



# Request for Proposals: Public Opinion Polling

Deadline: June 28, 2024

Submit proposals to: Victoria Marshall, Communications & Stakeholder Relations Officer  
[v.marshall@cmo.on.ca](mailto:v.marshall@cmo.on.ca)

## About the College of Midwives of Ontario

Midwifery is a highly respected profession. We recognize that midwifery clients choose midwives as their primary-care providers for a reason – they value midwifery care, and we value it too.

The College of Midwives of Ontario is mandated to regulate midwifery in the public interest and understands that midwifery care is safe, ethical, and provided by skilled practitioners.

Our primary obligation is to ensure that midwives in Ontario are qualified, skilled, and competent to practise so all Ontarians can be confident in the care they receive from professional midwives. We support midwives in providing their best care to clients – and we're there for clients when they need us.

Ontario's midwives are fully integrated with the public health care system and care for parents from the first pregnancy test through childbirth and into infancy. Midwives provide care in various settings, including homes, clinics, hospitals, and birth centres. Ontario's midwives are primary care providers who provide comprehensive, person-centred care.

The College partners with registrants, the public health care system, and the government to ensure Ontarians who choose midwifery care can expect skilled, safe, and ethical care.

Through regulation, the College ensures the existence of – and access to – safe, ethical, and skilled midwifery care.

We regulate by:

- **Registering midwives**, so every midwife entering practice has the education and experience to provide quality care.
- **Establishing high standards of care** and holding all midwives **accountable** to meeting the standards.
- Requiring practising midwives to maintain an **active practice** and continuous **professional development**.
- Investigating and responding to concerns or complaints about the care provided by midwives.
- The College maintains a **public register** which provides information about every midwife who practises in Ontario.
- Working actively to **modernize our regulatory framework** to allow for the evolution of midwifery in the public interest.
- Implementing an **equity framework** to ensure that the diversity of midwives and midwifery clients are all equitably served by the College.

## About the Need

The College of Midwives of Ontario is looking to engage consultants to assist us with a survey of midwifery clients in Ontario.

Our strategic priorities in our current [strategic plan](#) include using data in the following ways:

- Survey clients to track their perceptions of the College so we can better understand the impact of our work and how we can communicate more effectively with them.
- We will gain a better understanding of clients' needs and expectations across the range of settings in which midwifery care is provided and through analysis of internal College data. This will enable us to engage constructively with the profession to address clients' expectations and find solutions to the issues which lead to complaints by setting new standards or providing regulatory guidance.

We anticipate doing a public opinion survey and would be looking for consultants to develop and frame the questions. We are open to different methods (e.g., online or telephone), and would consider adding on a focus group option. When reviewing the proposed methods, we will be considering cost, reach, and accessibility to ensure that our survey reaches a diverse group.

Following the completion of the survey, we anticipate the successful consultants will provide data analysis and interpretation of the survey results.

### College Objectives

We are hoping to establish base-line data that we can compare against in the future as we continue our work in the public interest. We would like to learn some of the following pieces of information from people who have been pregnant in Ontario

- Whether they used a midwife
- If they did not use a midwife, we would like to know why not:
  - Had they wanted to use a midwife but were unable to access one
  - Assumed or told that they were not suitable for midwifery care
  - Were not aware of midwives
  - Did not want the care of a midwife (and why not)
- What their opinion of midwifery was before becoming pregnant, during, and after, and whether it changed
- Their understanding and opinion of how midwifery works in Ontario and its integration with the Ontario health care system
- Their understanding and opinion of health regulation and the College
- Their opinions on emerging policy issues that are relevant to the College
- Demographics

## Timeline

### Selection of Consultant

June 28, 2024 – All proposals received by the College from interested consultants.

July 10, 2024 – College reaches out to selected consultants with request for additional meeting.

July 15, 2024 – College meets with consultants this week.

July 22, 2024 – College will advise successful consultant and schedule time to meet about project plan.

### Survey in the Field

August-October – College is open to suggestions from consultants around best timing for the survey to be open.

### Conclusions from Survey

October-November – College requires data and analysis from survey to be provided by no later than mid-November.

## Budget

Our budget for this project is \$20,000 – \$25,000 tax inclusive.

## Selection Criteria

### Evaluation Criteria

All proposals will be evaluated in accordance with the following evaluation criteria.

1. Qualifications of consultant (35%)
  - Experience in building surveys of similar topic and size
  - Knowledge of research methodologies and design
  - Experience conducting targeted surveys and providing analysis
  - Knowledge and awareness of the regulatory environment
  - Knowledge of midwifery consumers
  - At least two examples of work with prior clients for similar type projects
2. Work plan (35%)
  - Understanding of requirements – the proposal demonstrates that the respondent has a clear understanding of the scope and nature of the work required
  - Strength of organization/consultant responding (what is your value-add)
  - Identifying and developing proactive strategies for possible delays, risks, and challenges in project execution
  - Dedicated component of the workplan must include when deliverables will be provided to the College including working drafts and the corresponding payment of the deliverable.
  - Work plan must clearly identify which items the proponent will complete, and which items the College will complete
3. Costs (30%)
  - The maximum budget of the project is \$25,000. Applicants must provide a detailed cost breakdown.

- Costs to be realistic for each component of the proposal

## Evaluation Process

The evaluation process is aimed at identifying the proposal(s) that most effectively meet the requirements of the RFP, based on the evaluation criteria set out.

Step 1: The College shall evaluate proposals based on the criteria described in this RFP.

Step 2: The selected proponents may be invited to participate in an interview/presentation with the evaluation team at the College.

Step 3: References may be checked for the selected proponent.

## Conflict of Interest

Proponents must confirm in their proposal that they do not and will not have any conflict of interest (actual or perceived) in submitting the proposal or, if selected, with the contractual obligations as contractor under the agreement. Where applicable, a proponent must declare in its proposal any situation that may be a conflict of interest in submitting its proposal. All confidential information is and will remain the property of the College, unless otherwise indicated. Any proposal received may be disqualified, or if the proposal is selected, can be cancelled, where the proponent fails to provide confirmation of the foregoing or makes misrepresentations regarding any of the above.

## Contract Award

Any qualified proponent will be required to enter a written contract with the College before final selection. The College may, in its sole discretion, cancel the RFP before awarding it and reserves the right to enter preliminary discussions with the proponent with the aim of expediting the final contract and negotiations. The contract will be awarded by July 22, 2024.

## Points of Contact for Future Correspondence

Questions about the details of the RFP can be directed to Victoria Marshall, Communications and Stakeholder Relations Officer at [v.marshall@cmo.on.ca](mailto:v.marshall@cmo.on.ca). All questions must be received one week before the submission deadline.

The College recognizes the value of lived, educational, and professional experience in skill building. If you are enthusiastic about this opportunity and believe you have the capabilities and commitment to the objectives and responsibilities of the contract, but your qualifications do not align perfectly, we encourage you to apply. In accordance with the *Accessibility of Ontarians with Disabilities Act, 2005* and the *Ontario Human Rights Code, 1990*, we will accommodate applicants' needs throughout all stages of the award process.