

## REQUEST FOR PROPOSAL (RFP) for Customer Opinion Survey – 2026

### Questions & Answers (as of 6/18/26)

1. **Question:** When the RFP states that EBMUD will be "engaging a U.C. Berkeley Goldman School of Public Policy intern," about how many hours a week would you anticipate they're being available, and would this be an undergraduate or graduate student?

**Answer:** We anticipate recruiting a graduate student from the UC Berkeley Goldman School of Public Policy. The student would be available full-time during the summer months (July and August) and transition to part-time hours in the fall, with availability varying based on their academic schedule and coursework.

2. **Question:** Will your organization provide numbers and email addresses for the population or is this something we should budget for in the proposal?

**Answer:** The survey sample does not require the use of customer contact information. Proposers are encouraged to recommend current best practices for survey sampling and data collection methods that will produce reliable and representative results and reflect U.S. Census demographics within the service area, including both bill-paying and non-bill-paying customers.

Proposers should describe the sample sources, recruitment methods, and any data requirements associated with their proposed methodology. If the methodology proposed by the selected consultant would benefit from the use of customer contact information, EBMUD may consider providing available customer contact data, subject to District review, data availability, and applicable privacy and legal requirements.

3. **Question:** Will EBMUD provide access to customer contact information or customer lists, or should proposers assume responsibility for procuring all sample sources independently?

**Answer:** The survey sample does not require the use of customer contact information. Proposers are encouraged to recommend current best practices for survey sampling and data collection methods that will produce reliable and representative results and reflect U.S. Census demographics within the service area, including both bill-paying and non-bill-paying customers.

Proposers should describe the sample sources, recruitment methods, and any data requirements associated with their proposed methodology. If the methodology proposed by the selected consultant would benefit from the use of customer contact information, EBMUD may consider providing available customer contact data, subject to District review, data availability, and applicable privacy and legal requirements.

4. **Question:** What platform is currently used for the 2023 and 2025 survey dashboard, and does EBMUD anticipate updating the existing dashboard or developing a new dashboard that incorporates all survey years?

**Answer:** The 2023 and 2025 survey results are currently maintained in a dashboard developed by the prior consultant using Data Studio (formerly known as Looker Studio). EBMUD is open to either updating the existing dashboard or developing a new dashboard, provided the final product integrates the 2023, 2025, and 2026 survey results and enables users to review trends and compare results across survey years. The selected consultant should describe its recommended approach in its proposal.

5. **Question:** Can EBMUD provide additional information regarding the methodology used for the 2023 and 2025 Customer Opinion Surveys, including the data collection modes utilized and approximate completes by mode?

**Answer:** The 2023 and 2025 Customer Opinion Surveys utilized mixed-mode methodologies consisting of live-interviewer telephone surveys and online surveys. In 2025, a total of 1,200 residential service area residents completed the survey, including approximately 228 telephone interviews and 972 online surveys. The 2023 survey utilized a comparable approach and target sample size.

For the online survey component, invitations were distributed via email (60%), text message (20%), and mail (20%). Respondents could complete the survey using a computer, tablet, or smartphone. Interviews were conducted in English, Spanish, and Chinese.

The District encourages proposers to evaluate and recommend survey methodologies and data collection approaches that reflect current best practices while maintaining the ability to compare results with prior survey years.

6. **Question:** Has EBMUD established a budget, anticipated budget range, or not-to-exceed amount for this project? If not, can EBMUD provide the contract value for the most recent Customer Opinion Research contract to help proposers appropriately scope and price their proposals?

**Answer:** EBMUD has not established a publicly disclosed budget, anticipated budget range, or not-to-exceed amount for this procurement. Proposers should submit pricing based on their recommended approach to meeting the scope, deliverables, and schedule described in the RFP. Cost will be evaluated in accordance with the criteria identified in the RFP.

7. **Question:** Will the contractor be responsible for developing the Dashboard for 2026 Customer survey data, and uploading the 2023 and 2025 survey results to it?

**Answer:** Yes. As described in the RFP, the selected consultant will be responsible for integrating the 2026 survey findings into a user-friendly dashboard that enables users to review trends and compare results across survey years. EBMUD is open to either updating the existing dashboard or developing a new dashboard that incorporates the 2023, 2025, and

2026 survey results. The selected consultant should describe its recommended approach in its proposal. EBMUD will provide available 2023 and 2025 survey data and dashboard resources to support this work.

8. **Question:** What is the estimated expected length of the draft written report of survey results?

**Answer:** EBMUD has not established a required page count for the draft written report. The report should provide a comprehensive summary and analysis of the survey findings, including key trends, demographic analyses, consumer concerns, opportunities, and other insights relevant to the District's objectives. Proposers may recommend a report format and length based on their experience and proposed methodology.

9. **Question:** Who is the incumbent for prior residential consumer opinion survey conducted on behalf of the District?

**Answer:** The consultant that conducted the District's 2023 and 2025 residential customer opinion surveys was Probolsky Research.

10. **Question:** What is the budget amount that the District has identified to finance this project?

**Answer:** EBMUD has not established a publicly disclosed budget, anticipated budget range, or not-to-exceed amount for this procurement. Proposers should submit pricing based on their recommended approach to meeting the scope, deliverables, and schedule described in the RFP. Cost will be evaluated in accordance with the criteria identified in the RFP.