

RFP Questions

PFA Parent/Guardian Survey

#	Question	Answer	Date Received	Date Posted
1	<p>The RFP states that the City seeks a representative survey sample as well as "reliable disaggregated results." This suggests that the sample size for each target language group should be robust enough to analyze independently. Typically, we are uncomfortable analyzing sub-groups smaller than 60-75 respondents because of the high margin of error associated with smaller sample sizes. Our challenge is that the smaller target language groups, e.g., Cantonese, make up only 2% of the overall adult population in Seattle. To reach 60 Cantonese speakers in a representative survey, the overall sample size would need to be approx. N=18,000, which is not feasible given budget constraints. With that in mind, please clarify the City's expectation of "reliable disaggregated results." Is the City open to exploring options that combine a demographically representative survey sample at a smaller sample size (e.g., N=600-1,000) with modest oversamples (N=20-30) for each target language group?</p>	<p>We suggest you approach this in two ways. First, please provide a plan that adheres to the budget parameters in the RFP. Include the limitations of your approach and how this compares to the goals stated in the RFP. Second, provide a cost estimate for achieving the goals of the RFP as stated (in narrative form, not as part of the budget).</p>	1/15/2014	1/17/2014
2	<p>Besides standard demographics groups, the target language groups and three target age categories, are there other sub-groups that are a priority for "reliable disaggregated results?"</p>	<p>Please refer to the RFP for priority groups. If consultants have recommendations regarding additional priority groups we have not mentioned explicitly in the RFP, please include them in the proposal.</p>	1/15/2014	1/17/2014
3	<p>What is City's preferred margin of error for the overall survey sample? What is the highest margin of error the City would be comfortable with?</p>	<p>Margin of error is one of the variables that will help inform the committee's scoring of each proposal we receive. It is the role of the consultant to develop a plan.</p>	1/15/2014	1/17/2014
4	<p>Will the City provide specific definitions or targets for key demographic categories?</p>	<p>We will work with the successful bidder to develop a strategy and answer any questions they may have.</p>	1/15/2014	1/17/2014

5	<p>In our experience, community engagement work is required to gain the necessary access to survey respondents in the target language groups. To do this work effectively--in a way that respects cultural traditions around relationship building and establishing trust--will likely require a timeline that extends beyond the City's performance schedule. Please explain the factors driving the performance schedule, and the degree to which it is flexible. Will we be considered non-responsive if we suggest a timeline that goes beyond the RFP timeline?</p>	<p>The timeline is driven by our need to provide input into the development of the Preschool for All Action plan (a draft of which is due on March 21, the final version of which is due on April 14). We have a Preschool for All Outreach Manager who will assist the successful bidder obtain access whenever feasible.</p>	1/15/2014	1/17/2014
6	<p>Please clarify the City's expectation of consultants' response in 7.5 (C): Describe your approach for addressing each of the four survey components described in Section 6. Given that the City clearly outlined the survey's guiding metrics, is the City seeking sample survey questions or a higher-level discussion about survey design?</p>	<p>We are seeking a higher-level discussion about survey design. An example question may be an appropriate way to address this (in part), but we understand that the survey will not be designed until a contract is awarded, so this is not an expectation.</p>	1/15/2014	1/17/2014
7	<p>Regarding formatting, is it acceptable to address the requirements of the proposal response in narrative form, or does the City prefer consultants to format the proposal response exactly as it is outlined in the RFP?</p>	<p>Please address all of the questions outlined in section 7.5 as specified. If there is space to do this and provide a narrative-style description within the allotted 8 double sided page limit, you are welcome to do so.</p>	1/15/2014	1/17/2014