

October 30, 2017

CS-10092017

# City of Hyattsville – RFP



Conduct a Resident  
Quality of Life Survey  
Amendment I:  
Questions and  
Answers

**City of Hyattsville**  
4310 Gallatin Street  
Hyattsville, MD 20781

## Conduct a Resident Quality of Life Survey Amendment #1: Questions and Answers

The following are the City of Hyattsville's formal responses to questions submitted regarding RFP#CS10092017. The responses are limited to addressing questions that, in the City's opinion, are relevant to the solicitation, are not addressed in the RFP document and may substantially impact the details of a firm's response:

1. What is the budget?  
The Hyattsville City Council appropriated up to \$30,000 for this contract.
2. Are there any services related to this study (e.g., mailing services, printing, postage, etc.) that the City pays for outside of this budget amount?  
No.
3. Will your office provide a complete list of the universe of residents that you want considered for the survey?  
The City does not maintain a list of all residents who live in the City. We do have a list of all addresses within City limits, which we can provide.
4. When you talk about GIS, is the contractor only creating a dataset or data medium that will be used for input into your office's GIS software or is the contractor doing the GIS mapping itself?  
The contractor is doing the GIS mapping itself.
5. You mention Appendices A and B in the RFP. On E-Maryland Marketplace, those two sections are not available.  
The 2011 and 2015 surveys have been added to the City website and E-Maryland Marketplace.
6. Will extra points or extra consideration be made for bidders who are located in Prince George's County?  
No.
7. From the RFP, the incumbent contractor is identified as ETC Institute of Olathe, Kansas. Did your office have any concerns about them, regarding performance and price? Have they decided not to bid?  
ETC Institute is welcome to bid on this project.
8. Can your office make the winning proposal from 2011 available to bid respondents?  
The City no longer has a copy of the winning proposal from 2011.
9. How much you have spent on the project in the past per year?  
In 2015, the City paid the contractor \$23,560.
10. Will the city consider using incentives in order to capture more survey responses?  
No.
11. What are the evaluation criteria?

See the sample proposal scoresheet below.

12. Based on previous year's administration, could you provide the breakdown of English to Spanish responses and the percentage of households where the primary language is Spanish?  
The City does not have this information on survey respondents. The City relies on the U.S. Census Bureau for demographic information of City residents.
13. Could you confirm that the survey would be sent to every household in Hyattsville, and that is approximately 8,000 addresses?  
There are approximately 8,000 addresses in the City. Methodology is for contractor to propose and justify.
14. Were any of the surveys conducted via telephone? or online? Were all past surveys completed on paper?  
Past surveys were completed on paper and by telephone.
15. In providing the universe of residents in Hyattsville to the contractor, will the non-English speakers and those persons who are undocumented aliens be identified? If not, where can contractors acquire this information?  
No. This is up to the contractor to propose and justify.
16. The RFP mentions that contractors must certify that they are in compliance with State of Maryland policies related to Equal Opportunity Employment, Non-Discrimination, Drug and Alcohol Policy requirements. Are you looking for a specific state certification or are you asking the bidder to self-certify that they are in compliance?  
The City will accept registration in e-Maryland as certification of compliance. Bidders not registered with e-Maryland will need to prove compliance in another manner.
17. You mention, "Total Phase Cost". What are the three phases of work identified in the RFP?  
Survey preparation and dissemination. Data collection and analysis. Reporting and sharing results.
18. What documentation on subcontractors is required in our proposals? For example, do we need their EIN, incorporation papers, estimates, etc.?  
The contractor submitting a proposal certifies and warrants that all payments of fees charged by any subcontractors pursuant to that contract are the sole responsibility of the contractor.
19. Does the city have their own sample database which includes email addresses for Hyattsville residents, or is the contractor responsible for obtaining the sample?  
The City has a list of emails that can be used for promotional purposes. It is not a representative sample of residents, and likely includes non-residents as well.
20. In reviewing the insurance requirements, we were wondering if the requirements are applicable to the RFP we are bidding on, "The City of Hyattsville Quality of Life Survey". If so, will be in direct contact with the residents taking the survey?  
We expect the contractor to propose and justify how they will conduct the methodology. Insurance requirements can be modified based on the selected methodology.

21. Will the City of Hyattsville provide data from other jurisdictions that the contractor needs to do benchmark analysis?  
No.
22. Will the City of Hyattsville provide to the winning contractor the phone numbers of the 18,000 Hyattsville residents?  
No.
23. Are there goals this year to 1) improve response rate? 2) ensure a better demographic mix of respondents? 3) change methodology? Are you open to considering any of these options in this year's survey?  
These are not explicit goals, but we are always open to improvements in the process.
24. What was the methodology used in prior surveys?  
In 2015, the contractor mailed surveys to a sample of residences in the City, accepted the surveys that were mailed back and also called residents to conduct the surveys by phone.
25. Can the city clarify the anticipated fielding period for this survey? Has the survey been fielded during a consistent window in previous years?  
In 2015, the fielding period was about 60 days.
26. Can you please specify the frame source used in 2011 and 2015 respectively (e.g., a full resident list including demographic characteristics, or just an address list, or something else), and how the frame was obtained in 2011 and 2015?  
In 2011 and 2015, an address list was provided to the contractor.
27. Can you please provide the response rate in 2015?  
The City does not have this information.
28. Can the city provide additional information regarding the number of survey completes by mode (paper, phone, and web) for 2011 and 2015?  
The City does not have this information.
29. What was the previous criteria for merging responses by census tract for the GIS maps? Did previous geographic areas merge data up to a minimum number of response (Ex: 30)?  
The City does not have this information.
30. Is ETC Institute conducting and/or making available data from a national or regional 2017 DirectionFinder survey to use for benchmarking comparisons?  
The City has not discussed this topic with ETC Institute.
31. For Item 5, RFP page 3, Past Work Samples, are you requesting a "Survey Sample" or summary details of relevant projects.  
Summaries of relevant projects.
32. RFP page 12, References, there is a "comment" section on the form. Who completes this portion of the form

(bidder or former client)? Is it intended that bidders send the form to former clients?  
 The bidder would enter into this section any additional detail they would like to provide about the reference provided.

### Sample Proposal Scoresheet

FIRM:								
							Possible Score	Assigned Score
<b>A</b>	<b>General Firm Profile, Qualifications &amp; Experience</b>							
	Firm's Professional Qualifications						0 - 5	0
	Firm's Experience with Comparable Clients						0 - 5	0
	<b>Subtotal</b>						<b>0 - 10</b>	<b>0</b>
<b>B</b>	<b>Explanation of Work to be Performed</b>							
	Ability to provide expert guidance on survey development						0 - 10	0
	Ability to identify appropriate sample frame and sample set to achieve random representative response						0 - 20	0
	Ability to conduct survey in Spanish and avoid/address survey bias (cultural, non-response, etc.)						0 - 20	0
	Ability to analyze findings, identify key issues, and benchmark against comparable communities						0 - 10	0
	Clearly articulated understanding of GIS data requirements						0 - 10	0
<b>Subtotal</b>						<b>0 - 70</b>	<b>0</b>	
<b>C</b>	<b>Overall Quality of Proposal &amp; Work Samples</b>							
	Overall quality of the proposal format, organization and samples of previous work						0 - 5	0
	Professional References & Past Performance						0 - 5	0
	<b>Subtotal</b>						<b>0 - 10</b>	<b>0</b>
<b>D</b>	<b>Sealed Dollar Cost Proposal &amp; References</b>							
	Total All-Inclusive Maximum cost for services						0 - 10	0
	<b>Subtotal</b>						<b>0 - 10</b>	<b>0</b>
<b>Total Score</b>						<b>0 - 100</b>	<b>0</b>	
<b>Notes:</b> <div style="border: 1px solid black; height: 150px; margin-top: 5px;"></div>								