



Responses to Questions March 13, 2019

A Survey of Citizens Perceptions on Housing RFP

Question: Scope of Work Proposal, p. 4: what are the 6 sub-regions you refer to? We've identified 5 sub-regions (Northern Coastal, Southern Coastal, Central, Northern, Western). Are these the required regions or did you have other regions in mind? What did we miss?

Response: The six sub-regions are based on the seven regions (Androscoggin-Franklin-Oxford, Aroostook, Hancock-Washington/Penobscot-Piscataquis, Kennebec-Somerset, Waldo-Knox/Lincoln-Sagadahoc, Cumberland and York) in the REMI (Regional Economic Model, Inc.) model for Maine with Cumberland and York counties combined. The regions are subject to adjustment working with MaineHousing.

Question: Firm/Organization Capabilities & Sample Work Products and References, p. 4: you ask for examples/samples of quantitative and **qualitative** work. Qualitative work involves, e.g., focus groups or IDIs, which are only directional in nature (not statistically reliable). The Scope of Work does not seem to call for any qualitative work. If required in addition to the quantitative survey, qualitative work would also be tough to manage considering the project deadline of May 31, 2019. Can you please clarify if you expect to complete any qualitative work in addition to the statistically valid survey?

Response: We are looking for quantitative research but would like to see a sample of your qualitative work.

Question: Scope of Work Proposal, p. 4: you ask for the final report to reflect on identified trends in perception of specific thematic issues. Will any historical data be available from MaineHousing to discuss trends and compare to previous results? Will any historical analysis be expected?

Response: MaineHousing is not expecting historical data analysis. MH will share available data upon request.

Question: Can you please define the six regions cited under the "Scope of Work Proposal, (second bullet) on page 4:

Response: The six sub-regions are based on the seven regions (Androscoggin-Franklin-Oxford, Aroostook, Hancock-Washington/Penobscot-Piscataquis, Kennebec-Somerset, Waldo-Knox/Lincoln-Sagadahoc, Cumberland and York) in the REMI (Regional Economic Model, Inc.) for Maine with Cumberland and York Counties combined. The regions are subject to adjustment working with MaineHousing.

Question: Do you have any sense of the incidence of people who are satisfied with all aspects of the home they live in now (Q4 for the example questionnaire)?



Response: We do not. We're very interested in what the survey tells us in that regard.

Question: Given the realities of generating a sample of over 1,000, is the May 31, 2019 report deadline firm or is there a longer period as mentioned elsewhere in the RFP (6 months)?

Response: Proposals will be evaluated on their ability to meet the deadline. However our objective is a quality survey response and we will be open to a reasonable alternative timeline.

Question: Please provide guidance on the budget cap or expected budget range.

Response: We have budgeted \$40,000 for this project and cost is a scoring criteria.

Question: The RFP requests examples of both quantitative and qualitative studies completed by the applicant. Is it Maine Housing's expectation that there will be qualitative information included in the study? Please define what Maine Housing means as 'qualitative'.

Response: We are looking for quantitative research, but would like to see a sample of your qualitative work. Qualitative research would involve focus groups, literature searches and similar research that does not lend itself to statistical significance.

Question: Has Maine Housing or affiliates ever completed a similar study in the past?

Response: To the best of the current staff's knowledge, no survey of this scope has been conducted by MaineHousing.

Question: Please provide clarification on expected sample confidence intervals (error margins) for both the statewide sample and for the 6 region samples.

Response: We're hoping to achieve a confidence interval of +/- 5% statewide and +/- 15% for subsequent sub-regions and other possible breakouts.

Question: The Scope of Work also refers to "other possible breakouts". Have you identified any other breakouts that you will want to see? Would the confidence interval of +/- 15% also apply to these breakouts?

Response: We are looking for reliable data on basic demographic categories – age, income, household type size, etc. The +/- 15% would apply to breakouts.

Question: Is there a cost limit for conducting the survey that would help us determine if the project is feasible? Is that something you could provide guidance on?

Response: We have budgeted \$40,000 for the survey. We will weigh cost as 10% of the project proposal.



Question: The RFP indicates that the “survey results will provide both quantitative and qualitative information” (pg. 2, Purpose of RFP). Can MaineHousing please provide an estimate of the number of open-ended survey questions?

Response: Consult the draft survey in the RFP. At present we have no open ended questions. If the consultant suggests substituting open ended questions we will be open to that.

Question: Can you please clarify the contract start and end dates? The RFP says the contract duration will be 6 months, but the due date for the report is May 31, 2019.

Response: Our intention is to have a signed contract by April 12th. Proposals will be evaluated in their ability to meet the deadline however, our objective is a quality survey response and we will be open to a reasonable alternative timeline. All questions/guidance MaineHousing might seek with regard to the survey results extend forward six months.

Question: The Scope of Work indicates the sampling plan for the survey should include 6 sub-regions and other possible breakouts. What breakouts would be of interest to MaineHousing?

Response: The six sub-regions are based on the seven regions (Androscoggin-Franklin-Oxford, Aroostook, Hancock-Washington/Penobscot-Piscataquis, Kennebec-Somerset, Waldo-Knox/Lincoln-Sagadahoc, Cumberland and York) in the REMI (Regional Economic Model, Inc.) for Maine with Cumberland and York Counties combined. The regions are subject to adjustment working with MaineHousing.

Question: In the Availability Timeframe section of the RFP, it says MaineHousing will request an onsite or online meeting to discuss initial implementation of this project. The next bullet indicates there will be an initial planning meeting within two weeks of the start of the contract. Are these 2 separate meetings? If so, is the 2nd meeting also an onsite meeting?

Response: No they refer to one meeting. This initial meeting can be on sight or online as described in the RFP.

Question: In the Fee Structures section, the RFP requests a list of fees for a 1,000 person survey statewide with a separate cost for additional geographic breakdown. Is the sample for the additional geographic breakdown part of the 1,000 surveys, or would these be additional surveys?

Response: There is only one survey. The consultant must decide the proper sample size – which may be more than a thousand to achieve the desired confidence levels.

Question: Can MaineHousing provide a range of funding available for this project or an estimated level of effort anticipated?



Response: We have budgeted \$40,000 for the survey. We will weigh cost as 10% of the project proposal. The level of effort will be determined by the consultant based on project design.