

Highway Safety Driver Survey TRyy1025

Questions and Responses

1. Please confirm the confidence level required for the survey. The RFP refers to a margin of error of +/-2% and specifies a minimum sample size of only 1,000 interviews.

The survey should receive responses from a minimum of 1,000 statewide participants. With consideration to the budget provided, MoDOT would like the survey to result in the lowest margin of error possible.

2. Am I correct in assuming the vendor will be required to develop the statewide sample and screen for eligible Missouri licensed drivers?

Yes, this is correct.

3. Does the DOT have a preference for the methodology to be employed?

No, MoDOT does not have a preference for the methodology employed to receive responses. However, the vendor should carefully consider the deadlines outlined in the RFP when choosing their methodology.

4. The RFP states that – “The contractor should conduct a statewide, stratified random sample survey ...” – What does the term stratified mean in this case? Do you mean by demographic characteristic or do you mean by geographic region? This is also complicated as sampling is a pre-survey strategy, but later in the RFP it suggests weighting, which would handle variation in the sample as a post-survey strategy. It is unlikely that we would need both strategies, but clearly weighting after the survey is easier and more economical. In the pre-survey stratification sample strategy, one essentially discards any information from a respondent once targets are met for each stratification group, but in the weighting scheme all information is retained (and no time or money is wasted on unused sample). The likelihood of wasting time in contacting respondents outside of the stratification sample increases as more layers are added to the stratification so it is important to keep the stratification to a minimum (such as just gender or just ethnicity or just age or just geographic region).

In this case, stratified is referring to the alignment of survey respondents and the demographic represented in each of MoDOT’s ten (10) districts: Northwest, North Central, Northeast, Kansas City-Area, Central, St. Louis-Area, Southwest, Springfield-Area, South Central, and Southeast. An outline of the counties included in each district will be provided to the chosen vendor. In other words, the survey results should reflect the true representation of the population in each district.

5. **“Regional population geographic” is mentioned a few times – does this mean MoDOT regions specifically, just a good mix of urban/suburban/rural, or a reasonable mix of broad regional variation without reference to MoDOT districts such as SE/SW/central/NE/NW?**

MoDOT is divided into ten (10) districts: Northwest, North Central, Northeast, Kansas City-Area, Central, St. Louis-Area, Southwest, Springfield-Area, South Central, and Southeast. An outline of the counties included in each district will be provided to the chosen vendor.

6. **In one place the RFP states that “The survey should receive responses from no less than 1,000 statewide participants,” but in another place it mentions a “margin of error of +/- 2 percent.” This is not consistent as a +/- 2 percent margin of error requires 2,400 persons. The stratification could improve the Standard Error of the Mean if we had true population numbers (which we do not in this case), but it will not help our margin of error on the overall survey. For example, a stratification on region would increase the likelihood that the data is representative of low incidence areas in say the 9th District, but it would not make the sample of 1,000 participants meet a margin of error of +/- 2 percent. A sample of 1,000 persons has a reasonable margin of error of +/- 3.1 percentage points, and with weighting it would provide a representative sample of Missouri attitudes. It is also likely to fit the budget. So what is your preference?**

The survey should receive responses from a minimum of 1,000 statewide participants. With consideration to the budget provided, MoDOT would like the survey to result in the lowest margin of error possible.

7. **Several of the questions in the draft survey are very similar to but not quite matching survey questions from previous surveys conducted by NHTSA and/or MODOT. Would it be possible to suggest minor changes in the draft survey questions so as to match these earlier surveys and allow comparisons?**

Yes, the chosen vendor may offer suggestions for minor revisions to the draft survey.

8. **In the proposal request it is mentioned that survey questions for the study will be provided to the winning consultant. We would like to know how many total questions are to be asked in the survey, and roughly how many pages of questions does MoDOT have at this time?**

A draft of the survey can be found at <http://library.modot.mo.gov/RDT/RFP/TRyy1025DraftMoDOTDriverSurvey.pdf>.

- 9. Will the contractor have the opportunity to provide comments/guidance on the survey questionnaire? Will there be time for contractor input and revisions prior to fielding the survey?**

A draft of the survey can be found at

<http://library.modot.mo.gov/RDT/RFP/TRyy1025DraftMoDOTDriverSurvey.pdf>. If, after review of the survey questions, the vendor is uncomfortable with any of the questions being asked, they may offer suggestions for minor revisions.

- 10. Has MoDOT conducted similar surveys in the past? We're curious to know if MoDOT has benchmarked any of these behaviors in previous studies. If so, are those studies available?**

MoDOT has conducted similar surveys in the past; however, the results of previous surveys should not be considered when conducting this survey.

- 11. The RFP states, "A budget is not to be included in the proposal, but required for the contract and must be within this limit." Just want to verify that this means you do not want to see estimated costs broken by professional time and out of pocket costs. Or an estimate of the total final cost at all?**

Correct, in order to be considered for selection, the vendor must assure MoDOT they can meet the budget, but not provide the specific budget information with the proposal. The single vendor chosen to conduct the survey; however, must provide further budget details prior to payment of the contract.