

TELEPHONE POLLING QUOTES

Staff engaged with the project consultant for advice, conducted research and solicited informal quotes from a few polling companies between October and December 2020.

The two polling approaches relevant to the project in line with Council direction include either Option A – conducting a Citywide Telephone Polling or Option B – conducting a Ward-by-Ward Telephone Polling.

In the two scenarios, the work will require a polling company working directly with project lead consultant, Sage Solutions, to conduct a telephone polling across the city.

Details of each approach are highlighted below:

A	Citywide Telephone Polling	
1	Details 600 telephone interviews asking about 10 questions. The phone calls will be made mostly to landlines and some cell phones. The polling takes about two months to conduct and results compiled. The polling has a +/-5% margin of error, 19 times out of 20, with 95% confidence interval.	
2	Cost estimates Polling company: (Cost includes project meetings, survey programming, hosting, fieldwork, data processing, analysis, reporting and Council/staff presentation)	\$15,000
	Sage Solutions – Project lead consultant: (Cost includes incorporating telephone polling findings into project reports, working with the polling company during polling phase and other project due diligence and Council/staff presentation)	\$10,000
	TOTAL COST ESTIMATE	
		\$25,000

Staff recommend Option A above if endorsed by Council.

OUR Vision: To be the best place to raise a child and age successfully.

OUR Mission: To provide high quality cost conscious public services that contribute to a healthy, safe and prosperous community, in a sustainable manner.

OUR Culture: Collective Ownership, Steadfast Integrity, Courageous Change, Sensational Service, Engaged Empowered Employees.

B	Ward-by-Ward Telephone Polling	
1	Details 5,700 telephone interviews (380 completed interviews per ward) asking about 10 questions. The phone calls will be made mostly to landlines and some cell phones. The polling takes about three months to conduct and results completed. The polling has a +/-5% margin of error, 19 times out of 20, with 95% confidence interval.	
2	Costs Polling company: (Cost includes project meetings, survey programming, hosting, fieldwork, data processing, analysis, reporting and Council/staff presentation)	\$99,000
	Sage Solutions – Project lead consultant: (Cost includes incorporating telephone polling findings into project reports, working with the polling company during polling phase and other project due diligence and Council/staff presentation)	\$15,000
	TOTAL COST ESTIMATE	\$114,000

Staff do not recommend Option B due to cost and timing and that ward level detail will not necessarily provide new data to incorporate into recommendations above and beyond what Option A would provide.

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