

Addendum #1
RFP 05-26-CMO
Kirkland Community Survey
Answers to Questions

Question One:

The City of Kirkland requests relevant past examples of reports, presentations, and/or other work product examples. Could past reports be included as an annex to the proposal in order to meet the 8 page limit? Or would the City prefer links to public reports completed by the bidder?

Response One:

Yes, past reports or other work product examples can be appendices and/or links that don't count towards the 8-page limit.

Question Two:

May the proposer include a Cover Letter and Table of Contents that is not counted toward the overall page count?

Response Two:

Yes.

Question Three:

Knowing Kirkland is home to many non-English speaking audiences, what languages is the survey traditionally run in? Simplified Chinese, Russian, Spanish, Portuguese?

Response Three:

The survey traditionally runs English-only. The City is interested in what a multilingual survey might entail, but proposers should include multilingual as a separate line item in the proposal.

Question Four:

Sampling Precision: Does the City have a preferred minimum sample size (e.g., n=500 or n=600) for the representative portion of the survey to ensure statistical validity across all Council districts and key demographic subgroups?

Response Four:

The City does not have a specific sample size and would seek advisement from the proposer on what would achieve the City's interest in a statistically valid representative survey for Kirkland.

Question Five:

What is the City's expectation for the ratio of landline, cell phone, and SMS-to-web outreach?

Response Five:

The City does not have expectations on this matter and would seek advisement from the proposer on what would achieve the City's interest in a statistically valid representative survey for Kirkland.

Question Six:

Historical Data Access: Will the City provide the raw data or cross-tabulations from the 2024 and 2022 surveys to the awarded consultant? Specifically, will the list of the 20+ policy areas used in previous "Kirkland Quad" analyses be provided to ensure longitudinal trend consistency?

Response Six:

Yes, the City will provide all relevant prior information available to the selected firm.

Question Seven:

DEIB Targets: The RFP emphasizes reaching "priority populations" and underrepresented residents. Does the City have specific targets or quotas for outreach to non-English speaking households, renters, or residents with incomes under \$75K? Will the City assist in providing specialized contact lists for "priority population" groups?

Response Seven:

The City does not have specific targets or quotas and would seek advisement from the proposer on what would achieve the City's interest in a statistically valid representative survey for Kirkland. The City does not have specialized contact lists for any priority population groups.

Question Eight:

Language Tiering: Beyond Spanish and English, has the City identified specific "Tier 2" languages that must be supported for this biennial cycle based on updated 2024-2025 demographic data (e.g., Chinese, Russian, or Vietnamese)?

Response Eight:

See answer #3 above.

Question Nine:

Presentation Scope: The RFP notes an in-person presentation to the City Council on May 29, 2026. Does the City expect a single executive summary presentation, or are separate "deep-dive" workshops with City staff and department heads required for the individual service area results?

Response Nine:

Additional workshops or meetings beyond the May 29, 2026, Council Retreat is not anticipated but is possible. Including an option for additional meeting(s) would be helpful.