



Accelerate Progress for Students

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DATE: 7/21/2021

RFP NUMBER: 22-003NM

RFP TITLE: Public Opinion Polling and Related Services

ADDENDUM NUMBER: 1

See Question and Answers

Question: “What specific issue is this research examining?”

Response: This is an on call service as APS needs are identified. There is no specific issue identified at this time.

Question: “Is there a budget for the proposed research?”

Response: We are asking that you please provide your best price possible.

Question: “Was a similar study conducted previously? If so, may we be provided the report from this?”

Response: Because this is for an on call service as APS identifies needs there may or may not be prior data on a specific subject matter.

Question: “Do you have any goals or expectations for sample size?”

Response: This information is outlined in the RFP on page 14, Scope of Services.

Sample size may vary depending on the subject matter. Per the RFP page 14 “sample size based on the City of Albuquerque demographics.”

Question: Will the exact geographic area/footprint be defined by APS for the purposes of sampling and surveying? If so, is this information available before we price the project?

Response: The polling geographic regions will be determined based on the subject matter of the survey. It is estimated that it will primarily cover central Albuquerque. This may vary however depending on certain circumstances including but not limited to students and their families who attend Albuquerque Public Schools but live outside of the district area.

Question: Would the research be expected to breakout schools (or any configuration of schools) individually, or would results be analyzed as one total across the entire district? What other segmentation needs might be required? Such as breaking out high schools vs. middle schools vs. elementary schools? Trying to get a feel for segmentation requirements upfront so we can better scope the backend.

Response: This is dependent up the subject. There may or may not be circumstances where APS needs research broken out by schools, grade levels, districts, students, staff etc.

Question: Can you please confirm that for the purpose of this RFP and the request for a public opinion poll, that the audience will be General Population residing in the defined geography only? What, if

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any, other screeners might apply? For example – must respondents represent ALL community members regardless of age, life stage, or the presence of children? Or should they only be parents of school-age children? Any additional quotas or segments for screening or analysis (i.e., gender/ethnicity/income/etc.)?

In addition to the above, should the survey only target via purchased general population sample secured by the research firm, OR would APS like to provide a list of parents and faculty/staff to field the survey within? In other words, how many audiences are we including and who are they? One option would be Gen Pop only as it appears to be defined in this RFP. Another option could be Gen Pop + current district parents + current district faculty/staff (or these will be allowed to naturally occur within the Gen Pop recruit).

Response: The audience is to be determined based on the given subject. This may or may not include APS facility, students, and parents. If necessary that information will be provided in order for the survey's to be completed.

Question: Have you ever conducted similar research like this before? If so, can you share the sampling methodology, and the mixed-more approach that was used? Specifically, was the sample for CATI telephone interviewing from Random Digit Dialing (RDD) or from targeted Listed Households within the geographic area and perhaps additionally targeted for presence of Households?

Response: If the subject of work is something that has been researched previously and it is necessary to the current subject then information from the previous research may be provided.

Question: Is there an incumbent from previous waves of this research? If so, for how many years have they had a contract with APS?

Response: No

Question: Are there any critical KPIs (key performance measures) or any other standard continued measurements we should be aware of, or that you may want to track or benchmark against previous waves of research?

Response: This will be dependent upon the subject matter. If necessary APS will provide KPIs and/or other measurements needed to complete the task.

Question: Your timeline lists “To Be Determined” for notification of proposal award. In Task 1, APS and the Firm will draft a schedule. If previous waves have been conducted, are you expecting future waves to be fielded around the same time of year, for consistency and tracking purposes? Does APS have a general idea when they would like to see the work performed, such as before the beginning of the 21-22 school year, or in January 2022 in second semester, after holiday break?

Response: Because this is for an on call service as APS identifies needs and the subjects have yet to be determined, time lines will/may vary on when we will need data to be turned in.

ACKNOWLEDGE ADDENDUM WITH SUBMITTED PROPOSAL:

Addenda not signed and returned may consider the RFP non-responsive and may be rejected.

COMPANY/FIRM NAME

SIGNATURE

DATE

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