

## REQUEST FOR PROPOSAL (RFP) for Customer Opinion Survey – 2025

### Questions & Answers (as of 1/14/25)

1. **Question:** Looking at the solicitation materials, it didn't appear that there was a question and answer period, so I hope that it is okay that I'm sending my questions in an email. If there is a different way I should submit questions, please let me know and I will be happy to follow the formal process.

**Answer:** Questions regarding this RFP should be sent in an email to Kelly Zito, Public Affairs Manager, at [Kelly.Zito@ebmud.com](mailto:Kelly.Zito@ebmud.com). EBMUD will post a Q&A document on its RFP web page consolidating all questions received to date from bidders. Questions must be received no later than 8:00 a.m. on Thursday, January 16, 2025. The deadline to submit your proposal is 4:00 p.m. on Tuesday, January 21, 2025

2. **Question:** In looking over the solicitation, there is mention of the 2023 survey of the same name as this opportunity. Can you share who conducted that survey and if you were pleased with their performance? We see in the 2023 survey question and answer document that EMC Research conducted the 2019 study, did they go on to conduct the 2023 study as well?

**Answer:** The District's Customer Opinion Survey is conducted every two years. EBMUD follows a competitive bid process for each survey in line with its purchasing guidelines and procedures. EMC Research Inc. conducted the survey in 2019 and Probolsky Research, LLC conducted the survey in 2023. EBMUD was satisfied with services received from both firms.

3. **Question:** Is there an established or estimated budget for this survey opportunity?

**Answer:** Through its competitive bid process and responses received for this RFP, the District will assess the market rate for this scope of service.

4. **Question:** Under Response Format on page 11 of the RFP, it indicates we are not allowed to modify the forms or submit re-typed and/or recreated versions of these forms or any other District-provided document. Will the District be providing electronic copies of the forms for bidders to populate? I ask because several of the forms included in the RFP pdf either can't be filled out adequately, given the small spaces provided for certain fields (e.g., References allows just one line to describe the services provided and the dates of service) or are presented in an 'example' format with too few lines to complete the form (e.g., Proposal Form). Some ability to expand the fields would allow for a complete response.

**Answer:** To address any space limitations, enter "please see attached" and provide a more detailed response in the attachment.

5. **Question:** Under Deliverables/Reports, item 4 references a 2023 Customer Survey dashboard and the desire to either update the dashboard with 2025 survey data or create a new dashboard. Is the current dashboard hosted/maintained by the District (internally) or by

the prior survey consultant? If internally, what application is being used for the dashboard (PowerBI, Tableau, Marketsight, etc.)? This will determine whether the existing dashboard can be updated or if we would need to develop a new dashboard as part of the project.

**Answer:** The 2023 Customer Opinion Survey dashboard uses Looker Studio (Google). It is used for internal analysis and was created by the 2023 survey consultant.

6. **Question:** Section 4 Implementation Plan and Schedule indicates that “the plan for implementing services shall include an Acceptance Test Plan.” ATPs are often used in developing/testing software, but not typically for survey projects. Checking to see if the District has a preference for the format of the ATP, or if narrative descriptions for quality control processes will be sufficient.

**Answer:** A narrative description for quality control suffices.