



Finance Department
Purchasing Division

REQUEST FOR PROPOSALS (RFP)
Specification No. 21-11444
COMMUNITY MEMBER OPINION SURVEY OF
ZERO WASTE DIVISION SERVICES
PROPOSALS WILL NOT BE OPENED AND READ PUBLICLY

ADDENDUM "A"
March 26, 2021

Dear Proposer:

Questions received from proposers along with answers are attached.

Proposals/bids must be received no later than 2:00 pm, on April 1, 2021. Proposals are to be sent via email with the title **"COMMUNITY MEMBER OPINION SURVEY of ZERO WASTE DIVISION SERVICES"** and **Specification No. 21-11444** clearly indicated in the subject line of the email. Please submit one (1) PDF of the technical proposal. Corresponding pricing proposal shall be submitted via email as a separate document.

Email Proposals to:
City of Berkeley
Finance Department/General Services Division
purchasing@cityofberkeley.info

Proposals/bids will not be accepted after the date and time stated above. Incomplete bids that do not conform to the requirements specified herein will not be considered.

Thank you for your interest in working with the City of Berkeley for this service. We look forward to receiving your response.

Sincerely,

Daryl Sweet
General Services Manager

Addendum “A”

The City of Berkeley provides this correction to the **Specification No. 21-11443, COMMUNITY MEMBER OPINION SURVEY of ZERO WASTE DIVISION SERVICES.**

The City of Berkeley received the following questions related to this RFP and the City’s responses follows each question.

1. Question:

Will the City provide additional detail of the type community engagement for the survey the City is envisioning? For example, would the survey be conducted by phone, email, mailer, door-to-door, and/or on-site at designated location such as the City owned Transfer Station?

1. Answer:

Please refer to Section II. Scope of Services -d. for the type of survey the City is envisioning. A proposal could include conducting the survey by phone, email, mailer and/or door-to-door, and the City is seeking to guide its decision in part by the professional expertise and experience of the submitter. An opinion survey at the Transfer Station is not required.

2. Question:

Will the City provide a margin of error related to the survey sampling size?

2. Answer:

Yes, a margin of error is expected and, if it is not possible or practical, the proposal should explain why.

3. Question:

Does City require a multilingual survey and, if so, what languages?

3. Answer:

City would welcome a proposal that incorporates multiple languages, and if this impacts price, the proposal should identify that.

4. Question:

What is the City’s budget envisioned for this opinion survey?

4. Answer:

Less than \$49,000

5. Question:

Why has the City identified a survey completion date of May 24, 2021?

5. Answer:

The survey's results will be utilized to inform the City Council's decision on whether to award contracts for Zero Waste services that will occur in May or June, and the City's Zero Waste Division Rate Study in June or July.

6. Question:

The RFP on page 8 notes to sign forms in blue ink. Given this an emailed submission, are we still required to sign in blue ink?

6. Answer:

Yes, please sign in blue. Proposals can be scanned in color and emailed to the email address provided on page one of the addenda.

7. Question:

Does the City have a full list of the residential and commercial customers to be surveyed? 23,000+ residential accounts and 5,000 commercial accounts are mentioned. Is the survey contractor expected to find and interview any additional customers who do not appear on the file?

7. Answer:

It is envisioned that the City will be able to provide more than 50% of these addresses and phone. No, selected proposer will not be expected to find and interview those not on file.

8. Question:

If the City provides customer information, what information will be included on the City's customer file, such as, contact name, street address, contact email, telephone or demographic information?

8. Answer:

City information provided will include name, street address phone, some email addresses and no demographic information.

9. Question:

Within the same contact person/company, can the survey be used for each service you offer (The Division collection services, Ecology Center, Community Conservation Centers, etc.)?

9. Answer:

The survey is expected to solicit opinions on various Zero Waste services, including those supplied by the City's Zero Waste Division, Ecology Center, and Community Conservation Centers. Survey results should be disaggregated for each of these entities.

10. Question:

If proposer doesn't include any driving within Berkeley or elsewhere for this survey, would the City consider waiving the automobile insurance requirement for this contract?

10. Answer:

This item will be worked out during the contracting process with the awarded vendor.

11. Question:

The RFP notes on page 8 that this a Personal Services Contract or Professional Services Contract, which one?

11. Answer:

This engagement will use a Personal Services Contract form.

12. Question:

Is the City anticipating that the proposer will survey residential and commercial customers together in a single survey, or are you open to surveying them separately?

12. Answer:

A separate survey of residential and commercial customers is acceptable and can be identified as such in the combined report and presentation.

13. Question:

When surveying City's commercial customers, whose opinion are you seeking, such as building managers, etc.?

13. Answer:

City requesting a survey of its residential and commercial customers and their opinion of the City provided services, whether by the City or its vendors. City is expecting the results to show opinions of either commercial owners or managers.

14. Question:

Does the City have any data on average email open rates among your commercial customers?

14. Answer:

Information not available.

15. Question:

Does the City have or can provide a high-level summation of what other data you have on your commercial customers, such as, title of the point of contact, customer type, school vs business?

15. Answer:

The commercial information provided may or may not have title of the point of contract. The type of commercial business is not available.

16. Question:

Would City consider 100 responses from commercial customers to be a satisfying outcome?

16. Answer:

The City is depending on the expertise of the proposer to ensure that the survey sample size and its results are statistically significant and representative.

17. Question:

At the City's Transfer Station, does it serve additional clients beyond the community members, and if yes, what contact information, if any, does the Zero Waste Division have for these clients?

17. Answer:

The requested information is not available for Transfer Station customers.

18. Question:

Does the City desire survey results from Berkeley Recycling Center, operated by a contracted vendor, non-community member clients?

18. Answer:

The City is not expecting survey results for non-community members, but it is expecting to opinions of Berkeley Recycling services from the city's residents and businesses.

19. Question:

Does the City desire survey results from Berkeley Recycling Center, operated by a contracted vendor, on the California Redemption Container Value redemption center operation from non-community member clients?

19. Answer:

No.

20. Question:

Can an incentive be offered for participation that is paid by the consultant?

20. Answer:

Not considered in this RFP.

21. Question:

Are meetings and presentations by Zoom/phone acceptable to the Zero Waste Division?

21. Answer:

Yes

Except as provided herein all other terms and conditions remain unchanged.