



**Request for Proposal: RO-1021B**

**Title:** Survey on the Economic Value of French in Rural Alberta's  
Communities

**Date Issued:** December 13<sup>th</sup>, 2011

**Submission Deadline:** ARDN will accept the first satisfactory  
proposal received

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**Deliver to:** ARDN Executive Director, 215-50 Brentwood  
Boulevard, Sherwood Park, AB, T8A 2H5

[info@ardn.ca](mailto:info@ardn.ca)

## 1. Terms of Reference

### 1.1. Organizational Background:

The [ARDN](#) is the [partnership](#) of Alberta's 21 publicly-funded, publicly governed post-secondary institutions. ARDN is not a funding agency and our goals are to: 1) foster the development of new relationships both among our PSI members and between the member and communities, and 2) provide actionable information for communities. Therefore, all RFPs MUST address at least one of these 2 core components.

Campus St. Jean (CSJ) is a faculty within the University of Alberta. The campus offers a rich and varied education focused on the overall development of individuals and leads many active research projects in different areas of expertise including the arts, sciences, social sciences and education. CSJ is focused on delivering education in French and conducting research beneficial to the Francophonie of Alberta, Canada, and *globally*.

### 1.2. Proposal Background

ARDN has supported a project from CSJ to investigate the economic value of French in rural Alberta's communities. If language is an important component of human capital then firms that hire francophone or bilingual employees should exhibit different production functions than firms that do not hire francophone or bilingual employees. In other words, firms with francophone and bilingual employees should report higher productivity, or some other benefit from having these employees on payroll. Our objective is to estimate a typical production function with labour and capital values for enterprises, including revenue, expenses and net profits. Then, by adding the language component, one should be able to assess whether the presence of francophone and bilingual employees has a significant impact on the production function of businesses.

## 2. Project Scope and Deliverables

### 2.1. Project Scope and Objectives

The survey will be conducted with businesses in 3 categories of communities: Rural Francophone, Rural Anglophone and Urban Francophone.<sup>1</sup> Using the entire province as a potential sample set, we will use the percentage of French speaking population in a community as an indicator of the Francophone presence.

#### **Surveys must be conducted in French.**

The proposal must include estimates of the number of Rural Francophone, Rural Anglophone and Urban Francophone communities to be included in the survey, as well as the number of businesses to be surveyed within each community.

The survey should delve into the following subject areas:

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<sup>1</sup> A community is classified as urban (rural) if it is located within (outside) a Census Metropolitan Area (CMA).

**Question 1:** Does knowledge of French constitute an asset in the labour market?

*Background:* Several census-based studies identify a wage premium for Canadian Francophones who speak English. This project extends previous studies by examining the economic value of knowledge of the French language in Alberta's labour market. In addition to examining wages, this project shall investigate whether knowledge of the French language reduces time spent on the job market and facilitates promotion decisions.

**Question 2:** Does knowledge of French increase business productivity?

*Background:* Language is a major constituent of human capital, which has been shown to boost productivity. Linking language to business productivity shall involve: i) identifying firms offering services in French and firms offering services exclusively in English, ii) measuring business productivity, and iii) comparing productivity across these two types of firms.

**Question 3:** Does the designation "bilingual" have an economic value?

*Background:* An increasing number of municipalities in Manitoba are identifying themselves as bilingual communities. If municipalities are making this decision, there must be an economic reason to do so. This project shall identify a "bilingualism impact" in these communities. In particular, it shall determine whether the economic effects identified in questions 1 and 2 changed following a community's decision to declare itself as a "bilingual community".

**Question 4:** Do Francophone organizations and institutions have an impact on the economic vitality of rural municipalities?

*Background:* Francophone institutions (schools, churches, associations) which tend to cluster in certain rural Alberta municipalities have the potential to draw and retain Francophones. This concentration of Francophone communities would allow economic agents who choose to offer services in both official languages to achieve significant economies of scale. This project shall examine the impact of the introduction of francophone institutions, namely schools, on the economic vitality of rural municipalities in Alberta.

## **2.2. Project Deliverables**

- 2.2.1. Initial consultation with CSJ and ARDN on survey, to take place within 2 weeks of acceptance of proposal.
- 2.2.2. Survey developed and submitted to CSJ and ARDN within 4 weeks of initial consultation.
- 2.2.3. Survey revisions and acceptance by CSJ and ARDN to be completed no later than March 26<sup>th</sup>, 2012.
- 2.2.4. Survey completed by April 30<sup>th</sup>, 2012.
- 2.2.5. Final report delivered by June 11<sup>th</sup>, 2012.

## **2.3. Project Reporting**

- 2.3.1. Interim Reporting  
See Sections 2.2.1 – 2.2.3
- 2.3.2. Final report  
See section 2.2.4

### 3. General Information

#### 3.1. Schedule of Events

Event	Date
Issuance of RFP	December 13 <sup>th</sup> , 2011
RFP Closes	When ARDN has a signed agreement with an applicant
Complete Initial Evaluation	Within one week of proposal being received
Final Award Notification	Within three weeks of a suitable proposal being received

##### 3.1.1. Inquiries

Inquiries, questions and requests for clarification as they relate to this RFP are to be directed in writing to:

Dr. Paul Watson, Research Director

Alberta Rural Development Network

215 – 50 Brentwood Boulevard, Sherwood Park, AB T8A 2H5

email: [research@ardn.ca](mailto:research@ardn.ca)

##### 3.1.2. Timeline - specific dates will be determined once a suitable proposal is received.

Activity	Date
Start	To be announced
Initial consultation with CSJ and ARDN	Within Start + 2 weeks
Methodology and draft survey developed	Within Start + 6 weeks
Final survey approved	On or before March 26 <sup>th</sup> , 2012
Survey completed	April 30 <sup>th</sup> , 2012
Final report due	June 11 <sup>th</sup> , 2012

**Actual timelines for survey completion and final reporting may be negotiable.**

### 4. Proposal Content Requirements

The Proposal will include detailed information on the following:

- 4.1. The lead organization(s), the research team, and their ability to undertake the project.  
Description of the lead researcher's and associate researchers' experience in related project. A description of the roles of the organizations and individuals involved in the proposal is required.  
This will describe ability to complete the project.
- 4.2. The Project Methodology to be used including rationale for how the methodology was chosen for this project.
- 4.3. Proposed Workplan and Schedule (ability to meet completion expectations see 2.2).
- 4.4. Proposed Budget. Please submit a budget, not to exceed \$22,500.

### 5. Proposal Submission and Review Process

#### 5.1. Submission Instructions

Proposals must be delivered to:

Dee Ann Benard, Executive Director

Alberta Rural Development Network

215 - 50 Brentwood Boulevard, Sherwood Park, AB T8A 2H5

Or by email to [info@ardn.ca](mailto:info@ardn.ca)

## **5.2. Criteria for Selection**

- All parties are eligible to submit but priority will be given to ARDN member institutions.
- Completeness & quality of proposal in addressing the “Project Scope and Deliverables”.
- Feasibility of the proposed methodology, process and timelines/schedule.
- Experience, knowledge, resources and competency of principal researcher and project associates.
- Value for cost.

## **5.3. Selection and Notification**

Successful respondents will be contacted in writing and will be required to enter into a formal agreement with ARDN. Unsuccessful respondents will be contacted in writing regarding their status in the RFP process.