



**REQUEST FOR PROPOSALS**  
**Solicitation Number: R-11-022-MR**

**PROFESSIONAL CONSUMER RESEARCH SERVICES:**  
**CUSTOMER SATISFACTION SURVEY**

**ADDENDUM #1 – 05:25 PM Central | November 04, 2011**

This addendum provides answers to questions submitted by the deadline of November 04, 2011 10:00 AM Central Time.

**QUESTIONS AND ANSWERS**

1. Has this survey/evaluation been done in prior years? If so, who was the prior survey vendor and what was your level of satisfaction with the previous vendor and how would you rate their performance (Excellent, Good, Fair, or Poor)?
  - a. These specific services have not been directly contracted by SAWS and but have been performed by third party consultants. This is the first time that SAWS is requesting these specific services as described in this RFP.
2. All things being equal, would SAWS select a local firm over others?
  - a. Other than the criteria listed for evaluation inclusive of SMWB scoring, there is no local preference within this RFP.
3. Do you have a budget range set aside for this survey project that you will identify? How much of a role does the lowest bid play in the overall evaluation process?
  - a. A budget for the listed services is not currently specified. The price proposal is rated at 15 points in the Summary of Evaluation Criteria on page 4 of 12 of the RFP. The proposal with the lowest price will receive 15 points. The remaining proposals will

receive points based on the difference of their price in comparison with the lowest submitted price, as shown in the example below.

Proposal	Amount	Calculation	Points Earned
A	10,000	$(10,000/10,000) \times 15$	15
B	12,500	$(10,000,000/12,500) \times 15$	12
C	20,000	$(10,000,000/20,000) \times 15$	7.5

In the above example, Proposal “A” received the maximum available points and Proposal C received the least number of points

4. What is SAWS’s timeline for reviewing proposals and selecting a consultant?
  - a. SAWS estimates selecting the consultant for the last half of November 2011.
  
5. Have other firms submitted questions? If so, can we see all questions and answers?
  - a. All questions received by the deadline and their respective answers are posted within this Addendum #1.
  
6. Can the list of SAWS performance indicators be provided?
  - a. The performance indicator in question for this RFP is:  
 “Maintain a customer service culture within the organization, administer a customer satisfaction poll on an annual basis and develop an action plan to address any areas of focus needing improvement.”
  
7. Does SAWS plan to address surveys to both businesses and residential customers?
  - a. At this point in time, Yes.
  
8. How is the 116 per capita per person developed?
  - a. The 116 per capita per day goal was developed by a task force of SAWS staff. Currently, the per capita is 129. The target was identified using projections of new water resources coming on-line as well as further water conservation opportunities being identified. The per capita per person number is a rough calculation of the number of customers and the number of gallons of water pumped from our various sources of drinking water.
  
9. What percentage of customers have their email address on file with SAWS?
  - a. SAWS is unable to provide this information at this time.

- 10. Can we assume that SAWS will be providing customer query reports for data such as:
  - a. 5 year utilization by year, by month, and by address
  - b. confirmation that customer account name for (a) did not change for the same time period
  - c. number of people at the same address
  - d. provide a list of the top 100 business and 100 residential utilization customers
  
- a. Some of this data may be readily available. Information such as number of persons at an address is not known. It is however, our expectation that the survey developer will be using their own bank of respondents, not requesting SAWS customer account data.

11. What percentage of water utilization corresponds to businesses versus residential?

- a. The information is provided as numbers of accounts: 331,853 residential; 23,225 business; 7 wholesale; 8350 irrigation (business)

12. Is Commercial General Liability Insurance required for this engagement?

- a. Yes.

END QUESTIONS AND ANSWERS

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

END ADDENDUM #1