



July 19, 2018

MEMORANDUM

TO: Offerors/Recipients

FROM: Alieu Turay
Contracts and Procurement Analyst II

SUBJECT: Addendum No. 1 to RFP No. 19-001: Clean Air Partners Public Awareness and Program Survey

NOTIFICATION:

This addendum is issued to publish answers to questions received via email and is hereby made part of the RFP documents. Please attach this addendum to the documents in your possession.

Questions and Answers

QUESTION 1 Does COG intend to use the 2015 survey as a baseline against which the 2018 survey results will be compared?

ANSWER: *Yes, the 2015 survey will be used to compare against the 2018 survey. We also have results from a 2006 survey that can be used for comparison between 2006, 2015, and 2018.*

QUESTION 2 Is COG open to recommendations for alternate survey methodology (compared to 2015)?

ANSWER: *Yes, alternative survey methodologies would be considered as long as results can be compared between survey years.*

QUESTION 3 From which groups would COG specifically like to see results?

- A. For instance, would COG like to see results broken out by race/ethnicity, Baltimore and Washington, and/or any other subgroups?
- B. Would COG plan to review results from Hispanics alone? If so, would COG be fine with looking at acculturated Hispanics only (those who are able to take the survey in English)?

ANSWER: *A. Results should be broken out by demographics. See Appendix E, survey results, for how the results should be broken out*

B. No, we do not plan to look at Hispanic alone.

QUESTION 4 Is COG able to provide information about the campaign/program activities that have occurred between 2015 and present?

- A. What were the key messages?
- B. Through what channels were they disseminated?
- C. Did any counties or areas receive more or less targeted messaging?



ANSWER: The 2017 recap can be accessed by clicking on the link below http://www.cleanairpartners.net/sites/default/files/Marketing_Program_Recap_2017.pdf and COG will provide additional years to the selected vendor.

QUESTION 5 Are there any specific quotas required in regard to percentage of respondents in certain demographic groups or living in parts of the region?

ANSWER: *We do not have a specific quota but, would like as equal as possible representation between the Baltimore and Washington region. Demographics consistent with the 2015 survey would be acceptable.*

QUESTION 6 Is there a quota for Spanish survey completions or is the intention to offer survey in English and Spanish and let the respondent choose their language preference?

ANSWER: *There is not a specific quota for Spanish completions. We would look to the firm to recommend quotas based on demographics.*

QUESTION 7 Have you conducted similar surveys prior to 2015?

ANSWER: *Yes, a similar survey was conducted in 2006.*

QUESTION 8 Do you intend to use the same survey instrument or is it acceptable to make some adaptations to the one used in 2015?

ANSWER: *We plan to use the majority of the questions from the 2015 survey. There are a few questions that are no longer relevant, so there is an opportunity to include new ones.*

QUESTION 9 What kind of reporting would you like? By metro areas or weighted by population?

ANSWER: *ANSWER: Reporting should be done by metro area. See Appendix E as an example of the report.*

QUESTION 10 Beyond the normal demographics, are there any you are particularly interested in?

ANSWER: *In addition to the standard demographics, we are interested in the number of children living in the household and if someone in the household has asthma or breathing issues. See Appendix E for the demographics collected during the 2015 survey.*

QUESTION 11 Are travel costs to be included in the \$40,000 or separate from it?

ANSWER: *Travel costs should be included in the \$40,000.*

All other terms and conditions to RFP No. 19-001 remain the same.