

# MoDOT Customer Survey for kcICON

## Questions and Answers

1) MoDOT desires a survey of "Kansas City, Missouri region adults". Can you help define the KC region? Is the US Census definition (which currently includes approximately 435,825 people) acceptable? Do you wish to survey all of District 4?

**There is no need to survey all of District 4 (MoDOT's Kansas City District). As stated in Section 2(A) under Project Requirements and Deliverables, the project should survey "A regional, stratified random sample survey of Kansas City, Missouri region adults relying on a margin of error of +/- 2%." Since the margin of error expected is +/- 2%, 2,388 responses would be acceptable to provide a 95% confidence level using the census data count as the total sample.**

2) In this project, MoDOT will provide the contractor with the "finalized questions" for the survey. Can you provide a copy of the questions now? If not, can you provide us with the total number of questions? How many of these questions will use a scale (multiple choice)? How many will be open-ended?

**The survey is not yet finalized; however a draft survey is available on-line.**

3) Who are the intended audiences for this research? It is only MoDOT? MoDOT and the kcICON team? MoDOT, the kcICON team, and the general public?

**The audience for the research is MoDOT and the kcICON team, but since all research is published online, the general public is always a consideration.**

4) Just to clarify what you mean by "regional Kansas City adult residents" I am assuming that you are referring to persons over 25 years of age, and reside in the counties of Bates, Caldwell, Cass, Clay, Clinton, Jackson, Lafayette, Platte, and Ray, with an estimated 1,134,166 total regional population based on the 2004 U.S. Census Bureau statistics. Is that a correct assumption?

**That is correct.**

5) By the term "stratified" is the RFP referring to "across those counties" or does that refer to demographics such as Age and Gender, or perhaps both?

**Stratified is referring to both across counties and demographics.**

6) I note that one of the events identified on Page 7 of the RFP states “MoDOT provides contractor with finalized questions for the survey” and that the receipt date is “upon selection”. Am I to assume that MoDOT has already prepared the survey questions, and if so, are these in a form that can be shared/made known? If not, will the Offeror have the chance to go over that instrument with MoDOT stakeholders prior to conducting the survey?

**As indicated above, the survey is not yet finalized; however a draft survey is available on-line. The Offeror will have an opportunity to discuss the survey with MoDOT prior to conducting the survey.**

7) Given the specification for 2.0% +/- maximum error, the required sample size is approximately 2,400. How did you arrive at the maximum project cost of \$20,000. Is this based on a short telephone survey; a mail survey, or what?

**The cost of the survey is up for negotiation and will be based upon the quality of proposals received. The method to achieve the project is left to the proposer. The maximum project cost was derived from the analysis of previous projects and the size and scope of the project.**