Request for Proposals (RFP) for the Long Range Plan (LRP) Public Opinion Survey

Q&A Addendum #1

1) Does NOACA have a minimum sample size or a preferred sample size in mind?

The previous sample size was less than 1000 respondents during one month of activities. We are expecting at minimum 2400 respondents.

2) What is the budget or budget range for the survey?

Responders are requested to submit a cost estimate based on the scope of work presented. Further discussions will take place with firms who meet the requirements and are selected for the interview based on the evaluation criteria.

3) An online survey looks to be the preferred methodology. If the online panels of respondents are limited, is NOACA open to including telephone interviews?

NOACA is open to review various types of methods and approaches that can be used equitably across the five county service area. Telephone interviews were used in the past with both landline and cell phone numbers. With the vast number of cellphone usage, we are pushing for more cross marketing appeals to reach our target audience via online platform.

4) The RFP requests that a paper survey option be developed for community held public meetings. How many community meetings will be held in the timeframe of the research and approximately how many people attend these meetings?

NOACA seeks to provide paper surveys as an option from the digital online platform for up to 30 meetings throughout the year. The target groups vary from small council wards to large civic and business organizations. We anticipate a range from 25 – 150 attendees.

5) For clarification, is NOACA doing the geo-spatial analyses?

Yes a geo-spatial analyses will be done.