



MID-OHIO REGIONAL
MORPC
PLANNING COMMISSION

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Leaders Listen RFQ Questions and Answers

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Question 1: The budget is larger on this project than [the] last similar project. Are there different expectations with the new budget?

Answer 1: The proposed *Leaders Listen: Economic Development* survey is somewhat longer than the previous surveys in the series. Additionally, the use of paid survey panels has recently been needed in order to obtain the required number of valid responses, within the project deadlines. It is possible the project could be completed for a lesser amount.

Question 2: Are you open to suggestions on the survey questions?

Answer 2: Yes. Within the RFQ, it states that the selected consultant will work with MORPC to review and refine the survey questions. This includes the potential to edit, add, or remove questions as best meets the project objectives.

Question 3: If we decide to use incentives for survey participation, does MORPC have guidelines or preferences on the type of incentive (e.g., per-response payment, prize drawing) that has been effective in previous surveys?

Answer 3: Vendors are encouraged to propose survey incentive mechanisms which they recommend as both effective and in-line with survey best practices. In past *Leaders Listen* surveys, both prize drawings and per response payments have been effective to secure the required number of survey responses from the required geographical areas. However, prize drawings were not utilized during the most recent survey, due to speculation that past utilization of prize drawings may have incentivized malicious actors to submit a high volume of invalid survey responses.

Question 4: The RFP mentions that the ability to provide the survey in Spanish and Somali would be beneficial but not required. How important is multilingual accessibility to MORPC, and would proposals that include these language options be viewed more favorably?

Answer 4: With each survey, MORPC strives to improve accessibility and participation among all resident groups. Proposals which include optional deliverables in addition to all required deliverables will be scored more favorably on their comprehensiveness than those including fewer deliverables. In the event that a proposal does not include producing Spanish or Somali versions of the survey, but the quote is under

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budget, it is possible *but not preferred* that MORPC could attempt to directly secure translation services utilizing the remaining project budget.

Question 5: Considering the January 13th, 2025 deadline for providing the final validated data, what is MORPC's expected timeline for the survey implementation phase, and are there any interim deliverables or check-ins expected during the process? Any additional information would be greatly appreciated.

Answer 5: Survey implementation timelines may be included within proposals, with the exception of the January 13th, 2025 deadline. It would be perfectly acceptable to include relative dates beginning from the project kickoff meeting expected to take place shortly after vendor selection. MORPC can be flexible on project check-ins depending on the vendor's recommended workflow / plan. It is customary to hold several meetings or calls during survey execution, especially as they may relate to project milestones such as (a) kickoff meeting, (b) finalization of questions, (c) survey launch, (d) validation of survey results, or (e) initial analysis of results.