



Report to: General Committee

Meeting Date: December 6, 2022

SUBJECT: Consulting Services to Secure Access to Community Data
Insights and Analysis

PREPARED BY: Chris Rickett, Director, Economic Growth, Culture and
Entrepreneurship

RECOMMENDATION:

1. That the report entitled “Consulting Services to Secure Access to Community Data Insights and Analysis” be received; and
2. That the tendering process for consulting services to secure access to community data insights and analysis” be waived in accordance with Purchasing By-Law 2017-8, Part II, Section 11.1 Non Competitive Procurement, item (b) which states, “Where there is only one source of supply for the goods to be purchased”; and
3. That the contract for consulting services be awarded to Environics Analytics for a five (5) year term in the amount of \$387,507.00 inclusive of HST; and
 - \$74,862 Year 1 (2023)
 - \$76,155 Year 2 (2024)
 - \$77,475 Year 3 (2025)
 - \$78,821 Year 4 (2026)
 - \$80,194 Year 5 (2027)
 - Total \$387,507
4. That the 2023-2027 award amounts be funded from the 2023 Capital Project - City of Markham Environics Analytics, and operating accounts 610 998 5808 (Business Development), 998 100 5630 (Library), and 500 998 5630 (Recreation) subject to Council approval of the annual budget; and
5. That Staff be authorized and directed to do all things necessary to give effect to this resolution.

PURPOSE:

The purpose of this report is to obtain approval to award a five (5) year contract (2023-2027) for access to community data insights and analysis to enhance public services / engagement to Environics Analytics.

BACKGROUND:

Environics Analytics is the premier provider of analytics services in North America with over 3,500 clients across Canada and the United States, including over 50 public sector clients across all three levels of government. Through their proprietary web-based and privacy compliant analysis tool, they provide access to over 50,000 datasets with over 50,000 variables related to every postal code in Canada.

Markham's relationship with Environics Analytics began in 2008, their data has been utilized by Recreation Services and the Markham Public Library to inform strategic decisions, including program design and marketing, as well as to gain insight into resident interests and needs.

Through this relationship, these two (2) departments have had access to four (4) specific datasets:

1. Demographic – provides population, household, ethnic diversity, participation, and income.
2. Behaviors – ability to build lifestyle and media profiles of customers in order to improve marketing initiatives.
3. Psychographic – ability to understand social values of users, allowing to better target and message to audiences.
4. PRIZM – features 67 segments that capture insights into demographic, lifestyles and values in Canada.

Through discussions with other City departments, including Corporate Communications, IT, Planning, as well as Economic Growth, Culture and Entrepreneurship, there is an interest in expanding the use of Environics Analytics data across the City. In addition to expanding the use of the data, there is also an interest to expand the number of datasets available, including community life, community health, household spend, food spend, social media, and mobility data sets.

OPTIONS/DISCUSSION:

The expansion in the number of City departments using the Environics Analytics datasets, as well as increasing the number of datasets that are available, requires a new enterprise license.

During negotiations with Environics Analytics, the City was able to reduce the proposed annual cost of \$100,900 to the following options:

1. One (1) year agreement at a cost of \$80,630
2. Five (5) year agreement at a cost of \$73,567 for year 1 and a 1.7% increase in years 2-5.

Given that staff have used Environics Analytics for over 10 years and expect to do so moving forward, staff are recommending agreeing to a five (5) year term and maximizing the annual savings.

Staff are seeking approval to waive the tendering process for consulting services to secure access to community data insights and analysis in accordance with Purchasing By-Law 2017-8, Part II, Section 11.1 Non Competitive Procurement, item (b) which states:

- “Where there is only one source of supply for the goods to be purchased”;

Due to the ongoing relationship with Environics Analytics staff are recommending that continuity of data is crucial to support the ongoing work of the departments.

FINANCIAL CONSIDERATIONS

The 2023-2027 award amounts be funded from both Capital and Operating accounts subject to Council approval of the annual budget as shown below:

	Total	Annual
2023 Capital Request - City of Markham Environics Analytics	\$ 97,100	\$ 19,420
G/L Account 610 998 5808 Business Development	100,000	20,000
G/L Account 998 100 5630 Library	17,500	17,500
G/L Account 500 998 5630 Recreation	17,500	17,500
Total Funding Available for 2023		\$74,420

HUMAN RESOURCES CONSIDERATIONS

Not applicable.

ALIGNMENT WITH STRATEGIC PRIORITIES:

Not applicable.

BUSINESS UNITS CONSULTED AND AFFECTED:

Finance has reviewed and approved the report.

RECOMMENDED BY:

Chris Rickett, Director,
Director, Economic Growth, Culture and
Entrepreneurship

Arvin Prasad, MPA, RPP, MCIP
Commissioner, Development Services