

COMMONWEALTH OF VIRGINIA

**COUNTY OF HENRICO**

DEPARTMENT OF FINANCE

CECELIA H. STOWE, CPPO, C.P.M.

PURCHASING DIRECTOR

**RFP #16-1287-11CS**

**MARKET RESEARCH AND ANALYSIS SERVICES**

**COUNTY OF HENRICO, VIRGINIA**

**QUESTIONS AND ANSWERS**

**November 30, 2016**

1. **It appears that the negotiations and selection will occur in January, and they would like the research project to be completed between then and March.  For a variety of reasons, that is optimistic.  The #1 factor is the time needed to properly develop this important survey instrument (unless you already have one).  Because there is a desire to use this as a benchmark for tracking, it makes sense to have multiple meetings and really sort through all of the possibilities Can the project be timeline be extended to allow for this?**

***If an Offeror outlines a realistic timeframe with benchmarked goals through the process, and the timeframe is slightly longer than the County anticipated, we will work with the Successful Offeror provided the timeframe is justified. The County agrees that it is important to create a proper survey instrument, and equally as important to get a true, scientific demographic representation of Henrico County in the results.***

**Q2. Can companies from Outside USA apply for this? (Like, from India or Canada)**

***All offers submitted will be considered.***

**Q3. Do we need to come over there for meetings?**

***If requested and typically is necessary.***

**Q4. Can we perform the tasks (related to RFP) outside USA? (like, from India or Canada)**

***Offerors would have to provide detailed information on how they would meet the Scope of Services of the proposal.***

**Q5. Can we submit the proposals via email?**

***No. Refer to Section VI.A.***

**Q6. Are you open to survey methods other than telephone such as address-based sample with a combination of paper, online, and phone surveying?**

***If an Offeror demonstrates and can give proven examples that a combination of survey methodology can result in a true, scientific demographic representation of Henrico County, we will be open to the possibility*.**

**Q7. What is the budget for this project? Even a range will help us figure out how to best meet your needs.**

***Funding to support the project is available.***

**Q8. Has the County conducted a survey like this before? If so, can you share the report and name of the firm who conducted it?**

***Southeastern Institute of Research conducted a similar survey for Henrico County in 2004.***

**Q9. We have reviewed your RFP regarding market research and analysis for Henrico and have a quick question. The RFP states that you would like telephone surveys and our model uses online and mobile surveys. We believe that we get a much better response rate and, because of our methodology, much better insights. Is your team willing to consider an RFP response that focuses primarily on online surveys?**

***If an Offeror demonstrates and can give proven examples that a combination of survey methodology can result in a true, scientific demographic representation of Henrico County, we will be open to the possibility.***

**Q10. I just want to be sure that by sample size of 500 in each magisterial district (page 2 of the RFP) that the County needs 500 completed interviews?  The sample size would be much larger than 500 to complete 500 interviews.  I am 99.9% sure this is what is meant, but I want to be sure we have priced it out accordingly.**

***The County requires 500 completed survey interviews from each magisterial district (2,500 completed surveys). Offerors should employ whatever sample size is necessary to achieve this goal.***

**Q11. If an outside firm has been used to provide customer satisfaction survey services in the recent past, which firm or firms currently provide these services to CCC? Are they bidding on this opportunity?**

***This procurement will be open to all interested suppliers and has been published on the County’s website and eVA (Electronic Virginia).***

**Q12. May we view a copy of the incumbent / previous vendor(s) contract(s) and previous RFP solicitation documents?**

***Procurement records from 2004 have been purged and no longer available.***

**Q13. Are there any hot-button issues regarding past survey services of which we should be aware?**

***No.***

**Q14. Will the survey be conducted in any language(s) other than English? If so, which one(s)?**

***No, English only.***

**Q15. Is there a requirement for minority business subcontracting? If yes, what is the required percentage?**

***The County welcomes and encourages the participation of small businesses and businesses owned by women and minorities in procurement transactions made by the County. The County actively solicits both small business, women-owned and minority (SWAM) businesses to respond to all Invitations for Bids and Requests for Proposals.***

**Q16. Has a similar study been conducted previously and, if so, by whom?**

***Southeastern Institute of Research conducted a similar survey for Henrico County in 2004*.**

**Q17. What is the budget for the project?**

***See response to Q7***

**Q18. Has Henrico County conducted this type of research in the past?**

***Southeastern Institute of Research conducted a similar survey for Henrico County in 2004***

**Q19. What are the contract numbers associated with the previous solicitations for similar work from the county?**

***Procurement records from 2004 have been purged and no longer available.***

**Q20. What is the general range for the budget for this solicitation?**

***Please see response to Q7***

**Q21. In the RFP, page 8, it mentions that "No portion of the work shall be subcontracted without prior written consent of the County.  In the event that the Successful Bidder desires to subcontract some part of the work specified in the contract, the Successful Bidder shall furnish the County the names, qualifications, and experience of the proposed subcontractors."  Does the proposal submittal with the subcontracting team members mentioned constitutes prior written request from the prime?**

***Offeror should provide detailed information in their proposal response regarding any sub-contractors that will be utilized as part of the contract. This is listed as a requirement under Section VII. 3, page 14.***

**Q22. What specific challenges does the county feel need to be illuminated at this stage?**

***The County is seeking a scientific demographic representation of Henrico County. In conducting a countywide survey of this magnitude it may require additional efforts to achieve meaningful and real survey results from the all the demographic groups represented in the County.***

**Q23. How frequently does the County conduct the resident survey?  When was the last one conducted?**

***Southeastern Institute of Research conducted a similar survey for Henrico County in 2004.***

**Q24. Is the questionnaire for the last survey available?**

***Procurement records from 2004 have been purged and no longer available.***

**Q25. To what extent should the 2017 survey align with the most recent survey?**

***The survey should align to a large extent, so the County can measure differences and changes in habits, concerns and preferences of County residents. There will of course be additional questions that were not asked before, and some questions that were asked before will be deleted.***