



**CITY OF ROCKVILLE
ROCKVILLE, MARYLAND**

ADDENDUM #1

REQUEST FOR PROPOSAL #21-14

CITIZEN SURVEY

ATTENTION ALL POTENTIAL PROPOSERS: This addendum is issued to clarify, add to, delete from, correct and/or change the RFP documents to the extent indicated and is hereby made a part of the said RFP documents. Proposers are required to acknowledge receipt of the addendum by signing in the appropriate space below. Failure to do so may subject your quote to disqualification. The addendum may also be downloaded from the City's website at: www.rockvillemd.gov .

The following is provided for additional clarity to the RFP process:

The following questions were asked:

- 1. Q: What was the contract award amount of the Citizen Surveys in 2008, 2010 and 2012?**
A: In 2008 = \$32,901 In 2010 = \$33,520 In 2012 = \$33,520.
- 2. Q: Is there an incumbent? If so, who? What other firm(s) conducted the previous surveys?**
A: There is no incumbent. National Research Center, Inc. has conducted all of the City's Citizen Surveys.
- 3. Q: Will National Research Center be bidding on this RFP?**
A: The City hopes all qualified firms submit proposals on this RFP, which would include National Research Center.
- 4. Q: Is there an MBE requirement?**
A: No, the City does not have a Minority Business Enterprise program.
- 5. Q: Will there be a pre-proposal conference?**
A: No, any pre-proposal conference information would have been detailed in the RFP.
- 6. Q: Page 6 of the RFP (para. 3.2 B) indicates a desire for a high response rate. Please clarify the response rate that has been achieved. How many survey responses were collected in 2012? Was it 36% of 62,000 (22,320)? Or was it 36% of the number of surveys distributed? In other words, were about 62,000 surveys distributed (one to every citizen) or was a much smaller number distributed?**
A: In 2012: 2,000 surveys were distributed. Of the 2,000 surveys, 4% were undeliverable because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. The City received 682 responses, for a response rate of 36%.

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- 7. Q: Appendix F of the 2012 Rockville, MD Citizen Survey Report has a listing of jurisdictions included in benchmark comparisons. Page 8 of the RFP (para 3.3.4 (1)) requires comparison of results to national benchmarks (presumably those listed in Appendix F). Will the benchmark data be available or are they exclusive to the previous vendor, National Research Center? If the data is exclusive with the previous vendor, and it remains a requirement of this RFP, will this not limit competition?**
A: The benchmark comparisons are exclusive to the contractor, and the ability of the firm to provide comparable benchmarks is a criterion for evaluation of proposals to this RFP.
- 8. Q: Will you accept alternative proposals (e.g., one that presents a better solution, but may not meet some other specifics being requested)?**
A: The City will consider all proposals submitted in accordance with the requirements of the RFP.
- 9. Q: Can you please make available the Survey and Corresponding Analysis Reports for 2010 and 2008, as you provided for 2012?**
A: The 2012 Report is very similar to past reports and it is asked that this be used as a guide.
- 10. Q: What format will the data from previous surveys be made available? Excel? SPSS? And, will ALL previous surveys be made available?**
A: The format data will be provided in EXCEL. All available data will be provided to the awardee.
- 11. Q: Will the City be providing the addresses of the residents? Or, is it the contractor's responsibility to provide this data?**
A: It is the contractor's responsibility to obtain the addresses.
- 12. Q: If US Mail is used, is the postage to be considered a direct billed out of pocket expense? Or a budget line item?**
A: US Mail postage is a budget item for the contractor.
- 13. Q: Does the city receive a discount on postage from the USPS?**
A: There is no special rate available through the City for a contractor to use to mail out the surveys. The City pays for the postage for the return of the survey.
- 14. Q: If the contractor is charged with survey design, is it not enough to duplicate previous waves and survey instruments or is a new instrument required?**
A: It is up to the contractor to make recommendations on the 2014 survey design.
- 15. Q: Would it be deficient for the proposer to drive people to an online survey without using a cover letter and just using a postcard and other methods?**
A: The contractor should submit its proposal as to how to best conduct the survey.
- 16. Q: It seems that the city is requesting mail, online and phone. If mail was reduced or eliminated would that be acceptable to the city (assuming the proper response rate was reached and the 95% level of confidence achieved)?**
A: The City is asking the proposer to recommend a survey method that will achieve a statistically valid survey as outlined in the RFP.

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17. Q: What does the city consider "a national benchmark"?

A: A "national benchmark" would be a comparison to the same general question from comparable jurisdictions throughout the country. The contractor would be expected to explain the level of comparable data (like questions) and the number of jurisdictions they have in their database that they can use to make comparisons to the City's results.

18. Q: Please clarify the word "longitudinal".

A: The comparison of current results with results from previous survey years – of the same variables.

19. Q: What kind of format is required to compare previous survey results?

A: The proposer should recommend a format. A bar graph would be an example of how this information could be shared, and the report should include comments and statistically significant differences from the 2012 survey.

20. Q: Is Microsoft Word an acceptable format for the presentation of the final report?

A: Yes.

21. Q: Will detailed statistical analysis be required such as "mean" and "standard deviation"?

A: The contractor needs to be able to perform whatever statistical analysis is required to create the reports outlined in 5.1.7.4 a-d. The contractor also needs to be able to do whatever statistical analysis is required to determine the key service ratings that have the great likelihood of influencing resident opinion of overall service quality, as outlined in 3.3.4.4.

22. Q: Please define "relevant calling rules" i.e federal guidelines for Do Not Call etc.

A: This is not referenced in the solicitation.

23. Q: Would the City consider conducting a telephone survey for this project instead of a mail survey?

A: The City will consider all proposals submitted in accordance with the requirements of the RFP.

24. Q: What is the budget for this project?

A: The City will not be disclosing budget information for this contract.

25. Q: Would the final report need to be in multiple languages? In multiple formats?

A: The final report must be delivered in English. There are no other requirements regarding the final report.

26. Q: Section 3.3.1 (4) states that the Firm will “design a four page citizen survey, working with City staff.” However, Section 3.3.4 (2) indicates that the City desires longitudinal comparisons to previous survey data but that the Firm may propose a methodology that does not accommodate longitudinal comparisons. Is the City interested in rewriting the survey questions? This would be an additional piece of consulting, above fielding the questions as previously written and would have implications for the timeline and price portions of the proposal.

A: The proposer should submit its proposal in accordance with the specifications outlined in the RFP. The City welcomes input for new survey questions and survey design. The City would not expect longitudinal comparisons for questions that have not been asked previously.

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27. Q: Section 3.3.2 (5) states that the completed surveys will be returned to the City of Rockville and then sent to the Firm for cleaning, etc. Will the City be opening or otherwise handling the actual surveys, or will they be delivered unopened to the Firm?

A: The City will not be opening the surveys. They will be forwarded directly to the Firm in two or three batches.

28. Q: Are language translations of the questionnaire to be part of our bid? Do you expect us to set up a call center for non-English speakers and should that be part of our bid?

A: Non-English language translations will be handled by a separate company, contracted separately by the City, who will also handle the call center. The contractor is expected to coordinate with that company and make sure they have the appropriate information and language needed for the cover letter, provide a copy of the final survey and coordinate getting the results back to include in the data analysis and survey report.

29. Q: The 2012 iteration of the survey utilized cover and reminder letters that had multiple toll-free numbers for Spanish, Korean, Russian, and Vietnamese languages. Section 3.3.3 (4) indicates that the Firm should coordinate translation services with the City's outside contractor to include the translated data in the data collection. Are you asking the Firm to provide certified translated versions of the survey in these languages? What is the role of the Firm in coordinating these translation services? Is the Firm expected to provide any subcontractors to perform these services?

A: (also see the answer to question 28 above). The contractor will coordinate with the translation company in preparation of the printed material, provide a copy of the final survey for translation and coordinate to receive completed survey and response data from that company to include in the survey report. The contractor will not provide any subcontractors to perform these services.

30. Q: Section 3.3.4 (1) states that the Firm should analyze the survey data with national benchmark comparisons, and this was done by the incumbent Firm in previous years. Will the City provide the national benchmark data, or is it expected that the Firm will provide these data? Does the City have an estimate of what types of benchmarks it is interested in comparing?

A: The Firm must have its own benchmark data. The City is interested in benchmarking as many questions as there is benchmark data for. For 2012, there were 59 benchmark comparisons.

31. Q: The RFP specifies that the Firm will meet certain insurance requirements (Attachment C and Attachment G). As a state Agency, liability coverage is provided under the State of Maryland Insurance Trust Fund to the extent required by law. State law prohibits us from accepting provisions that require us to carry insurance in addition to the types and levels established by the State Treasurer under our self-insurance program. A copy of our self-insurance certificate naming the sponsor as additionally insured will be provided upon request. Will this be accepted as a deviation, or will the City deem our submission to be unresponsive on this basis?

A: From this description, this appears to be an acceptable deviation. Please list this as an Exception, in Attachment H (5.1.8 e).

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32. Q: On page 3 of 38, under 1.2 Purpose, the RFP indicates that the City desires to enter into a professional services contract with an individual or firm. If I submit as an individual, how will the City evaluate my proposal according to the evaluation criteria? (The evaluation criteria have 25 points for corporate experience.)

A: The City is open regarding the specific legal structure of the proposer. The Evaluation Criteria in 6.1 does not reference the word "corporate". The Evaluation Criteria would be the same regardless of the legal structure of the proposer.

33. Q: On page 6 of 38, under 3.2, Statement of Work Overview, it is stated in "A" that the offeror is to have extensive experience in conducting citizen surveys. Personally, I have over 25 years of experience in survey research but not necessarily in citizen surveys. We feel that this requirement is very restrictive and as a Maryland based research firm we would like an opportunity to bid on this. Is the government able to make the requirement "extensive experience in conducting surveys?" We would greatly appreciate an opportunity for our firm and our staff to do this work. Our experience in survey research exceeds the requirements in this RFP.

A: The City is seeking a proposer with extensive experience in conducting citizen surveys.

34. Q: On page 7 of 38, under 3.3.2 Citizen Survey-Distribution (5), the RFP states that completed surveys will be returned to the city in City's business reply postage account. Does that mean that the City will provide us enough quantity of these envelopes? Or, will the City provide us with their indicia and we print the BRM envelopes?

A: The City will provide the permit number for postage. The firm will print the return envelopes, as well as the other survey materials.

35. Q: Should our design include mailing as a mode of administration, will the City provide us their logo for us to print on the cover letters and the outgoing envelopes? This makes the mailing more official and respondents could be more likely to open the envelope.

A: The City will provide its logo for use on the mailings. The City will also provide the format/logo for letters. The firm is responsible for all printing.

36. Q: A related question to number 35. If we used a mail mode of survey administration, we plan to have a vendor mail the surveys and then scan them into a database. They will also enter the open ended comments verbatim manually. Therefore, we feel that it would be more economic for the surveys to have a return envelope with the vendor's address. Would the City consider this option? We feel that manual data entry is quite labor intensive and costly.

A: This is acceptable as long as it does not impact the data collection.

37. Q: On page 8 of 38, under 3.3.3 Citizen Survey-Data Collection (4), the RFP states that the offeror is to coordinate translation services with the City's outside contractor. How many languages are involved? Also, will the offeror have to print the surveys (or program them for the telephone or web) in these other languages? How many languages are involved? What about the verbatim comments?

A: (Please also see questions 28 and 29 above): In the past there have been five languages, Spanish, Chinese, Korean, Russian and Vietnamese. The City's outside contractor translates the surveys and prints the surveys for those individuals who want to complete the survey in another language. They also translate the open ended comments and provide the information to the Firm.

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38. Q: On page 9 of 38, under Section IV: Project Schedule, the table indicates that the data collection is about a month. This is a very short timeframe if the offeror plans to send a mailing, a reminder postcard, and a second mailing. Will the government consider flexibility on this time frame although we can meet the end of the data collection time (before Thanksgiving)?

A: Based on the sample time frame, the initial postcard would go out late October, the first and second wave of the surveys during the first two weeks of November and the reminder postcard the third week of November. Data collection extends to the end of December. Firms are asked to provide an estimated project time line as part of the proposal.

39. Q: Attachment G, Insurance requirements), page 37, lists all the required insurances for working on this project. If I submit as an individual, what insurance would be required of me?

A: The insurance requirements are the same regardless of the proposer's legal structure. The only exception would be if, due to the proposer's legal structure, a certain type of insurance coverage would not be available (please see question 31 above).

40. Q: Attachment D, Proposer's Questionnaire, page 26, question 2 on the list of questions does not include an option to indicate that our company is an LLC.

A: Depending on elections made by the LLC and the number of members, the IRS will treat an LLC either as a corporation, or a partnership. Please complete that section that best describes the election your LLC has made.

ALL OTHER TERMS AND CONDITIONS REMAIN THE SAME.

ISSUED BY: PAT RYAN, BUYER II, 02/25/2014

ACKNOWLEDGE RECEIPT OF ADDENDUM NO. 1 BY SIGNING BELOW AND RETURNING A COPY OF THE ADDENDUM WITH YOUR PROPOSAL OR ACKNOWLEDGING IN YOUR PROPOSAL.

NAME OF BIDDER: _____

PROPOSAL DUE DATE: (UNCHANGED): 3:00PM (ET), WEDNESDAY, MARCH 5, 2014