

December 7, 2023

SUBJECT: Questions and Answers to RFP 24-16 Community Survey

Q1: What is the "Maximum Price" defined on Page 5 of the RFP with regard to the Cost Proposal?

A1: Firms who wish to respond to this RFP should provide a total all-inclusive not-to-exceed maximum price necessary to perform the scope of work. This should include all direct, indirect, and out-of-pocket expenses.

Q2: Are telephone interviews mandatory?

A2: Should the City exercise its right to conduct interviews prior to final selection, it will be mandatory that invited firms participate. The method by which the interviews are conducted (in person, telephone, virtual meeting) will be coordinated with each invited participant.

Q3: What type of data (e.g., list of telephone numbers/emails) will be provided to do the sampling?

A3: The successful firm is expected to obtain that information themselves. Voter data is available via the San Diego County Registrar of Voters.

Q4: Given the data available, does the city have any preference for a particular sampling methodology such as stratified sampling?

A4: The City is looking to each firm to provide a recommendation as to the best sampling methodology to utilize in order to achieve the objectives laid out in the scope of work.

Q5: Would the city be able to provide some technical details of previous surveys that could be useful for this project? E.g., non-response rate.

A5: The report associated with the last community survey conducted by the City is available on our website [Template.book \(escondido.org\)](https://www.escondido.org/template-book)