

*Questions & Answers pertaining to MDOT\_RFP\_SS\_REQ617:  
Specialty Services for Surveying Attitudes and Perceptions Statewide*

Questions and Answers #1: April 28, 2011

All questions are presented as submitted

**Question 1:** Task 2.0 refers to a high level analysis of how MDOT has made use of the 2009 Attitudes and Perception survey. Can you tell us approximately how many members of MDOT's Strategic Plan Coordination Team and others will be interviewed for this task?

**Answer:** Five, and this can be done in a group setting.

**Question 2:** Regarding cell phone interviewing, does MDOT allow the use of incentives for respondents completing the survey via cell phone? If so, do you have a preference for the type/amount of incentive to be offered?

**Answer:** MDOT does not allow the use of incentives. Per the RFP, Section 3.0, page 5, "The consultant will conduct a telephone survey, working from a central, monitored location, interviewing a random sample of adult Michigan residents." You may find creative ways of exploring the use of incentives that would not be directly billed to MDOT.

**Question 3:** Can you provide an estimate of the number and type of handouts that will be required for the Presentation meeting?

**Answer:** For Task 5.0, the Executive Briefing Technical Memorandum and copies of PowerPoint presentation should be made available. Forty (40) copies of the, Executive Briefing Technical Memorandum will need to be provided. Depending on size of presentation, only key slides will be selected as part of the handout package. The electronic file will be provided for distribution following the meeting.

**Question 4:** Has a budget been established for this project? If so, can you tell us the dollar amount budgeted?

**Answer:** While we will not disclose our working estimate, we believe we have sufficient funding to complete the contract. The RFP contemplates the award, on a "best value" basis. Best Value has been chosen so that the firm selected is most qualified rather than the lowest price. This type includes the price in the scoring but is not the sole determination.

**Question 5:** Can you tell us the cost of the study in 2009?

**Answer:** Tier I selections include projects that require services that are anticipated to cost \$25,000 or more, but less than \$100,000

**Question 6:** The RFP indicates that the proposal must be no longer than 3 pages on the checklist. It then indicates that it wave the 19 page maximum length on page 1. Is the page length waived?

*Questions & Answers pertaining to MDOT\_RFP\_SS\_REQ617:  
Specialty Services for Surveying Attitudes and Perceptions Statewide*

**Answer:** Correct, the page length is waived.