



REQUEST FOR PROPOSALS

Professional Consumer Research Services

SOLICITATION NO: R-12-006-DB

ADDENDUM #1 | April 16, 2012

CHANGES TO RFQ

NONE

END CHANGES TO RFQ

ANSWER TO QUESTIONS

Questions submitted as of **April 12, 2012** and with response (in bold) provided.

1. *Given that “... quantitative studies have been conducted over the past few years” and that “SAWS would like to ensure certain questions be asked to provide a view of trends and performance over time,” what firm or firms have conducted these surveys over the past few years?*

Response: Baselice & Assoc.

2. *What could the most recent firm or firms that you have used for these services have done better in the opinion of staff working with that firm or those firms?*

Response: Not pertinent to this RFP

3. *What was the sample size and budget for the most recent survey conducted of the kind you intend under this contract?*

Response: 400 respondents with a cost of \$13,895

4. *Have you tracked trends in responses to surveys? Can you give 2-3 examples of the kinds of questions you have tracked?*

Response: Yes. Those will be shared with the winning respondent.

5. *Is there a preferred method for the upcoming surveys? (e.g. written/mail, phone, online)?*

Response: We have in the past done phone, online and in person surveys. We look to the respondent to provide recommendations on how to best achieve the desired results given the diverse group.

6. *What was the method(s) for previous customer satisfaction and employee satisfaction surveys?*

Response: It was a combination of phone, online and face to face interviews

7. *How many total SAWS customers are there?*

Response: There are over 450,000 accounts and we serve 1.4 million people.

8. *What are the objectives for the two customer surveys? Same objective for both or different objectives?*

Response: Those objectives may vary. The objectives, other than what has been mentioned in the RFP, may change by the time of the study implementation.

9. *How many SAWS employees are there?*

Response: Over 1,800

10. *How many "identified stakeholders" are there?*

Response: To be determined

11. *What is the desired number of completed surveys for each of the three groups (SAWS customers, SAWS employees, "identified stakeholders")?*

Response: Please refer to the RFP

12. *What type of contact information is available for each of the three groups? (e.g. address? phone number?, email address? other?)*

Response: Our typical method of contact is through the research firm's phone database. Other interviews have included e-bill customers and service center walk-ins.

13. *Does a State of Texas HUB Certification count as an SMWB and count toward the required quota?*

Response: Yes

14. *If so: If a prime contractor is a Texas HUB, is the prime required to subcontract to another SMWB for the quota requirement?*

Response: The prime contractor's participation will fulfill the SMWB goal. However, in the spirit of the Good Faith Effort, we ask that all prime contractors, SMWB or not, make a qualified effort to find SMWB subcontractors.

15. *What is the desired margin of error for each survey segment?*

Response: 5% or less

16. *What is the total 'population' of customers, stakeholders, and employees?*

Response: This is a floating number as the specific target audiences have not been identified. SAWS currently has over 450,000 accounts, serves approximately 1.4 million people, and has just over 1,800 employees.

17. *Will the customer survey need to be available in both English and Spanish, or only English?*

Response: When conducted in-person, SAWS employees have provided survey administration services in both Spanish and English. SAWS has translated the survey questions. The survey company should have the flexibility to utilize SAWS employees for in-person surveys. The research firm should have the flexibility to accommodate persons preferring to speak Spanish.

18. *What is the estimated survey length for each segment?*

Response: No more than 20 minutes

19. *Does SAWS have email addresses for the stakeholder segment?*

Response: SAWS has email addresses for e-bill customers. These may or may not be included in the survey. As the specific target audiences have not been identified, we cannot confirm at this time that all of them have email.

20. *What percentage of SAWS employees have email addresses?*

Response: All employees have email addresses but only 45 – 55 percent has access to email on a regular, daily basis. Many of our team members work in the field so access is limited.

21. *What is the "specified timeframe" for the up to four quantitative surveys to be conducted? In other words, is there a planned schedule for when the surveys will be conducted? Will they be completed before year-end 2012 or other timeframe?*

Response: The surveys will have to be completed before the end of December, 2012.

22. *Is there an incumbent and will they be responding to the RFP?*

Response: Please reference question #1. We do not know if they are responding to this RFP.

23. *Does SAWS have a budget allocated for this work? If so, what is the allocated budget amount?*

Response: We look forward to the respondents submitting their cost estimate to implement these studies

24. *In Section I. D. 10. Mentions that there will be two customer surveys and one with a pre-identified stakeholder group. Will any or both of the customer surveys include commercial accounts? Can you describe who would make up the pre-identified stakeholder group (e.g. business or community leader, local elected officials, etc.)?*

Response: At this point in time, the majority of the customer service surveys will be conducted with residential accounts. Based on the request of management, a limited number of commercial accounts may be included. As the specific target audiences have yet to be identified, it may include two or more of the groups identified in this question.

END ANSWER TO QUESTIONS

No other items, dates, or deadlines for this RFQ are changed.

END ADDENDUM #1