elsewhere in the Edmonton region	November 2016	33% (n=198)	34% (n=38)
	April 2017	38% (n=221)	31% (n=45)
There are lots of excellent, high paying jobs in the City of Fort Saskatchewan	November 2016	20% (n=198)	27% (n=38)
	April 2017	38% (n=221) ↑	35% (n=45)

↑ ↓ increase/decrease from previous wave

Those in Edmonton surrounding areas are more likely than those in Edmonton Proper to agree that the City of Fort Saskatchewan is a great place to raise children.

Advertising Recall (past month or so)

Recall Advertising



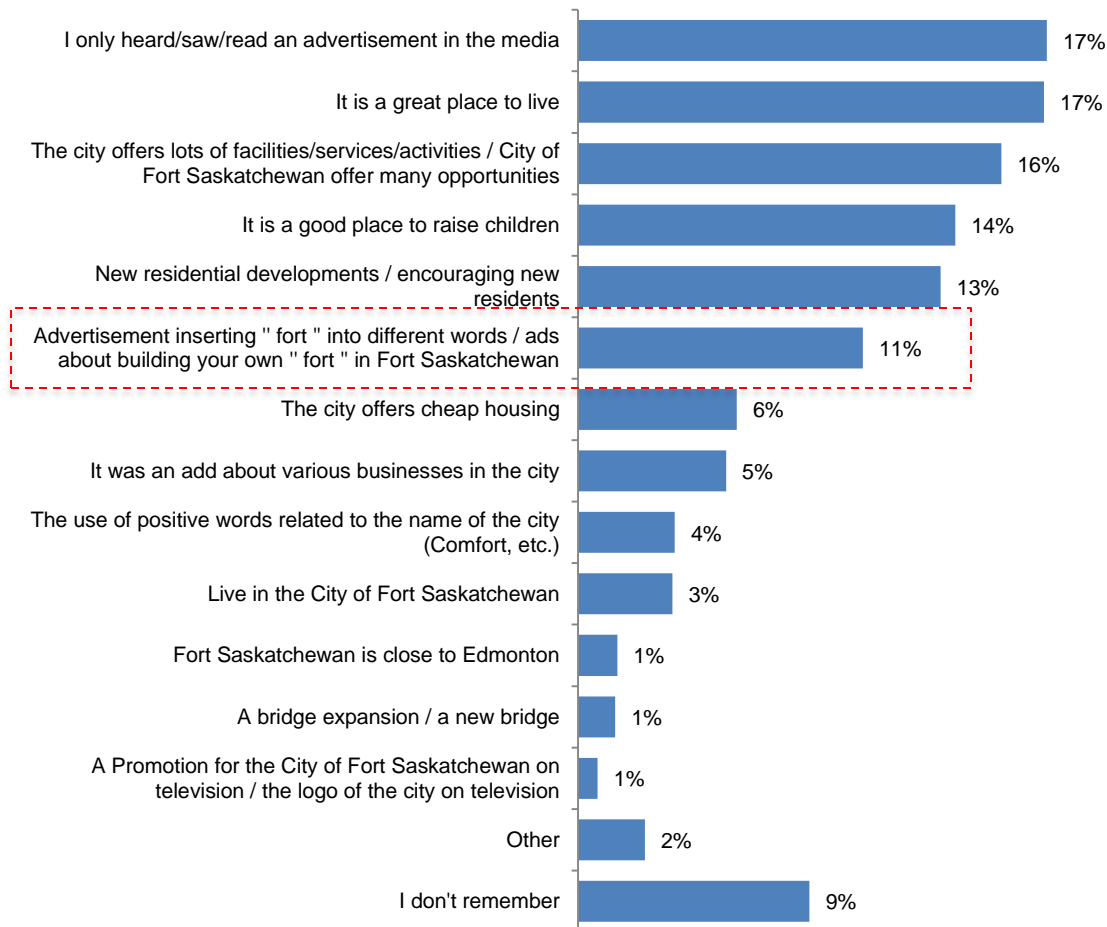
Base: Edmonton CMA residents (n=501)

Advertising recall has increased in April 2017 compared to November 2016 (26%, compared to 12%).

Those in Edmonton surrounding areas are more likely than those in Edmonton proper to recall any advertising regarding the City of Fort Saskatchewan in the past month or so.

One-in-ten (11%) Edmonton CMA residents who recall any advertising regarding the City of Fort Saskatchewan, recall the current "FORT" campaign.

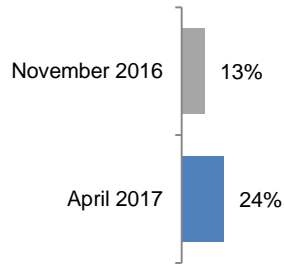
Information Recalled April 2017



Base: Edmonton CMA residents who recall advertising (n=130)

Advertising Recall (past month or so) 25-54 year olds

Recall Advertising

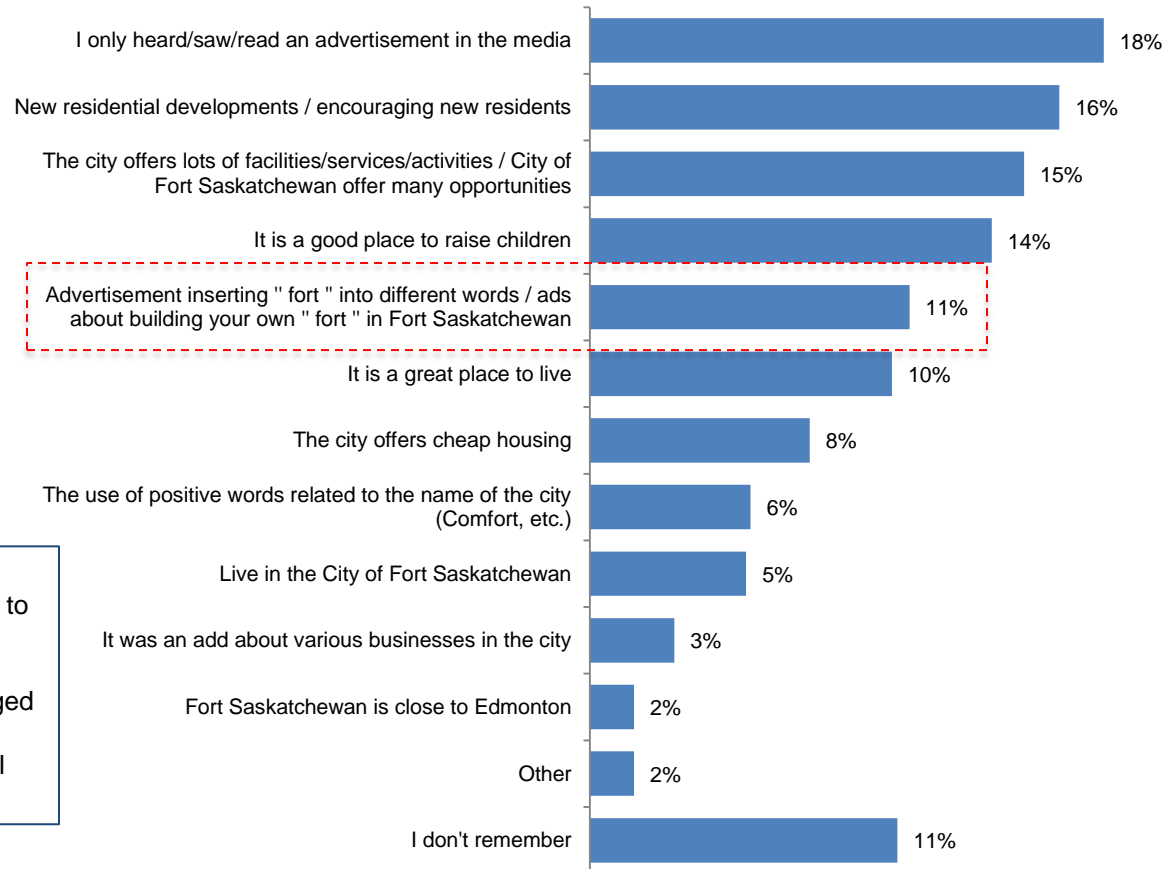


Base: Edmonton CMA residents aged 25-54 years of age (n=266)

Advertising recall has increased in April 2017 compared to November 2016 (24%, compared to 13%).

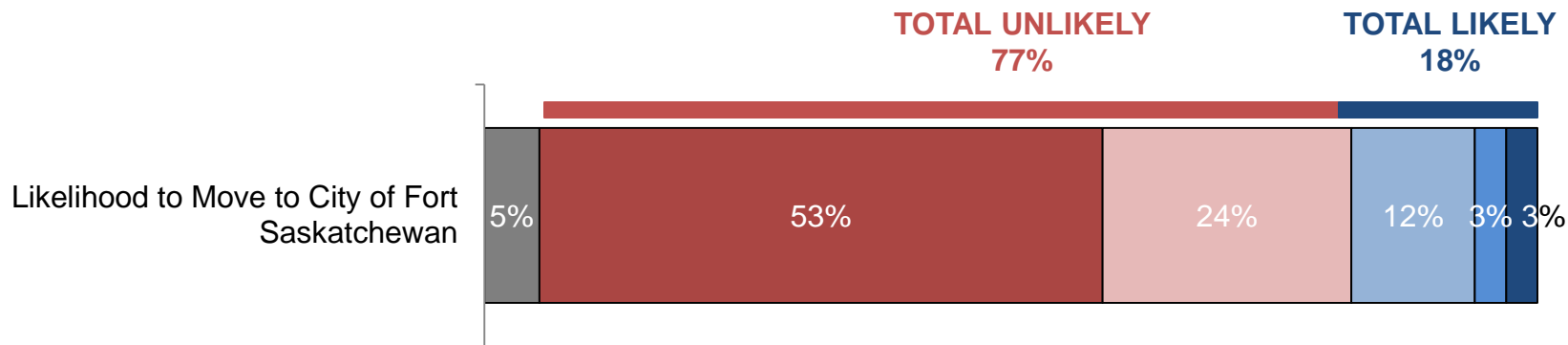
One-in-ten (11%) Edmonton CMA residents aged 25-54 years old, who recall any advertising regarding the City of Fort Saskatchewan, recall the current "FORT" campaign.

Information Recalled April 2017



Base: Edmonton CMA residents aged 25-54 years of age who recall advertising (n=64)

Likelihood of Moving to City of Fort Saskatchewan (within next 2-3 years or so)

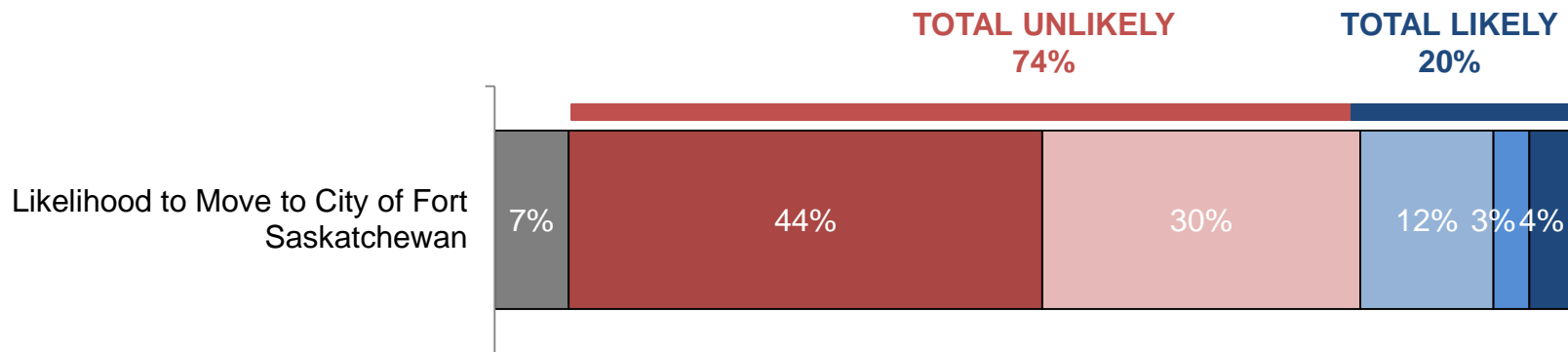


■ Don't know/Depends
 ■ Not at all likely
 ■ Not very likely
 ■ Somewhat likely
 ■ Very likely
 ■ Extremely likely

Total likely (somewhat, very, extremely)	Edmonton proper	Edmonton surrounding areas
May 2016	12% (n=425)	13% (n=75)
November 2016	17% (n=413)	16% (n=87)
April 2017	18% (n=417)	15% (n=84)

Base: Edmonton CMA residents (n=501)

Likelihood of Moving to City of Fort Saskatchewan (within next 2-3 years or so) 24-54 year olds



Don't know/Depends
 Not at all likely
 Not very likely
 Somewhat likely
 Very likely
 Extremely likely

Total likely (somewhat, very, extremely)	Edmonton proper	Edmonton surrounding areas
November 2016	20% (n=198)	11% (n=38)
April 2017	19% (n=221)	20% (n=45)

Base: Edmonton CMA residents aged 25-54 years of age (n=266)

Profile of Respondents

Profile of Respondents

	Edmonton CMA residents	25-54 year olds
n=	501	266
Region		
Edmonton proper	85%	84%
Edmonton surrounding areas	15%	16%
Gender		
Male	50%	50%
Female	50%	50%
Age		
Between 18 and 24	13%	-
Between 25 and 34	20%	35%
Between 35 and 44	18%	31%
Between 45 and 54	19%	34%
Between 55 and 64	15%	-
Between 65 and 74	11%	-
75 or older	4%	-
Marital Status		
Single	31%	27%
Married	46%	52%
Common law	10%	11%
Divorced	8%	7%
Widowed	3%	-
Separated	3%	2%
I prefer not to answer	1%	1%

	Edmonton CMA residents	25-54 year olds
n=	501	266
Children in Household		
Yes: 12 years of age and OLDER ONLY	6%	8%
Yes: 12 years of age and older AND younger than 12 years old	3%	6%
Yes: YOUNGER than 12 years old ONLY	13%	22%
No children under 18 years old at all in the household	74%	61%
I prefer not to answer	2%	2%
Education		
High school, general or vocational (8 to 12 years)	25%	20%
College (pre-university, technical training, certificate, accreditation or advanced diploma (13-15 years))	25%	25%
University certificates and diplomas	6%	7%
University Bachelor (including classical studies)	30%	34%
University Master's degree	10%	11%
University Doctorate (PhD)	2%	1%
I prefer not to answer	1%	2%

Profile of Respondents (continued)

	Edmonton CMA residents	25-54 year olds
n=	501	266
Occupation		
Office worker	13%	18%
Personnel specialized in sales	6%	7%
Personnel specialized in services	5%	5%
Manual workers	3%	3%
Skilled, semi-skilled workers	6%	7%
Science and technologies workers	4%	6%
Professionals	14%	21%
Managers/administrators/owners	9%	11%
Homemaker	4%	5%
Student (full-time or whose studies take up most of his/her time)	9%	3%
Retired (pre-retired or annuitant)	17%	2%
Unemployed (unemployment, welfare)	2%	3%
Other	6%	8%
I prefer not to answer	2%	2%

	Edmonton CMA residents	25-54 year olds
n=	501	266
Household Income		
\$19,999 or less	4%	2%
Between \$20,000 and \$39,999	8%	6%
Between \$40,000 and \$59,999	17%	18%
Between \$60,000 and \$79,999	12%	12%
Between \$80,000 and \$99,999	12%	12%
\$100,000 or more	31%	34%
I prefer not to answer	16%	16%
First Language		
French	4%	4%
English	75%	78%
Other	7%	6%
English and French	1%	2%
French and other	<1%	<1%
English and other	11%	7%
Other and other	1%	2%
I prefer not to answer	<1%	<1%

Leger is the **largest Canadian-owned** polling, strategic advice and market research firm

600 employees

75 consultants

Present in more than **100 countries** through its international Worldwide Independent Network (WIN)

Our firm distinguishes itself through its **marketing intelligence** and tailored **strategic advice**

Canada: Montreal, Quebec City, Toronto, Edmonton, Calgary / **United States:** Philadelphia

www.leger360.com

Here is What You Said

myFORT
MY CITY. MY SAY.

What would you recommend visitors do in our city?

River Valley	361
Trails	345
The Fort Heritage Precinct	224
The Sheep	200
Downtown	140
Festivals/events	134
Parks	111
Dow Centennial Centre	89
Restaurants	75
Farmers Market	63
Pool	29
Dog Park	27
Spray Park	25
Library	21

What are you most proud of in our city?

Sense of Community	240
Trail System	184
Small Town Feel	158
Festivals and Events	86
Cleanliness	81
Parks	75
Dow Centennial Centre	32
Growth	31

Please explain why you chose Fort Saskatchewan to live.

Small Town Feel	197
Family Lives Nearby	140
Close to Work	102
Family Oriented	82
Close to Edmonton	78
Smaller city/community	49
More affordable	35
Friendly People	21

Please explain why you chose Fort Saskatchewan to work/own a business.

Close to Home	82
Good Opportunity and/or Support	37
Good Work Opportunity	18
Got Transferred	13

Please explain why you chose Fort Saskatchewan to visit.

River Valley and Trails	45
Visit Family	42
Shopping	35
Events	28
Visit Friends	21
Sheep	18

If you could change one thing about our city, what would that be?

Pool	150
Shopping	135
Bridge	71
Traffic	71
Reduce Crime	53
Lower Taxes	49
Fix Water Bills	44
Reduce Spending by City	24
Parking Issues	20

Survey Respondents

Age Cohort (Not all respondents completed this section)	Responses
12 - 19	66
20 - 34	356
35 - 54	617
55 and above	418

"The downtown core is a great place to see. The ole jail and fort areas."

"Enjoy the trails and parks especially along the river valley."

"Visit the sheep - of course..."

"I am most proud that we have so much outside public use areas such as parks, green spaces, walking trails."

"The atmosphere of a community that is connected and caring."

"That in many ways it still feels like a small town even with the large amount of growth we have experienced over the years."

"Proximity to the city, but still small town-like with great services and low taxes."

"More of a small town feel. You can get anything you need to be in 15 min or less."

"Great business community and lots of opportunity."

"So convenient - only takes 5-10 minutes to get to work and I'm able to go home for lunch to let my dog out."

"Good reception from community to own a business. Shop local is huge here."

"Lots of family events and things do in town. Almost every weekend there is something to do/watch/take part in."

"The River Valley. The view during the summer months are fantastic and lots of people take advantage of this."

"Shopping, not busy wonderful people friendly atmosphere."

"Commuter traffic to plants. Have a bypass route for trucks and traffic just driving through town. Too much semi's are on Hwy 21. And no one stops to use the services."

"We are in desperate need of things for older kids to do plus we really do need a pool that's more functional than the one we have now."

"I wish there were more local businesses [in] downtown and less liquor stores in the city."



Safety Qualification

1. GENERAL INFORMATION			
Company Name:		Operates as:	
Street Address:		Mailing Address:	
City:		City:	
Province:		Province:	
Postal Code:		Postal Code:	
Bus Telephone: ()		Fax: ()	
Contact Information	Name	Phone	Email
Primary Contact			
HSE Contact			

2. ORGANIZATION			
Provide the WCB Industry Code(s) and description of service(s) provided:			
Industry Code	Description of Service		
Self Employed only?:	No	Yes	
Does your company use sub-contractors? :	No	Yes	
If "Yes" do your sub-contractors have their own SMS?	No	Yes	
Does your company hold a current ISO certification? :	No	Yes	9001: _____ Other:

3. WCB STATISTICS			
Does your company have a WCB account(s) in good standing?		Yes	No
(if yes, please attach a current WCB clearance letter addressed to the City of Fort Saskatchewan)			
WCB Stats from the last 3 years	20____	20____	20____
Employers premium rate			
Industry rate			
Rate adjustment, surcharge or discount			
Number of fatalities			
Number of Lost Time Injuries*			
*On a separate page, briefly explain any fatalities or lost times that may have been listed.			
Attach a copy of the current year WCB Employer Premium Rate Statement and the two previous years.			

Company Name:

4. SAFETY MANAGEMENT SYSTEM							
Does your company have a COR or SECOR in the Province of Alberta?						Yes	No
If "Yes": Please attach a copy of the Certificate and table of contents. A copy of the SMS will be required after approval.							
If "No": Does your company have an existing SMS that meets (SE)COR requirements?						Yes	No
If "Yes": Please attach a copy of table of contents. A copy of the SMS will be required after approval							
If "No": Please confirm if you have any parts of a SMS:							
a.	Corporate Safety Policy	No	Yes	b.	Roles and Responsibilities	No	Yes
c.	Hazard Assessment Process	No	Yes	d.	Planned Worksite Inspections	No	Yes
e.	New Hire Orientation	No	Yes	f.	Supervisor Training Program	No	Yes
g.	Worker Competency Program	No	Yes	h.	Safe Work Procedures	No	Yes
i.	Safe Work Practices	No	Yes	j.	Pre-Job meetings (safety is topic)	No	Yes
k.	Environmental Practices	No	Yes	l.	Incident investigation procedures	No	Yes
m.	Emergency Response Planning	No	Yes	n.	Reference to AB OH&S	No	Yes
o.	Preventative Maintenance	No	Yes	p.	Subcontractor Management	No	Yes
Has your company ever been issued a stop work order by or from a Government regulatory agency in the last 5 years? (if yes, please provide details)							

5. PROGRAM VERIFICATION	
If your company has COR, SECOR, a SMS or said yes to parts of a SMS:	
<ul style="list-style-type: none"> Attach a copy of the <u>completed formal hazard assessment</u> for overall company scope of work. (Not a field level or site specific hazard assessment) Provide frequency and percentage of compliance for worksite safety inspections: Frequency: _____ Compliance: _____% Provide frequency and percentage of compliance for safety meetings: Frequency: _____ Compliance: _____% If "yes" to subcontractor management in SMS, attach a copy of the subcontractor management process. 	

6. COMPETENCY VERIFICATION	
<ul style="list-style-type: none"> Provide business resumes or letters of experience for any project management and supervisors and include documentation to support the following: <ul style="list-style-type: none"> Education and/or certification within occupation or trade(s). This may include doctorates, degrees, diplomas, trade certifications or records of training in non-certified trades. Supervisor level safety qualifications. This may include courses from a university, college, trade school, an accredited safety association such as: <ul style="list-style-type: none"> AMHSA (Alberta Municipalities Health and Safety Association) ACSA (Alberta Construction Safety Association) Provide documentation supporting training & education of company safety representative. Provide documentation supporting training & education of designated emergency response staff. (first aid, rescue, etc) 	



Company Name:

Are you responding to a request for proposal?	Yes	No
If "Yes" cite proposal name/number: _____		

By Signing this form, I declare that the information provided is complete, correct and that I understand that the City maintains the right to verify and periodically audit my safety records for compliance to Legislative and City standards:			<u> </u> DD / MM / YYYY
Senior Representative	Title and Telephone Number	Signature	
Safety Representative	Title and Telephone Number	Signature	

CITY USE ONLY

Review by City of Fort Saskatchewan Health and Safety Advisor
Contractor is:
Acceptable for approved contractor list
Conditionally approved for approved contractor list. The following conditions must be met prior to work commencing:
Not acceptable for approved contractor list

- List of attachments:**
- Current WCB Clearance Letter addressed to the City of Fort Saskatchewan;
 - WCB Premium Rate Statements for current and past two years;
 - Copy of COR or SECOR certificate (if applicable);
 - Copy of SMS table of contents (if applicable);
 - Copy of formal hazard assessment for company scope of work;
 - Subcontractor management process (if applicable);
 - Copies of managerial and supervisory competencies;
 - Copies of health & safety staff training & education (if applicable); and
 - Copies of emergency response staff training & education.