



August 6, 2019

ADDENDUM NO. 1

Re: RFP No. 19-014-P Strategy, Design and Execution of Public Opinion Research

Question and Answers:

Q1. Do you need 3 thumb drives (page 10) or 5 thumb drives (page 8) with the full proposal on each drive?

A1. Please provide 3 thumb drives.

Q2. Is this public opinion research to focus on the actual residents who use your water, waste water, and solid waste disposal services AND/OR member cities, utility districts, etc. you serve?

A2. The primary audience is the actual residents who use our services through a partnership with our cities/utility districts. The results are intended to help address gaps in awareness, understanding, satisfaction and trust of the services provided (mostly focused on the regional water service). The results will be provided to the cities we serve for their use in adjusting communications to their customers.

Q3. Have you conducted any previous research studies with your residents, member cities, utility districts, etc. you serve? Who was the vendor(s) for this research? Will you share that research with the selected vendor?

A3. Yes, we have conducted research over the past several years as part of our water conservation education campaigns. Quantitative research was last conducted by Baselice & Associates, Inc. in mid-December 2017. Qualitative research (focus groups) was conducted by Bryles Research a couple years ago to test water conservation campaign messaging.

Q4. What is your anticipated budget for Phase 1 and Phase 2?

A4. Please provide us with your most competitive pricing for the proposed services and NTMWD will make a best value selection of the services and pricing that fits our needs.

Q5. What type of contact information do you have for your residents and other customers? Email addresses, phone numbers, physical addresses?

A5. We do not have contact information for the residents/customers served. Zip codes for the 13 Member Cities can be provided for identifying areas to focus surveys, but the research firm would need to use recommended tools it has available to identify and contact survey participants.

Q6. How do you currently communicate with your residents and other customers? Mail, email, social media, your website, etc.?

A6. We communicate with end users (consumers/residents) through the NTMWD website, social media, multi-media ad campaigns (conservation focus) and some receive our monthly eNewsletter. Our public education team conducts outreach at community events and in schools. However, our member cities/utility districts have more direct communications and outreach with their customers (end users). NTMWD also develops tools and messages to offer for cities to use with their communications channels.

- Q7. How frequently do you communicate with your residents and other customers?**
A7. Summer months are the peak time for conservation education/communications using paid media (print, TV, radio, billboards, digital, theaters, etc). NTMWD communicates District-wide topics regularly via social media and monthly eNewsletter which are received by subscribers – most of which are staff or officials within the cities/utility districts served.
- Q8. Whether companies from Outside USA can apply for this? (like, from India or Canada)**
A8. Prefer inside USA.
- Q9. Whether we need to come over there for meetings?**
A9. While occasional in person meetings would be helpful (for example, initial discussion to develop plan and presentation of research results), the majority of coordination can be done in other ways (conference calls, email, etc).
- Q10. Can we perform the tasks (related to RFP) outside USA? (like, from India or Canada)**
A10. Prefer inside USA.
- Q11. Can we submit the proposals via email?**
A11. No, see page 10 of the RFP document. Proposals received via email will NOT be considered.
- Q12. Are you seeking statistically reliable data for each individual member city or from a random sampling of the entirety of the 13 member cities as a whole?**
A12. Random sampling of the entire region focusing on the 13 member cities. (However, if there was data produced to provide insights into cities where there are lower ratings than others on certain topics that would be instructive to our communications planning to consider boosting efforts in those areas.)
- Q13. As a follow up to the above question, would you like a report for each member city with their own individual data findings or 1 report for the entire member base?**
A13. One comprehensive report at minimum, and if the data for each member city can easily be sorted based on demographic information to generate separate reports of results that may help guide future communication in those locations.
- Q14. What do you have available for customer contact records? Access to name, phone number, email address, etc? If so, how many phone records / email records?**
A14. We do not have contact information for the residents/customers served. Zip codes for the 13 Member Cities can be provided for identifying area, but research firm would need to use recommended tools it has available to identify and contact survey participants.
- Q15. Is each member city the primary source for water, wastewater, and solid waste disposal or are there multiple other sources (RFP mentions "additional local customer utilities/providers"). Does this mean that a specific zip code could service more than one utility source?**
A15. We provide regional water service to 13 Member Cities and a total of up to 80 communities receive our water either DIRECTLY as a Member City or Customer entity (utility district, town, city) or INDIRECTLY if they receive our water from one of the direct entities we serve. (For example, we serve the Member City of Rockwall and Rockwall serves the city of Heath. Thus, Heath is an indirect customer.) To more efficiently manage the scope of this research, NTMWD would like the focus areas to be the 13 Member Cities. There may be multiple zip codes for each city served by NTMWD.
- Q16. How many in-person meetings are anticipated for the entirety of this research project? Typically, our kickoff meeting can be completed via phone and the final presentation conducted in-person. We'd be happy to travel for multiple meetings as needed, we just want to understand for budgetary purposes.**
A16. As a government agency, NTMWD is always looking for ways to manage costs. If in-person meetings involving travel would significantly increase costs, we are open to the majority of coordination being done in other ways (conference calls, email, etc). The presentation of results would be one time when either in-

person or video conference call would be preferable to allow the opportunity for questions from our team.

NOTE: A copy of this addendum shall be acknowledged by appropriate signature and attached to the submitted proposal.

Company Name

Signed Date

If you have any questions regarding this matter, contact during normal working hours (8:00 AM to 5:00 PM, Monday through Friday) at 469-626-4872 or at the email address of nmucha@ntmwd.com.

Sincerely,

Nicole C. Mucha, MA, CPSM

Purchasing Manager
North Texas Municipal Water District
Purchasing Department