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April 17, 2009

Prospective Proposer:

**QUESTIONS AND ANSWERS (Q&A): REQUEST FOR PROPOSALS (RFP) FOR
THE 2010 LOS ANGELES COUNTY HEALTH SURVEY**

SECTION I. QUESTION AND ANSWERS (Q&A):

As required by Section IV Timeline, Submission of Written Questions from Proposers on RFP, the following questions were received by the deadline of April 3, 2009.

Survey Methodology

Q1. What response rate is being cited for the 2007 survey (p.4) [such as CASRO #3]?

A1. The response rate for the 2007 LACHS was 18% for the adult survey and 15% for the child survey. Cooperation and response rates were calculated using the American Association for Public Opinion Research's (AAPOR's) "Outcome Rate Calculator," found at its web site at www.aapor.org.

Q2. Does the collection of address information from respondents in the survey violate the confidentiality clause in the additional provisions of the sample agreement?

A2. The collection of address information from respondents does not violate the confidentiality clause; the clause applies to the proposer's handling of confidential information.

Q3. Can the County give any further guidance on the cell phone data collection? Is there an estimated number of cell phone interviews desired? Is the cell phone component only for the adult survey or is it also for the adult sub-sample and child surveys?

A3. The RFP states that the cell phone-only sample will be a portion of the adult survey sample. The exact determination of cell phone sample size will depend on our final budget and the proposer's costs, but our goal would be to include 5-10% cell phone-only users.

At this point in our survey planning, we would prefer to include cell phone-only users in both the child and adult survey samples. In your proposal, you may discuss including a cell phone-only sample as a component of the parent/child survey, but this is not required.

Each adult respondent is administered a sub-sample survey, so a separate cell phone-only sample is not required for the sub-sample.

Q4. Can we get the definition of the SPAs by census tract or city?

A4. A correspondence table showing the relationship between SPAs and census tracts is provided. (See Attachment I)

Q5. Section X.5, page 43, also states that 15% of the evaluation score will be based on the proposer's pricing and proposed budget, and 70% on the proposer's approach to providing services. The descriptions of these two criteria both include language that suggests that price and methodology should be discussed together in the proposal. Please clarify whether price and methodology should be discussed together.

A5. Pending Response – Under County Counsel Review

Q6. What is the reason for the quota ranges that are given for the total number of interviews for the adult and parent interviews? Should we provide separate costs depending on the high and low ranges of these numbers?

A6. Pending Response - Under County Counsel Review

Q7. Will the subsample quotas need to be balanced on a SPA basis?

A7. No, the subsamples do not need to be balanced on the basis of the SPAs. Through the process of randomization, the subsamples are generally balanced at the SPA level.

Q8. Does the 25' length of the adult survey include 2' for the sub-sample survey?

A8. The 25' length of the adult survey should include the 2' for the subsample survey.

Q9. How does the adult/parent data need to be linked – are we merging adult data with parent/child data to create one record or are they linked by a sample control number only?

A9. The adult and parent/child data are linked by an identification number and do not need to be merged into one record.

Q10. Will there be any need for interim deliverables (for example after a certain milestone for number of interviews is attained)?

A10. We expect to be informed on a monthly basis about the progress of the survey interviews, and to receive at the midway point of the data collection period an estimate of response and cooperation rates. We may also require, midway through the data collection period, a brief summary of the responses to certain questionnaire items.

Q11. How many data files are required per study?

A11. We require 2 data files, one for the adult survey and one for the parent/child survey. This does not include any supporting documents, such as codebook, methodology document, etc.

Q12. Who was the previous vendor? Have you been happy with their services? Are they eligible to bid on the 2010 Los Angeles County Health Survey?

A12. Field Research Corporation conducted the previous Los Angeles County Health Surveys. Due to the restrictions of the RFP process, we are not at liberty to disclose additional information.

Q13. Item C4 says "Proposers may attach examples of survey methods utilized in other projects, especially those requiring complex sampling strategies, multiple layers of analysis, or mixed mode data collection." What form should these examples take? Brief reports, publications, sample surveys, other documentation?

A13. We are open to receiving any type of documentation you would like to submit, but they should include an explanation of methodology.

Q14. What is the expected format of the survey instrument? Specifically what is the maximum number of other-specifies, and open-ended questions will need to be coded?

A14. Nearly all survey questions are in multiple choice or simple numeric response format (e.g., how many servings of fruits and vegetables did you eat yesterday?). In the past, the survey has not contained any open-ended questions requiring text responses except for demographic items regarding respondents' street address, country of birth, language spoken at home, etc. The interviewer can enter responses to most of these through a drop-down menu.

Q15. What proportion of interviews in the 2007 survey were conducted in a foreign language?

A15. In 2007, 26% of the adult interviews and 43% of the parent/child interviews were conducted in a foreign language.

Q16. When an adult survey respondent qualifies for the child survey, can we attempt to conduct the child interview right away, or must we call back at another time?

A16. If it is convenient for the respondent, you may conduct the child interview immediately.

Q17. Can you get us any information about the size of each of the eight SPA's? We are trying to determine whether we will get a minimum of 500 interviews in each without having to do any screening.

A17. Population size:

LA County: 10,174,823

SPA1: 347,823

SPA2: 2,146,515

SPA3: 1,868,116

SPA4: 1,260,196

SPA5: 636,309

SPA6: 1,041,685

SPA7: 1,379,540

SPA8: 1,605,621

Q18. As stated in section VI. A2 on page 9, "Proposer must summarize its experience and capability with respect to survey research methods, telephone interviewing technology, and specific aspects of the sampling and study design associated with this project. (Details on specific methods to be employed in the 2010 LACHS should be enumerated)."

Is it necessary to describe in detail the specific methods to be used in conducting 2010 LACHS for both sections A and B?

A18. Because the specific methods to be employed in the 2010 LACHS will be enumerated in your responses to section B, it is NOT necessary to describe them in detail in Section A.

Requirements Documentation

Q19. Is a California Business License needed at the response stage?

A19. California business license is not required at the response stage. It is not a County requirement for a Proposer to have a business license; however, the license is a State Requirement for operating a business in California. Before the beginning of the contract term, Proposer must have a California business license and should confer with their Legal Department regarding requirement. Any delay in obtaining a California Business License

will subject a proposer to forfeit and the selection will go to the next highest scoring proposer with a business license.

Q20. Are you able to share the list of organizations who were invited to bid on this RFP?

A20. To ensure the integrity of the RFP process, the list of organizations invited to participate on this bid will not be shared until the end of the process.

Q21. Can you please provide us a list of pre-qualified bidders?

A21. As above, to ensure the integrity of the RFP process, the list of pre-qualified bidders invited will not be shared until the end of the process.

Q22. Can a pre-qualified bidder subcontract a portion of the work to another vendor and if so, are there any limits on the amount of work that can be subcontracted?

A22. Yes, a pre-qualified bidder may subcontract a portion of the work to another vendor. We place no limits on the amount of work that may be subcontracted, but prospective proposers must be able to demonstrate and ensure the quality of any work that will be subcontracted. The Proposer must also guarantee the ongoing supervision of work conducted by the contracted vendor. It is the responsibility of the Proposer to describe the subcontracted vendors' qualifications to provide services as outlined in the Section VI "Statement of Work".

Q23. Page 22 of the RFP, Section VII - Proposal Conditions, item W -Consideration for GAIN/GROW Participants for Employment and Attachment D- Attestation of Willingness to Consider GAIN/GROW Participants asks Proposers to attest their willingness to consider GAIN/GROW participants for employment. But Attachment D also contains a sentence in bold type "Proposers unable to meet this requirement shall not be considered for contract award." Our company is not located in California but we are willing to consider GAIN/GROW participants for employment. We want to know if a proposal from a company outside California will meet this minimum requirement without any proven track record of hiring said program participants because we are not located in California and the program participants may not wish to relocate out of state.

If we were to subcontract with a company to conduct some of the services requested in the RFP and they would attest to their willingness to hire GAIN/GROW participants, would that willingness of a subcontractor be enough to help our proposal (as the prime proposer) meet the minimum requirement for Attachment D?

A23. Consideration for GAIN/GROW participants does not apply if your business is located outside of California.

Q24. Attachment I - Our organization has had contracts with dozens of public entities over the past three years. In order to limit the list, would the County accept a list of only those entities and contracts that most closely resemble the services being proposed?

A24. Yes, it is at the discretion of the Proposer to list contracts that present the abilities of their company.

Q25. The Charitable Contributions Certification, (referred to as Attachment S in list of Required Forms-p.38) is not provided in the RFP (Att. S is County of Los Angeles Policy of Doing Business with Small Business), nor is it referred to in any other sections of the RFP. Is this a required form? If so, please provide.

A25. The Charitable Contributions Certification form will be added to the required form list. This will be reflective in the Addendum.

Q26. What is the expected basis for compensation (cost reimbursable, fixed price, or time & materials)?

A26. The Contractor shall bill the County in arrears on a monthly, cost reimbursable basis.

Q27. Is proof of insurance required at the time of proposal submission or prior to commencing services (per p. EXI-7)?

A27. Yes, Proposer should have current insurance and must meet the required coverage cited in the RFP .

Q28. Are copies of the Articles of Incorporation and By-Laws required at the time of proposal submission, or at the request of the Director (per pg. AP-1)?

A28. Copies of the Articles of Incorporation and By-Laws are required at the time of proposal submission.

Q29. The Financial Records section of the Additional Provisions requires that all financial records shall be retained at a location in Southern California (p. AP-13). Our organization's headquarters and financial records are located outside of California. Can we assume that if a contract is awarded to us, this requirement will be waived?

A29. It is cited on pg. AP-13, Financial Records section A(5) last sentence:

“In the event records are located outside Los Angeles County, Contractor shall pay County for all travel, per diem and other costs incurred by County for any inspection and audit at such other location.”

Please note similar questions from different Proposers were grouped accordingly:

QUOTAS FOR HEALTH DISTRICTS

Q30. Will there be specific quotas by Health District (or just by the 8 SPAs and specific oversamples that were mentioned)?

Q31. The RFP mentions 26 Health Districts. Do you anticipate imposing any HD quotas?

A30-31. In previous survey cycles, we did not set predetermined sample quotas for the Health Districts. For many of the Health Districts, the survey does not result in stable data for a number of the health indicators, especially for conditions with relatively low prevalence like diabetes.

Documents Forms Being Available in Word Format

Q32. Can we get the document forms that need to be attached to our proposal in Word format?

Q33. Are the required forms available in Word format for easy completion?

A32-33. To ensure the security of the documents from being altered, we are unable to send you them in Word format.

Minimum Requirements To Participate

Q34. Section VII.1.C.1), p. 34, asks for "a summary of relevant background information to demonstrate that it meets each of the requirements identified in Section III MINIMUM REQUIREMENTS TO PARTICIPATE." Section III does not specify requirements, but refers to the Request for Information Questionnaire from August 2008. Please clarify whether Section VII.1.C.1) requires a point-by-point summary matched to the RFI Questionnaire.

Q35. How should we handle the Minimum Mandatory Requirements (since they were due to the Request for Information Questionnaire) in Attachment F?

Q36. Please clarify the Minimum Mandatory Requirements as referred to in Attachment F, page 2 of 2.

Q37. One of the evaluation criteria is that the proposer "demonstrates it meets each of the requirements identified in Section III MINIMUM REQUIREMENTS TO PARTICIPATE." However, that section of the RFP only states - "Only those agencies deemed qualified as a result of the Request for Information Questionnaire process undertaken by DPH in August 2008, are eligible and invited to submit proposals in response to this RFP." How would we demonstrate meeting this requirement?

A34-37. When addressing the Minimum Mandatory Requirements, you may simply state that your organization was deemed qualified to submit a proposal based upon the results of the RFI conducted in August 2008.

You are NOT required to submit a point-by-point summary matched to the MINIMUM REQUIREMENTS TO PARTICIPATE as outlined on the RFI Questionnaire sent in August 2008.

Pricing Sheet

Q38. There is no Pricing Sheet - O with the RFP. Attachment O is the Certification of Independent Price Determination. Can we get the Pricing Sheet and also any additional information about what is needed with the costing?

Q39. The proposal instructions (Section V.1.D, pages 37-38) reference an Attachment O, Pricing Sheet. There appears to be no pricing sheet included in the RFP. Attachment O is "CERTIFICATION OF INDEPENDENT PRICE DETERMINATION AND ACKNOWLEDGEMENT OF RFP RESTRICTIONS." Will a Pricing Sheet be made available?

Q40. Section VII.1.C.1), p. 34, asks for "a summary of relevant background information to demonstrate that it meets each of the requirements identified in Section III MINIMUM REQUIREMENTS TO PARTICIPATE." Section III does not specify requirements, but refers to the Request for Information Questionnaire from August 2008. Please clarify whether Section VII.1.C.1) requires a point-by-point summary matched to the RFI Questionnaire.

Q41. The Pricing Sheet (referred to as Attachment O - the Certification of Independent Price Determination and Acknowledgement of RFP Restrictions) is not provided in the RFP. Please provide the Pricing Sheet form(s).

A38-A41. Pricing Sheet O has been revised to CERTIFICATION OF INDEPENDENT PRICE DETERMINATION AND ACKNOWLEDGEMENT OF RFP RESTRICTION. "P" has been revised to SAMPLE BUDGET FORMAT (known as Pricing Sheet).

Attachment P Please provide us with a proposed budget in Excel or Word format, in a configuration of your choosing. Please delineate the different categories of costs, including personnel, personnel benefits, sample development, survey translation, telephone lines, etc

See Addendum I for more information.

NOTE: ADDENDA AND REQUIRED FORMS WILL BE POSTED AS SOON AS AVAILABLE