

RE: NEIGHBOURHOOD SURVEYS FOR LIQUOR LICENSE APPLICATIONS SELECTION OF  
INDEPENDENT MARKETING FIRMS

MUNICIPAL MANAGER'S RECOMMENDATION:

1. THAT the recommendations of the Director Planning & Building Inspection be adopted.

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TO MUNICIPAL MANAGER 1989 MARCH 08

FROM DIRECTOR PLANNING &  
BUILDING INSPECTION

SUBJECT NEIGHBOURHOOD SURVEYS FOR LIQUOR LICENSE APPLICATIONS  
SELECTION OF INDEPENDENT MARKETING FIRMS

PURPOSE: To seek Council approval of the selection of two marketing firms to conduct neighbourhood surveys in connection with liquor license applications for the next two years.

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RECOMMENDATIONS:

1. THAT Council endorse the selection of Watts Marketing Research and United Communications Research Inc. to conduct neighbourhood surveys in connection with liquor license applications for a two-year period, commencing with the adoption of this recommendation.
2. THAT a copy of this report be sent to the General Manager, Liquor Control and Licensing Branch.

R E P O R T

1.0 BACKGROUND INFORMATION:

- 1.1 On 1988 June 27, Council received a report from the Director Planning and Building Inspection regarding changes in the municipal role in consideration of liquor license facilities. At that time, this Department proposed to revise its practice with regards to the selection of independent marketing firms that will conduct neighbourhood surveys, in order to streamline the process. Council was advised that in order to save time for both the independent marketing firms and the Municipality and to provide a more efficient service for the applicant, this Department would work with the Purchasing Agent to solicit proposals from all the eligible marketing firms (predetermined by the Liquor Control and Licensing Branch) in order to select two firms to conduct neighbourhood surveys for a two year period. It was noted that upon receiving and assessing all the proposals, a report would be submitted to Council recommending the selection of the two marketing firms.

ITEM	11
MANAGER'S REPORT NO.	22
COUNCIL MEETING	89/03/20

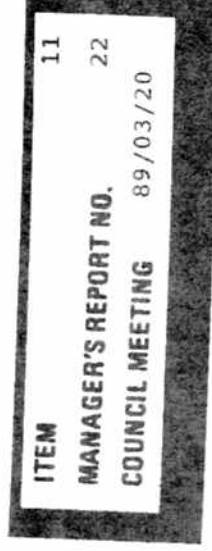
It should also be noted that the selected independent marketing firms will continue to be engaged by, and responsible to the Municipality, while all costs for conducting the survey will be paid by the applicant for the liquor license through the Municipality.

1.2 Subsequent to Council receiving the 1988 June 21 report, the Liquor Control and Licensing Branch imposed a moratorium on the conducting of neighbourhood surveys for liquor license applications in order to review and revise the methodology requirements for the conducting of the surveys to ensure that the surveys are conducted fairly, accurately and consistently. This review process culminated in the Liquor Control and Licensing Branch issuing a Manual On Requirements For The Conduct Of Referendums and the Lifting of the moratorium in late October 1988.

1.3 Once the moratorium was lifted, the Purchasing Agent wrote to the seven marketing firms listed in the Liquor Control and Licensing Branch's Manual On Requirements For the Conduct of Referendums which are located in the Lower Mainland, soliciting proposals to conduct the neighbourhood surveys for liquor license applications. Five of the firms responded and staff have now completed their assessment of the proposals and are recommending the selection of two independent marketing firms to conduct required surveys.

## 2.0 GENERAL DISCUSSION:

- 2.1 The Planning and Building Inspection Department, through the letter from the Purchasing Agent to the marketing firms, outlined the minimum required survey methodology necessary to conduct the neighbourhood surveys for the Municipality of Burnaby. This required survey methodology conforms to the Liquor Control and Licensing Branch's referendum requirements and exceeds these requirements in terms of predetermining the eligible voters in the subject area. In general, the successful firms are required to do the following when conducting a neighbourhood survey:
- a) Determine the specific area (1/2 mile from the centre of the proposed liquor license establishment) and residents to be surveyed and provide the Planning and Building Inspection Department with the cost of the individual survey through an estimate of the addresses within the prescribed area. The estimate will be periodically checked by the Planning and Building Inspection Department.
  - b) Submit a list of all addresses and corresponding names of the principal residential occupants and principal lessees of businesses (19 years of age and over), to be made available for inspection by Municipal staff. This is intended to ensure that only bonafide eligible voters within the prescribed area receive a survey ballot.
  - c) Hand deliver in an envelope, the ballot form with covering letter (to include a description of the proposal and instructions) and a prepaid self-addressed return envelope to each resident and business which is to be checked against the resident/business master list in order to ensure the validity of the response. The enumerator is to ensure that the master list is updated at the end of each day, to reflect any changes in eligible residents or businesses.



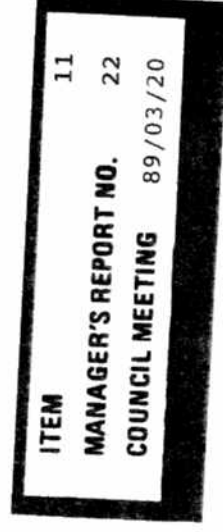
- d) If face to face contact is not made with all eligible voters, leave an information sheet and an "Out - Left Notice" (O.L.N.) card. If additional ballots are delivered to bonafide residents or businesses in the area and subsequently executed, each executed ballot must be cross referenced with the resident/business list.
- If requests are made for additional ballots by residents or businesses not on the resident/business master list, the marketing firm must satisfy itself as to the eligibility of the potential voters and update the resident/business list as required.
- e) Provide this Department with a report on the survey including the number of ballots distributed and returned, the spoiled ballots, and the final results of the survey. A copy of the final resident/business master list is also to be made available for inspection by Burnaby staff including an indication of those on the list from whom signed ballots have been received.

2.2 Planning and Building Inspection Department staff have reviewed each of the five proposals and assessed them on the basis of the following criteria, which were weighted in order to assess each submission appropriately, relative to the Liquor Control and Licensing Branch's standard referendum requirements and the Municipality's objectives for coordinating neighbourhood surveys:

- 1) Comprehensiveness of methodology
- 2) Adherence to contract terms
- 3) Experience in conducting surveys for liquor license applications
- 4) Cost
- 5) Staff Training/Supervision
- 6) Screening of staff, i.e. relationship to the applicant
- 7) References

2.3 In utilizing the preceding criteria, the Planning and Building Inspection Department has assessed the bids submitted from Watts Marketing Research, United Communications Research Inc., Marktrend Marketing Research Inc., Marcon Research Services Inc. and Canadian Facts and have concluded that it would be appropriate for Council to endorse the selection of Watts Marketing Research and United Communications Research Inc. to conduct neighbourhood surveys in Burnaby for a two year period.

Staff are satisfied that Watts Marketing Research and United Communications Research Inc. are the most qualified marketing research companies, capable of carrying out neighbourhood surveys in accordance with the requirements of the Liquor Control and Licensing Branch and the Municipality of Burnaby, based on an assessment of each proposal utilizing the criteria noted in Section 2.2 of this report.



- 2.4 Upon Council adoption of the recommendations contained in this report, a letter of intent would be sent to the two successful marketing firms, indicating that the two firms would be used on a rotating basis to conduct neighbourhood surveys for liquor license applications in Burnaby for two years, provided the Provincial Government does not change the manner in which liquor license applications are handled by the Liquor Control and Licensing Branch and subject to satisfactory performance by the marketing firms.
- 2.5 Council will recall that this Department will be submitting a report to Council on individual liquor license applications which require the conducting of a neighbourhood survey, providing any pertinent input from the various Municipal departments or other agencies on the application, prior to directing the marketing firm to conduct the neighbourhood survey.
- 2.6 The Purchasing Agent concurs with the recommendation of this report.

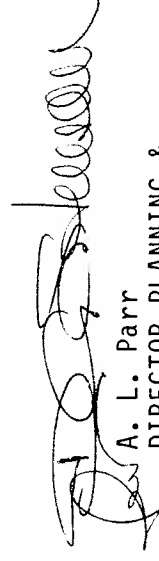
3.0 CONCLUSION:

- 3.1 In view of the foregoing assessment of the proposals received from the independent marketing firms, it is recommended that Watts Marketing Research and United Communications Research Inc. be selected to conduct neighbourhood surveys in connection with liquor license applications in Burnaby on a rotating basis for the next two years. Watts Marketing Research would be selected to conduct the first neighbourhood survey upon the adoption of the recommendations contained in this report, followed by United Communications Research on the second survey, and so on.

As indicated previously, all costs of conducting the neighbourhood surveys will be borne by the applicant for liquor license approval.

BW:ap

cc: Purchasing Agent



A. L. Parr  
DIRECTOR PLANNING &  
BUILDING INSPECTION