

# ADDENDUM #1



Winston-Salem

## Request for Proposals for CITIZEN SURVEY DEVELOPMENT

Proposals Will Be Received Until  
**4:00 PM, September 18, 2017**

**\*\*NEW DATE\*\***

By City/County Purchasing  
Room 324 City Hall Building  
101 North Main Street  
Winston-Salem, NC 27101

September 13, 2017

Please acknowledge receipt of this Addendum and include with your proposal (excluded from max. page count)

\_\_\_\_\_  
Company

\_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
Date

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## Questions / Responses

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Below find answers to questions submitted to the City regarding this RFP:

1. Q: Section 3.4 Benchmark / Historical Data. Will the benchmark data be publically available for usage?  
A: **Historical benchmarking data related to previous Citizen Surveys for the City of Winston-Salem is available for public viewing on our website (<http://www.cityofws.org/home-center/forms-and-reports/information#reports>).**
2. Q: What is the city's preferred not to exceed budget for this project?  
A: **The project budget may be amended as needed. The currently adopted budget stands at approximately \$38,000.**
3. Q: The RFP states "*maximum of 20 pages*". Can resumes be excluded from the 20 page limit?  
A: **The preference would be to remain within a 20 page limit. If necessary, resumes may be included as an appendix if longer than two pages each and they include specific and relevant experience.**

4. Q: The RFP states “*Include resumes for proposed lead staff...*” Can resumes be included in the appendix?  
A: **Please see the answer to question 3.**
5. Q. General Insurance Requirements. Is proof of the required insurance policies required at the time of the proposal submission or can we provide proof of insurance at an appropriate time after the contract is awarded?  
A: **Proof of Insurance is collected when contract documents are presented.**
6. Q. Section 3.3, Part B, Page 8. Can you elaborate on the subject matter of the survey questions? Will the survey be covering sensitive/complex topics for Winston-Salem residents?  
A: **Survey questions have not been developed at this time. In general the City would like to measure the attitudes and opinions of citizens including but not limited to the areas of economic vitality and diversity, safe and secure communities, livable neighborhoods, healthy environment, quality transportation, and service excellence.**
7. Q. Section 3.3, Part B, Page 8. What resident contact information will the City be providing? (Phone numbers, email addresses, physical addresses, etc.)  
A: **The City will provide the municipal boundary lines from which the sample may be derived. The vendor responding to the RFP is expected to secure household contact information and ensuring that all addresses sampled are located within the city limits.**
8. Q: Section 3.3, Part B, Page 8. Is mail-delivered survey administration mandatory or may we propose other surveying techniques that we determine to be more appropriate and cost-effective?  
A: **The response must include a cost proposal for a mailed survey distribution. The response may also include a cost proposal for other mediums which the vendor deems appropriate. Any sampling method proposed must produce a confidence level of 95%.**
9. Q: Section 3.3, Part B, Page 8. What geographical classification do we consider in drawing a geographical representative sample? (i.e. how do you want the geographic regions within Winston-Salem represented?) Is geographic representation the only stratification you require among all demographics when drawing the sample?  
A: **A representative sample must reflect the demographics of the City based on 2010 US Census data. The vendor is responsible for access to and use of Census Data. The City may work with the selected vendor on other geographic subdivisions for sampling.**
10. Q: Section 3.3, Part C, Page 9. Is there any requirement to be physically present in the city prior to the onsite final presentation of survey results and analysis to City Council and staff?  
A: **No.**
11. Q: What is the intended subject of the survey(s)?  
A: **Please see the answer to question 6.**
12. It was unclear as to the number of surveys responses the city is requesting. Can you please clarify if that information is known?  
A: **The City is seeking a proposal of 500 completed surveys at a 95% level of confidence.**
13. Can you provide information on the intended target population (for ex: all city residents or segmented population(s))?  
A: **Please see the answer to question 9.**

14. Will all questions (from all sources) be posted and accessible to all respondents?

**A: Yes they will be available on the city website.**

15. Has this survey been conducted in the past? If so, can you provide information on the last firm or person selected?

**A: Please see the answer to question 1.**

16. What resources can be made available for obtaining historical and benchmark data, if any?

**A: Please see the answer to question 1.**