

## LEGISLATIVE RETURN

SUBMITTED BY: Hon. Jeanie Dendys



1. On October 19, 2017, Brad Cathers, Member for Lake Laberge

asked the following question during the Oral Question Period  
at page(s) \_\_\_\_\_ of *Hansard*

submitted the following written question – WQ No. \_\_\_\_\_

gave notice of the following motion for the production of papers – MPP No. \_\_\_\_\_

RE: Environic Analytics - Direct Award Contract

OR

2. This legislative return relates to a matter outstanding from discussion related to:

\_\_\_\_\_ on \_\_\_\_\_ at page(s) \_\_\_\_\_ of *Hansard*.

The response is as follows:

Please see attached response.

October 23, 2017  
Date

Signature

**Questions:**

- **Mr. Cathers:** I appreciate the answer from the Minister of Tourism and Culture, but our understanding is that the Department of Tourism and Culture direct-awarded a contract worth almost \$84,000 to a member of the Environics group of companies this spring, which of course is an Outside company. ...Can the minister explain the purpose of this contract?
- ... the Environics group of companies was direct-awarded by the Department of Tourism and Culture a contract valued at almost \$84,000 — again, Outside contracting through a direct award. Can the Premier let us know when the contract was signed? Who authorized the direct award to an Outside company and why?

**Answers:**

*Purpose of Contract:*

- Environics Analytics uses census and national survey data in Canada and the United States to classify segments of the population into unique lifestyle groups and sort them by postal or zip code.
- In addition to demographic data, the dataset includes insights into the values, attitudes, media preferences, purchasing behavior and travel preferences of North Americans.
- Since 2011, the department of Tourism and Culture has used Destination Canada's widely used Explorer Quotient system to identify and understand our visitors more accurately.
- Environics Analytics is the only company that integrates both data sets to provide detailed insight into how best to communicate and connect with potential visitors in a more meaningful and relevant manner.
- The valuable consumer market data we receive from Environics Analytics helps the department align its marketing efforts with the wants and needs of potential visitors.
- By getting the right information to the right consumer, the department's Marketing Unit can encourage consumers to shift from the idea of coming to Yukon, to the action of booking their trip.

- The current contract value (\$83,585) is higher than past contracts for two reasons:
  1. This contract requires Environics to integrate Destination Canada's widely used Explorer Quotient dataset to identify and understand our visitors more accurately, and
  2. This contract includes the analysis of 37,000 postal codes and 35,000 zip codes as part of their data analysis. (The previous maximum had been 8,000). The Department has been collecting more visitor information in our Visitor Information Centres and through community surveys.

*When was the contract signed?*

- The contract was signed by the Deputy Minister of Tourism and Culture on April 24, 2017.
- The contract duration was extended by the Deputy Minister on September 8, 2017 without an increase in the contract value to enable the work to be completed.

*Who authorized the direct award to an Outside company and why?*

*Who:*

- The Deputy Minister of Tourism and Culture authorized awarding this contract to Environics on a direct award basis.

*Why:*

- Environics Analytics uses census and national survey data in Canada and the United States to classify segments of the population into unique lifestyle groups and sort them by postal code.
- In addition to demographic data, the dataset includes insights into the values, attitudes, media preferences, purchasing behavior and travel preferences of North Americans.

- Since 2011, Tourism Yukon has used Destination Canada's widely used Explorer Quotient system to identify and understand our visitors more accurately.
- Environics Analytics is the only company that integrates both data sets to provide detailed insight into how best to communicate and connect with potential visitors in a more meaningful and relevant manner.
- Because the contract value exceeded the \$50,000 maximum limit for direct awarded service contracts outlined in the Procurement Directive, the department of Tourism and Culture conducted a Request for Analysis of Procurement (RAP) through the Procurement Support Centre.
- Through the RAP, the Procurement Support Centre recommended the department enter into the proposed Direct Award Contract for the visitor segmentation project.
- The department has a working relationship with Environics Analytics that goes back several years.
  1. On February 22, 2012 the company were issued a contract for \$6,500
  2. On March 30, 2012 they were issued a contract for \$24,552
  3. They were issued a contract in 2013 for \$27,606 which was paid over the course of three installments in 2013 and 2014
  4. All four contracts (including the current contract) were signed by either a Manager, the Director of Tourism, or the Deputy Minister.