ADDENDUM NO. 1
November 4, 2015

To all Bidders on the Project Titled:

Bid# CL16-GN-0029, Public Opinion Research Project for the University of Massachusetts – Lowell

UNIVERSITY OF MASSACHUSETTS – Lowell
Purchasing Department
Wannalancit Business Center
600 Suffolk Street, Rm 415
Lowell, MA 01854

Reference RFP Documents dated November 29, 2015.

The attention of bidders submitting proposals for the above subject project is called to the following addendum to the specifications. The items set forth herein, whether of omission, addition, substitution, or clarifications are all to be included in and form part of the proposal submitted.

Questions and Answers:

1. The RFP states in Section 2.2.5 Sample Size: 11 days of field, 8 consecutive days of releases, 4-day rolling averages 375 RV’s per day, 3850 Total RV’s, each release will have 1500 RV’s. Is this a computation error? 375 RV’s per day x 11 days = 4,125 total RV’s (not 3,850). Can you please confirm the total sample size for all 11 days is 4,125 RV’s (Not 3,850)?

   Yes, this was an error on our part – 375 RV’s per day x 11 days is 4125 total RV’s (not 3850).

2. Will we need to interview the person whose name is associated with the registered voter list, or can we conduct the interview with someone else in the household?

   We prefer an RDD design, not a list based design.

3. What type of sample will we dial? Will it be a registered voter list for the state, or RDD sample?

   RDD

4. Will we identify UMass Lowell when calling households?

   Yes
5. Do you have any calling parameters that you want us to follow such as a specific number of attempts during the day/evening, or should we suggest that in our response?

Bidders should suggest this in their response.

6. Will lists be supplied to us, or will we purchase the lists?

You will design the sampling strategy; we prefer an RDD design.

7. Could you clarify your project timeline? We noted that UMASS wants to complete strategy start-up details with the awarded contractor no later than Nov. 20.

Define parameters of the project (Nov/Dec 2015)
Draft and revise survey (January 2016)
Field (late January-February 8)

8. Which firms has UMASS Lowell Center for Public Opinion Research contracted with in the past to provide polling services? Are responders to this solicitation competing against an incumbent firm or firms?

We have contracted with many firms in the past, more recent projects have been with firms such as: RKM and Associates, Knowledge Networks, PSRAI, YouGov and Abt SRBI. As this is a publicly posted bid for a specific project, it’s unclear to us at this time who will be competing in this process.

9. Would you clarify the sample size in 2.2.5? Our calculations indicate that your list is “off” by 275 interviews.

This was an error on our part – 375 RV’s per day x 11 days is 4125 total RV’s (not 3850).

10. Data weighting: in 2.3.3 you specify that the sampling frame would be 50/50 Cell/Landline Split of all 18+ NH residents; weighting demographics on all surveyed respondents. Who is responsible for weighting data, UMASS or the contractor?

Contractor is responsible for weighting.

11. Is there a budget for this project? If yes, what is it?

We do not have a budget. It will be developed and defined based on the responses from our Request for Proposal.

12. Has this study been conducted before? If yes, when and by what firm?

We have done polling with other firms before, but never a tracking poll.

13. What is meant by RV’s?
Registered Voters

14. The RFP states “We will develop our own LV model.” What is meant by LV model?

LV stands for Likely Voter or Likely Voter Model

15. Under 2.2.1, The RFP states “this is a tracking poll with daily releases for 8 days but under 2.2.5. it mentions 11 days of field. So which is it?

Release will be of 3 or 4 day rolling averages, so we have to be in the field for 3 days before we can release. 10 days of field are needed for 8 days of releases with 3-day rolling averages; 11 days of field are needed for 8 days of releases with 4-day rolling averages.

16. Under 2.2.5., The RFP states, “each release will have 1500 RV’s” – does this mean that each time phone numbers are released that we will receive 1,500 numbers? And if so are ½ landline numbers and ½ cell phone numbers?

We are asking bidders to design the sample frame. We’d like an RDD sample with 1500 Registered Voters. Each new day, a day’s worth of data will be dropped, the new calling day of data will be added and reweighted.

17. Other than being NH residents, 18+, and being a registered voter, are there any other qualifications for a potential respondent?

No, because we’d like to weight to census targets on the whole NH population from the census.

All other of the portions of the Contract Documents remain unchanged.

--End of Addendum No. 1--