

**Addendum No. 1**  
**RFP No. 1474**  
**Market Research Survey**

Questions from potential proposers are shown below followed by answers in **bold** from Metro.

The RFP states that this survey (or something similar) has been administered since 1994 but the format changed in 2006-2007. I noticed that on the survey that was attached to the RFP, Market Decisions Corporation worked on the previous survey administration. Has the same vendor/firm assisted with the survey since 1994? If not, who was the survey vendor(s) for prior administrations?

**Several vendors have worked on the survey over the years. I did not work here in 1994, so I am unsure as to who drafted the original survey. Four or five have worked on our customer service survey in the past ten years.**

What was the approximate budget for the previous year the survey was done?

**The same as the current budget, \$10,000.**

What was the average survey length (approximately how many minutes) in 2007-2008?

**Seven to ten minutes.**

As I'm not familiar with your purchasing rules and regulations, does Metro always have to put a contract such as this out to bid or has Metro ever issued a multi-year contract for similar services? If this is the first time this project has gone through a competitive process, what factors influenced that decision?

**We have never done a multi-year contract for this project. This project has gone through a competitive process every year, except one time when the contract was extended into a second year.**

The RFP states that the final sample for the 2007-08 survey "fell short" of the desired sample size of 500. Can you tell us how far short it fell? That is, what was the final completed sample size?

**Final sample size was 251.**

What level of confidence and precision are you looking to achieve, for the survey as a whole and for any specific subgroups? Would those confidence/precision levels apply only to questions that everyone answers or also to questions that only a subset answered because of skip patterns (e.g., the respondents that were referred somewhere for services, cf. Q10)?

**We don't have a defined expectation, but would rather get recommendations from proposers.**

Approximately what proportion of respondents are expected to have been referred somewhere for services (cf. Q10)?

**With our last survey, two-thirds had the opportunity to contact referrals they were given by the time they were surveyed.**

Do you know if the demographic breakdown of callers is representative of that for the general metropolitan area – i.e., are some demographic groups over- or under-represented among your callers, and if so, what are they?

**We haven't analyzed this particular aspect of surveyed callers. In general, our callers represent a specific sub-set of the region demographically, rather than exactly matching the region's population. They tend to be more from Portland than the suburbs, homeowners rather than renters, two-thirds have lived in the region over 20 years, some college education or better, and two-thirds have no children currently residing at home, and a median age of approximately 53.**

Can you supply data on the typical breakdown of callers by area of residence and other demographic characteristics, and can this information be used in developing sample strata?

**We record ZIP codes of all of our callers. That's about all of the demographic information we regularly collect.**

Can you clarify the requirement that the contractor "Assist Metro staff and Metro database programmer in development of survey database tool for gathering survey responses." What sort of assistance is required?

**We had a pop-up created in our call taking database application that would notify the operator to ask the caller if they would be surveyed. We also pulled information such as call ID number, ZIP code, and whether or not the call came from a business or residence, why they called and where they got our phone number, rather than ask these questions again of the caller when surveyed.**

1) It appears that the last time you did the survey, the actual response rate was about 50% of those who were invited to participate in the survey, representing less than 1% of the total callers. Do you have a target number of completes you are looking for each quarter?

**A) We would like to have a "statistically significant" number of completed surveys. In past years this has meant about 350-400 responses.**

2) What percentage of callers are business? What percentage are residential? Do you want responses stratified by residential and commercial customers or just a random sample of all callers?

**A) About 10 percent of our callers are from businesses, the other 90 percent are residential. We do want to be able to view business responses separate from residential. In the past we have asked some different questions of businesses than residential—it's also good to know where they found out about us, what they find valuable, etc. We have gotten some slightly different information from businesses than from residential respondents.**

3) When a caller accepts an invitation to participate in the survey is the survey administered immediately or does the calltaker set an appointment to call back? The answers you sent out on 7/9 suggest there is a lag between the initial call to Metro and the interview which allows time for the caller to contact referrals. Can you tell me approximately how long it is between when the invitation is issued and when the survey is administered?

**A) We try to call them back within 24 hours, no more than one week later.**

4) Do your calltakers have email capability from their stations?

**A) Yes.**

5) To what extent does staffing affect the ability to increase the number of surveys conducted? If the number of invitations were doubled to achieve 500 completes the amount of time both inviting callers to participate and conducting the surveys themselves would also double. Is this something we need to be concerned about?

**A) This is an interesting question for which I don't have a certain answer right now—we have set staffing numbers for each day of the week, including Saturdays. I'm not sure if increased staffing would be required to achieve 500 completed surveys, or not. I think that the length of the survey (7-10 minutes each) has been an issue for callers in the past and has resulted in some incomplete surveys.**

6) Is the pop-up in your call-taking database still functional? If so, is it available for this project? Did Metro do the programming for the pop-up or did your research vendor do it?

**A) We did the programming for the pop-up. It can be turned back on by our Access programmer, and tuned to pop up and any chosen interval (every 50th, every 200th, every 375th caller, etc.)**