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**Written Questions to
Contra Costa Water District
Request for Proposal (#1799)**

Questions and Answers For Customer Surveys and Focus Groups

- 1) Can you please provide us with the 2013 research? We are particularly interested in the methodology, the survey sample, and the questions asked?

Yes, we can provide the study report upon request (email Jennifer Allen at jallen@ccwater.com).

- 2) It sounds like the District will provide the consultant with customer information. What kind of contact information will be available (i.e. phone numbers, email addresses, mail addresses)?

The District will provide customer information with the understanding that the information will remain confidential to protect customer privacy. The District has addresses for all customers, but the related phone numbers and emails (if available) are limited to what was provided when the account was set up or updated. The District will look to the consultant for advice on using outside databases that can correlate with address information.

- 3) Do you consider your "customers" the residents of the service address where water is delivered or the billpayer for the service, in situations where those are different individuals?

The target customers would be the residents of the service address. Our preference would be to reach those that live in the service and pay their water bill directly, but many renters still pay their bill in some form through the rent they pay.

- 4) What kinds of information do you need to learn from the research project to inform the water rate study?

General topics of interest include:

- **Broad impressions of the District and its brand**
- **Level of trust**
- **Quality of service provided**
- **Understanding of what goes into the water bill – is it fair?**
- **Awareness of the rate setting process**
- **Value placed on investing in infrastructure and preventative maintenance**
- **Interest in support provided by the District to customers during the drought**
- **How best to communicate with customers**

- 5) Does the District have preferences regarding the number of focus groups to be conducted as part of the rate study and message testing research, their location, or other specifics?

- a. **No preference on the number of focus groups, however we would anticipate no less than two. We want to ensure that a good cross section is covered. We would prefer focus groups are held at a location within our service area to make participation easy for customers.**

- 6) What types of customer contact information does the District have available, and what information is it prepared to make available to the successful bidder to help facilitate this research?
- b. The District will confidentially provide customer contact information from the service database. This is limited to service/billing address and other information voluntarily provided by customers. The District will look to the consultant for assistance in identifying outside databases that have additional contact information.**
- 7) Does the District have a preference regarding the methodology used to conduct the survey (i.e., whether the survey research is conducted via telephone, via the web, or a combination thereof)?
- c. Probably a combination would be the preference as we want to ensure that surveys are inclusive of all customers.**
- 8) Is there a page limit or other maximum length for the proposal document?
- d. No limit.**
- 9) Is there a minimum number of project examples that the District would like provided in the proposal?
- e. No minimum, samples working with other water agencies is helpful.**
- 10) Can the District provide some additional clarifying information regarding how it would prefer that cost information be presented (i.e. as hourly rates, hourly rates with estimated staff hours, as an overall project budget, or some combination thereof)?
- f. It would be helpful to receive an overall project budget for the discrete project conducting Tasks 1, 2 and 3 for the rate study. Hourly rates should be provided as well for other tasks identified outside of that scope.**
- 11) Given the somewhat open-ended nature of the work described in the District's RFP ("Additional survey and focus group topics will be identified as needed"), should the proposal (including team approach, budget documents, etc.) focus on the initial research regarding the District's rate study and message-testing priorities?
- g. Yes, proposals should focus on the rate study and related message development. We would anticipate additional tasks in the future, as allowed by budget.**