

WNH Customer Engagement Project Estimate

October 9th, 2019

Attn: Jeff Quint, Manager, Energy Efficiency and Corporate Communications

WNH CUSTOMER ENGAGEMENT – PROJECT DESCRIPTION

Brickworks is pleased to present the following proposal and pricing structure to conduct further engagement with Waterloo North Hydro customers through phone and web surveying.

An online survey and telephone survey will be conducted among Waterloo North Hydro customers. The telephone portion will involve live interviews with N=500 residential customers. An optional N=600 survey price is also included below.

Brickworks will act as an independent party to collect and analyze the data, keeping all individual responses of your customers confidential. Similar to the last time we conducted customer engagement, the survey questions will help pinpoint customer priorities as they relate to subjects including safety, infrastructure maintenance, equipment upgrades, and any other topics you'd like to address. Understanding your customer priorities, needs, and how they view the quality of service and reliability you have provided to them will help guide your decisions in the future.

The questionnaire (approximately 5-7 minutes in length) will be designed by Brickworks in consultation with Waterloo North Hydro. As part of our scope of work, we will assist in the design of a survey instrument through the pilot test of the questionnaire (3-5) that will be recorded and provided to Strategy and Insights.

The calls will then be conducted using live operators and Computer Assisted Telephone Interviewing (CATI). The online survey option will be available for respondents who prefer / request it or refuse the telephone approach. They will be provided a link to the survey site with a password to access.

Brickworks will program the questionnaire into the CATI & CAWI and secure an updated database of residents. The random sample frame database of residents (RDD) will be inclusive of cellular and land line numbers purchased from ADSE survey sampler. Data collection is expected to take 5-7 days.

A complete report of our findings will be developed upon completion of the project. An Excel document listing results by question report with crosstabulations will be provided, along with the raw data in both SPSS and Excel. Verbatim responses will be coded and a full written Word report with analysis will be provided. The reporting will take approximately 2 business days to complete.

The survey questions will be provided by WNH.

PRICING

Our pricing breakdown for the **N=500** telephone survey is as follows:

| TASK | TIMELINE | COST |
|---|----------|----------------------|
| Account Management | | \$500 |
| Design, database management, CATI programming | 1 day | \$720 |
| Data collection | 5-7 days | \$5,400 |
| Data cleaning and reporting | 2 days | \$1,200 |
| TOTAL COST | | \$7,820 + HST |

Optionally, if preferred, our total cost for the **N=600** survey is **\$9,384 + HST** instead.

Our pricing breakdown for the **open online survey** is as follows:

| TASK | TIMELINE | COST |
|--|----------|-------|
| Account Management | | \$500 |
| Design, CAWI programming, administration | 1 day | \$720 |

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| Data collection | 14 days | \$1.20 per complete |
| Data cleaning and reporting | 2 days | \$1,200 |
| TOTAL COST | | \$2,400 + data collection + HST |

We can also provide other cost options as requested. If you have any questions or require further information, please don't hesitate to contact me anytime.

Cathy Millar

Vice President, Brickworks

289-253-7042