

Community Survey
RFP 20-24-CMO
Addendum # 1 – Answers to Questions
March 25, 2024

1. *Can you please confirm the budget for this project?*

The City currently has budgeted \$81,300 for this project. The preference would be for proposals to be within this amount. However, the City will consider proposals that exceed this amount.

2. *It looks like last time you expanded the outreach to include surveys offered in other languages (Russian, Spanish and Chinese). Given the low response to those survey I am wondering if that still a requirement?*

The City's preference is for the survey to still have an option for responses provided in other languages than English.

3. *Although we would prefer to do most of the survey through email, it looks like there was roughly 10% phone response last time. Would that percentage be an acceptable goal again?*

The City has been satisfied with the sampling methodology from all prior surveys. Methodologies that are consistent with current industry best practices would be acceptable.

4. *Is a list of adult residents with email and/or phone numbers provided by the city or would we need to use other means to develop the mail list?*

The chosen consultant would need to obtain a sample list through other means – the City does not have a list to provide.

5. *Is the City happy with the prior vendor?*

The City has been satisfied with the approach, results, and insight provided by the prior vendor.

6. *Is the evaluation team willing to look outside the box?*

The City will evaluate all proposals responsive to the project requirements in the RFP document, including needing to provide sufficient data to populate the “Kirkland Quad” referenced on page 3 of the RFP PDF.

7. *Is the City happy with the prior surveys or are you seeking something that goes far deeper and gives you clearer prioritization and more obvious areas of focus?*

The City has been satisfied with the approach, results, and insight provided by the prior vendor and also welcomes proposals responsive to the RFP, including being able to populate the “Kirkland Quad” referenced on page 3 of the RFP PDF.

8. *Could you please provide clarification on whether a business license is mandatory for participation in this RFP? Additionally, if a business license is indeed required, I would appreciate guidance on where I can find more information about the process for obtaining one. Any relevant links or contact details would be greatly helpful.*

Only the firm that the City selects for a contract will be required to obtain a Kirkland Business License. One is not required to reply to this RFP. Information on how to do so can be found here:

<https://www.kirklandwa.gov/Government/Departments/Finance-and-Administration/Customer-Accounts/Apply-for-a-Business-License>