



## **NOTICE TO OFFERORS**

November 13, 2023

### **AFFILIATED AGENCIES**

*Orange County  
Transit District*

*Local Transportation  
Authority*

*Service Authority for  
Freeway Emergencies*

*Consolidated Transportation  
Service Agency*

*Congestion Management  
Agency*

*Service Authority for  
Abandoned Vehicles*

**SUBJECT: Request for Proposal (RFP) 3-2947  
"2024 Measure M2 Quantitative Survey"**

**All Offerors:**

This letter shall serve as **Addendum No. 1** to the above RFP issued by the Orange County Transportation Authority (Authority or OCTA). Offerors are reminded that the proposal submittal due date is at or before **2 p.m., November 27, 2023**.

The following is a response to a written questions received on or before 2:00 p.m. on November 9, 2023, as stated in the RFP package.

**Question 1:** Page 2 mentions that a similar project was conducted in 2021. Did OCTA get the results expected with the methodology used in the 2021 survey? Is OCTA open to alternative methodologies to get the work done?

**Response 1:** **Yes, the Authority received the intended results with the methodology and would like to keep the same methodology; however, it is open to alternative methodologies to get the work done.**

**Question 2:** What was the budget for the 2021 survey?

**Response 2:** **\$75,000**

**Question 3:** How many Orange County residents were invited to participate in the 2021 Survey? How many were completed online by email invitation and how many by phone?

**Response 3:** **A total of 2,564 surveys were completed. The report does not outline the number of invitations, and the number of email and phone responses.**

**Question 4:** Is OCTA interested in comparing public perception changes with previous surveys? If so, will the data files from previous surveys be available for analysis?

**Response 4:** **Yes, the Authority is interested in comparing public perception changes. Previous results can be tracked from the final report.**

- Question 5: Page 5: "Consultant shall be available to make five presentations to the Board of Directors and other groups as determined by OCTA about the results and findings during April to August 2024." Are these presentations in person or can these be conducted in a remote/virtual setting?
- Response 5: Presentations at board level must be made in person. Internal meetings may be conducted virtually.**
- Question 6: We feel that the Presentation of Results and the Analysis are two different tasks with different cost structure. Can these be separated in our Pricing Summary Sheet?
- Response 6: No.**
- Question 7: What percentage of Spanish, Vietnamese and English surveys have been completed in the 2021 survey? Was OCTA pleased with the language distribution of survey responses?
- Response 7: The report does not identify the percentage of surveys completed in Spanish, Vietnamese and English, it provides demographic information by ethnicity.**
- Question 8: Is OCTA interested in conducting the survey in other language besides English, Spanish and Vietnamese?
- Response 8: Not at this time.**
- Question 9: Is OCTA asking the selected vendor to translate the survey instrument or is OCTA providing the survey already translated?
- Response 9: The selected vendor must have the survey translated.**
- Question 10: If the vendor is expected to translate the survey, should translating cost be included in the Price Summary Sheet under Task 2 Develop the Survey?
- Response 10: The cost can be included in the development of the survey instrument task.**
- Question 11: What base size(s) you had and what methodologies you have used in past surveys?
- Response 11: The sampling methodology and sample size of high-propensity voters should be sufficient to ensure effective**

**demographic and geographic cross-tabulation of results countywide and for at least each of the five (5) supervisorial districts in Orange County, and seven (7) significant demographic questions.**

Question 12: What other languages should we assume besides English?

**Response 12: Spanish and Vietnamese.**

Question 13: What methodology was used in the prior study (2015)? Was it conducted by a telephone survey?

**Response 13: The 2015 survey was conducted using a mixed-method approach which allowed respondents the option to participate in the survey by telephone or online through a secure, password-protected, web-based application.**

Question 14: Will you share the prior survey (2015)?

**Response 14: Previous surveys can be found in the following link:**  
<https://www.octa.net/pdf/2015OCTAAttitudinal%20AwarenessSurveyReport.pdf>

Question 15: Can you share the Incumbent that conducted the last survey?

**Response 15: True North Research.**

Question 16: Can you advise where the 5 geographic areas mentioned in the RFP are located?

**Response 16: Orange County's five (5) supervisorial districts.**

Offerors are reminded to acknowledge receipt of this Addendum No. 1 in their transmittal letter and Exhibit B, "Price Summary Sheet." All changes addressed in this Addendum No. 1 shall be incorporated into the final Agreement.

Questions regarding this Addendum No. 1 should be directed to the undersigned at [gtorres@octa.net](mailto:gtorres@octa.net).

Sincerely,



Gina Torres  
Contract Administrator  
Contracts Administration and Materials Management