



ADDENDUM 2
May 20, 2022

Questions/**Answers**

1. The current deadline for proposals is May 26, 2022. To allow bidders sufficient time to adjust approach based on responses to questions, would COG consider an extension of the deadline for proposals of two weeks, to June 9, 2022?

The due date has been revised to June 9, 2022 as stated in Addendum 1.

2. Under the previous design, sampled flights with a “response rate of less than 20 percent of the revenue passenger count, were resurveyed in a one to two-week period.” Under the new sampling plan approach based on groups of gates (zones) does COG have a target or required response rate, rate of statistical precision, or number of completed interviews - per sampling unit, per airport, or overall for the project?

The contractor will provide a recommendation as part of developing the sample plan. This will be further tested and refined as part of the pretest

3. Section E. Task 3 describes the data collection approach where a postcard with URL/QR code is distributed to departing passengers to drive them to a web survey. Is COG open to alternative modes and methods of data collection?

COG is open to other modes of data collection that can be evaluated during the pretest process

4. Section E. Task 5 describes previous staffing plans. Can COG provide the approximate number of staff hours budgeted for the 10 interviewers, 2 lead assistants, and 1 supervisor per airport? If not, can COG provide information about the length and number of shifts previously required, on average?

COG has not defined staff hours, length, and/or number of shifts. The previous staffing plans were driven by a gate-based sampling plan.

5. Section B. states that the anticipated budget is not to exceed \$265,000. Please confirm that this not to exceed amount only applies to the base period of performance (award through Sept. 30, 2023). Is there an anticipated budget for the two 24-month optional periods?

The anticipated budget of \$265,000 is for the base period covering the 2022-2023 survey. A budget for the two 24-month options periods has not been developed. However, staff

expects the following: (1) the same methods (with minimal refinement) would be applied for future surveys, (2) a pretest would not be required.

The cost proposal submitted as part of the RFP is for the base period only.

6. Section VII. B. states that the Contract will be issued as a fixed-price contract.
- a. Given the change in methodology, the new postcard-to-web methodology may be less successful and generate a lower response rate and a reduced number of completes than expected. As this is due to the required design, can we assume MWCOG would bear this risk, rather than the contractor? Will MWCOG consider a Time and Materials contract to reflect the uncertainty of the new design and associated risk?

The contractor shall use pretest to evaluate the use of printed informational material, such as a postcard-to-web methodology). The contractor shall also use this to evaluate other modes of data collection recommended by the contractor. This is will be a fixed price contract.

b. In order to fully evaluate the implications of the changes in sampling and data collection methodology on response rate, data quality measures, staffing requirements, and cost, would COG consider issuing the pretest under a separate contract from full-scale data collection?

No.

c. If the contract will remain fixed price and include both the pretest and full fielding, will Contractors have the opportunity to adjust costs for full fielding if pretest results show reduced response rate or other results that affect costs for full fielding?

The pretest results may show reduced response rate or increased response rate. It will be the Contractors responsibility to manage all costs within the contracted amount.

7. Page 19, RFP Section IX. Contents of Proposal Please confirm that bidders should describe relevant experience, including brief descriptions of current projects, in Section 1. Technical Proposal and that Section 4. References should include completed Attachment C forms, but not narrative description of relevant experience.

That is correct.

8. Page 20, RFP Section IX. Contents of Proposal D. Section 4. states "The proposed Consultant and any Subcontractor(s) shall provide at least three (3) references." Please clarify whether three references each are required for the Consultant and any Subcontractor, or whether three references total/combined are required.

At least 3 references for the prime. As well as 3 references for each sub-contractor excluding the proposer as a reference. These references should all be uploaded in a separate file.

9. Page 20, RFP Section IX. Contents of Proposal. C. Section 3 describes the required contents of the cost proposal. Should bidders provide costs for the base period only, or the base period and the two, 24-month optional periods?

Provide pricing for the first survey using the revised Proposal Form (Attached to RFP posting) Disregard the Section XIV Proposal Form and use the revised form attached to this end of this Addendum.

Future costs for surveys under this contract will be negotiated.

10. Page 40, RFP Section Attachment A, Section Z “COG’s Policies and Procedures”

Pursuant to the statement “Any SUBRECIPIENT and potential SUBRECIPIENT will be provided with a copy of such policies and procedures, on request.” Would COG please provide a copy of the COG Policies and Procedures document? Or the website where they may be found, if applicable.

The link is provided here:

<https://www.mwcog.org/documents/2021/11/02/cog-procurement-policy-bids/rfps/>

11. Will the successful bidder be required to work at COG’s facilities?

No, the successful bidder will not be required to work at COG’s facilities.

12. Does this RFP and its resultant contract award include Enhanced Mobility funds?

No, this contract will not include Enhanced Mobility Funds.

13. May we include a cover page with each Section of the proposal?

A cover sheet with each section is optional.

14. In which Section of the response (Section 1, 2, 3, or 4) should respondents include the Proposal Response Form, Attachment B, and Attachment D?

Include the Proposal Response Form with the Pricing in Section 3. And the Section should also include the DBE Form and DBE certifications.

15. **Page 45, COG Rider Clause Approval Form.**

Question: Does this form need to be filled out and submitted with the proposal response?

No. It is a Sample Form in the event a procurement office is interested in pursuing a Rider.

16. **Page 46, Questions.**

Question: Does this form need to be filled out and submitted with the proposal response?

No. It is a Sample Form in the event a procurement office is interested in pursuing a Rider.

17. Page 13, D. Cost Proposal, h. The proof of insurance (Acord Form) must be submitted with this section. To be considered responsive the Proposer must meet the insurance requirements at the time of submission.

Question: Do subconsultants need to provide proof of insurance as well as the Prime?

No. The Prime is responsible to ensure that the subcontractor has the required coverages.

18. Please confirm how many separate contract awards you expect to issue.

Question: If multiple awards will be made, do you anticipate that task orders will be issued on a competitive basis?

There will be one award. The Contractor will submit a proposal and budget for each requested task before an award is accepted.

19. Will the survey be similar in length and content to previous years?

Yes, the survey will be similar in length and content. The format and layout of some questions may differ from previous years due to the shift from a paper-based to web-based survey.

20. Please explain the sample plan more thoroughly. If switching from gates to zones, what will be the criteria for success (was 20% of flight)? What is the reason for switching? How will the data be weighted without a target universe? Changing the sampling plan does not support longitudinal comparisons. What is the logic behind this change?

As part of preparing the sampling approach and plan, COG expects the contractor to apply expertise and knowledge of best practices to recommend an appropriate level for the criteria for success as well as weighting approach.

Note the following language: V. Scope of Work, Part 1. Survey Preparation, B. Task 2: Prepare Sampling Approach and Sampling Plan, "a. ... contractor may recommend another approached based on prior experience and best practices".

In recent APS efforts, COG observed a decline in the overall response rate and quality of survey responses. In response to these methodological concerns, COG hired a contractor to conduct a comprehensive evaluation of the APS. COG is now seeking to implement some of the recommendations based on the evaluation, including an updated sampling plan.

21. Who will be responsible for obtaining the latest flight data? MWCOG has done this in the past.

COG does not plan to purchase flight data, and the scope of work does not require the contractor to purchase flight data. Through coordination, COG learned that flight data with the same variables (but a different source) can be provided by the Airport stakeholders. If the contractor desires to use this source, COG staff will help to facilitate the transfer of the flight data from the Airport stakeholders to the contractor. The contractor may choose to acquire another source of data for use during the survey; however, that would not be reimbursable under this contract.

22. Using a QR code on invitation will result in a significant decrease in the response rate, what will be the new criteria for response rate given the new approach? This approach/methodology also impacts longitudinal comparisons.

The contractor will be responsible for developing a sampling plan, including recommending an appropriate level for the criteria for response rate. The sampling approach and sampling plan shall be designed to support longitudinal comparisons with past APS efforts.

23. The attached methodology for the last survey does not reference the QR code on the survey in previous years or the number of passengers who selected this method of survey completion. Can you provide?

The last survey instrument was primarily paper based and included a QR code on the printed questionnaire. Response using the QR code was low but no participation incentive was offered in previous surveys. Moving to a web-based survey instrument is a departure from the past approach.

24. As BWI will not allow incentives, how do you suggest we motivate response at this airport?

BWI has no official restrictions on COG offering incentives for its surveys.

25. Into how many and which languages would you like the survey translated? Into how many languages should the postcard invitations be translated?

The survey should be made available in multiple languages. To minimize costs, it is anticipated that a tool like a Google Translate widget would be placed on the survey website. For the postcard invitations, please see the modifications to this RFP, the language “postcard(s)” has been replaced with “material(s) (as needed)”. If printed informational handouts are used, COG staff suggests a two-sided handout with one side in English and the other side in Spanish (the second most common language spoken at home in Washington). The printed informational handouts would also provide a website where information would be available, with the assistance of the Google Translate widget, in additional languages. This could be the same website/page as the web-based survey.

26. Note that past experience dictates a need for a larger number of interviewers than outlined in the RFP due to overlapping flight schedules, particularly at IAD.

It is anticipated that the number of interviewers will be driven by the sampling plan.

27. Please provide the minimal acceptable number of responses to a pre-test? Will the pre-test take place at just one airport or all three? The memo notes at one airport but the RFP does not say this. The budget of \$5,000 to \$10,000 implies a very small scale pre-test.

Offeror shall prepare a pretest plan which explains how the survey will be tested as well as how the results will be used to improve and refine the survey before it is deployed. The

pretest should also evaluate the sampling plan and the use of printed informational material with a QR code to recruit participants or an alternative approach such as administering the survey using a handheld tablet.

The budget in the Exhibit 1 Recommendations Memo notes is a preliminary, rough estimate. The contractor shall use discretion to determine an appropriate budget and scale for the pretest; it should be large enough to yield enough responses to inform necessary changes to the survey questionnaire and sampling plan. It is anticipated that some of the methodological changes will increase the cost of the survey while others will decrease the cost of the survey.

28. Please provide more detail on the survey report? Is this a methodology report or full report on the survey findings

This would be a methodology report, not a full report on survey findings. COG will develop a full report after the survey results and methodology report is submitted.