

## **Homeward Trust Edmonton Participant Satisfaction Surveys, 2017/2018**

### **Statement of Work**

#### **Background**

Homeward Trust Edmonton is a community-based organization that provides leadership and resources to end homelessness in Edmonton. Homeward Trust fulfills its mandate by leading initiatives and programs, engaging community stakeholders and partners, conducting research, creating awareness of homelessness, and funding housing and support services projects. Homeward Trust has adopted the Housing First principles of providing immediate housing to people experiencing chronic and episodic homelessness and providing individualized services based on participant choice. Homeward Trust is launching its second annual Participant Satisfaction Survey with participants (n = approx. 1,000) in Homeward Trust's adult Housing First programs and is also launching its first annual satisfaction survey with youth housed through its Youth Housing First program (n = approx. 60), which began in June 2016 in partnership with two community-based agencies in Edmonton.

#### **Objective**

Homeward Trust is seeking an external consultant to conduct the 2017/2018 Participant Satisfaction Survey and the 2017/2018 Youth Housing First Satisfaction Survey, and to provide Homeward Trust with the response data. The participant satisfaction surveys will be used to assess several issues, including whether participants feel that their housing workers respect them, whether they feel safe in their housing, and whether Indigenous participants have received adequate cultural supports. The Participant Satisfaction Survey comprises approx. 10 closed-ended questions and two open-ended questions; the Youth Housing First Satisfaction Survey contains approx. 11 closed-ended questions and one open-ended question.

#### **Project Framework**

It is anticipated the consultant would conduct the research using a mixed-mode, multi-phase census approach to reach as many participants as possible and maximize response rates. The research design would resemble the following:

1st Wave: The consultant will launch an online survey (email and text invitations to the online survey, where possible);

2nd Wave: The consultant will mail all participants, inviting them to complete a mail-out survey; and

3rd Wave: Excluding those who have already completed the survey, the consultant will begin a telephone survey with participants with access to a phone (with an option for participants to call back to complete the survey).

## Scope of Work

The consultant will be responsible for:

- Programming and testing an online form, telephone form and mail-out version of the survey, and providing each for Homeward Trust to review and approve;
- Working to complete surveys by employing different methodologies, understanding that participant contact information provided to the consultant may no longer be accurate;
- Updating Homeward Trust Edmonton periodically on the survey response rate;
- Issuing a \$5 coffee card honorarium to each survey respondent; and
- Preparing a master data file (Excel) containing participant responses.

Homeward Trust Edmonton will be responsible for:

- Providing the final versions of the questionnaires to the consultant in electronic format;
- Providing the consultant with selected participant information (e.g., case numbers and contact information); and
- Informing participants that the research will be taking place and that the contractor will be inviting them to take part in the survey.

## Project Schedule

The consultant will have 4 weeks to complete data collection for this study. The Project will be delivered according to the schedule below:

Deadline for Expressions of Interest	December 20, 2017
Notification to Consultants	December 22, 2017
Contract to Consultant	January 03, 2018
Project Initiation Meeting with Homeward Trust	January 08, 2018
Online Survey Launch	January 11, 2018 (open until February 01, 2018)
Start Mail-Out	January 15, 2018 (open until February 01, 2018)
Phone Survey launch	January 24, 2018 (open until February 01, 2018)
Data put into Labelled File for Homeward Trust	February 02, 2018
Delivery of Honoraria to Clients	February 02, 2018

## Deliverables

The consultant will submit the following deliverables to Homeward Trust Edmonton:

- Online, telephone, and mail-out versions of the survey, providing each for Homeward Trust Edmonton to review and approve;
- Regular updates of the response rate; and
- A labelled Excel file of the collected data.

### **Qualifications**

It is expected the successful candidate will possess the following qualifications:

- Experience in administering online and telephone surveys with diverse population groups, especially vulnerable groups such as persons with disabilities, people experiencing trauma, seniors and immigrants;
- Able to commit to the project schedule; and
- Experience in the community services and/or housing and homelessness sector would be an asset.

### **Contract Value**

This contract is valued up to a maximum of \$13,000, inclusive of GST. 50% of the amount is payable by invoice upon signing the contract and 50% is payable upon completion of the Project.

### **Submission of Expression of Interest**

Interested parties should provide a proposal for administering the surveys, including a methodology, estimated costs for conducting the research, and examples of relevant experience. The length of the proposal should not exceed four pages.

Homeward Trust will review submissions based on whether the quoted cost is within the maximum value of the contract and whether the consultant's proposed approach will be feasible within the project schedule. Homeward Trust will also assess whether the consultant possesses appropriate qualifications and experience to conduct the research.

### **Project Contacts**

Please submit any project questions to Duncan Scott by 4:30 pm MST, December 12, 2017 and an Expression of Interest by 4:30 pm MST, December 20, 2017.

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