

**Question: Has this type of survey/study ever been undertaken by your agency before? If yes, may we see the previous study?**

**Answer: Previous surveys are public record and subject to public records request. Please contact Public Information Officer, Shana Cooper at: [shana.cooper@cscpsc.org](mailto:shana.cooper@cscpsc.org)**

**Question: Has a budget been established for this Market Study?**

**Answer: Proposers are asked to submit budget.**

**Question: When does the agency see the selected vendor starting? I see that December 14 is to "finalize and discuss the contract."**

**Answer: Survey planning with staff and selected vendor to begin week of December 17, 2012.**

**Question: The RFP appears to specify lowest price is the first qualifier. Is that correct?**

**Answer: Proposer selection will be based upon the following criteria:**

- 1) Proposer's previous experience and references – 40 points**
- 2) Proposed methodology and sampling plan – 25 points**
- 3) Proposed timeline/budget – 35 points**

**Question: How will you gauge responsiveness and responsibility? Will there be numerical weights for each attribute in order to select a company?**

**Answer: CSC is committed to ensuring maximum value is obtained for each public dollar spent and, accordingly, will evaluate all buying based on lowest qualified prices and best quality of goods and services. Maximum value is defined as "matching the right quality of product or service to each of the various tasks at hand, coupled with high level vendor service and support offered at highly competitive price levels." Quality buying is the buying of goods or services that will meet, but not necessarily exceed, the requirements for which they are intended. In some instances the primary quality consideration will be durability. With other purchases, it may be a question of immediate availability, ease of installation, frequency of repair, or efficiency of operation that must be given primary consideration.**

**Question: What is the ballpark budget for this project?**

**Answer: Proposers are asked to provide budget.**

**Question: Is this project an update of the one CSC conducted last year?**

**Answer: This RFP represents a request for a market survey which will be separate from any previous surveys completed by and/or for CSC.**

**Question: What are your timing needs?**

**Answer: Proposers are asked to provide timeline.**

**Question: How many different executions of the Healthy, Safe, and Strong TV ads are being used on air?**

**Answer: Currently there are four different executions of the Healthy, Safe and Strong TV ads. Links can be found on CSC's website.**

**Question: Can item #4 in the questionnaire be kept confidential? Some of our clients would prefer their work with us not be made public.**

**Answer: Item #4 in the Questionnaire has been updated. Please refer to Amendment #1.**