**RFP Title:** California Maternal Infant Health Assessment Survey Data Collection 2025-2030

**Issuing Organization:** University of California, San Francisco Center for Health Equity

**Date of Q&A Document:** September 23, 2024

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# Questions and Answers

## Section 1: Bidding and Contract Information

**Question 1:**

* **Question:** Will all bids become public post award to anyone requesting to review the file, regardless of the outcome of the bid?
* **Answer:** No. Bids for MIHA will not become public post award as UCSF is not held to this same requirement. They will remain private.

**Question 2:**

* **Question:** Are time-and-materials contracts (i.e. fixed labor rates inclusive of indirect costs to protect proprietary information, in addition to non-labor costs and operation expenses) a permissible approach to this bid?
* **Answer:** This approach is acceptable, however please note that based on information currently available to us, the budget for this project is fixed and will likely remain flat for the entire five-year period. Additionally, once the contract is signed with the California Department of Public Health there will not be flexibility year to year to go beyond the maximum amount budgeted for that year. For these reasons we are unable to accommodate any additional costs beyond what is outlined in the budget.

**Question 3:**

* **Question:** Annual cost estimatesfor documents, media, incentives and gift cards are on page 12 of the Request for Proposal. How many times is this annual cost expected? Is there a full 5 years of data collection?
* **Answer:** The cost estimates for documents, media, incentives and gift cards are annual costs. We are planning for five years of data collection and raw data delivery.

**Question 4:**

* **Question:** Is there a preferred format for presenting the budget? Is it acceptable to prepare the budget based on State fiscal year (July to June)?
* **Answer:** It is acceptable to prepare the budget based on the State fiscal year (July to June).

**Question 5:**

* **Question:** Will the subcontractor be allowed to roll over unspent funds from one year to the next?
* **Answer:** Unspent funds are not rolled over from year to year. Funds are distributed after invoices are submitted.

**Question 6:**

* **Question**: Are there any incumbent vendors currently providing the services outlined in the RFP?
* **Answer**: Yes, the incumbent vendor is Quantum Market Research (QMR) who has been providing services since 2010.

## Section 2: Survey Operations

**Question 7:**

* **Question**: What is the estimated time for completing the mailed survey in 2025? Is this expected to remain the same for the subsequent years? Additionally, what is the average duration of telephone interviews?
* **Answer**: The estimated time to complete the mailed survey in 2025 is 15-20 minutes. The median length of telephone interviews is 29 minutes and has ranged from 25-35 minutes for past years. We anticipate that the 2025 survey will take a similar amount of time to complete, noting that the Spanish version of the survey typically is on the longer end of the range for completion.

**Question 8:**

* **Question**: When should the subcontractor implement a tracing protocol? Should current contact information be attempted first and only move to tracing if that is incorrect?
* **Answer**: UCSF is open to various cost effective and efficient tracing protocol. Our team will provide mailing addresses in the initial sample file, to which pre-letters and self-administered questionnaires are mailed in the first phase of data collection. Approximately 75-80% of the sample will have phone numbers provided before the start of CATI operations. Additional phone numbers will be made available later in the phone phase for approximately 45% of the sample through a linkage to WIC administrative data. Some contact information for sampled individuals may still have inaccurate information or lack contact information from any source. We request that you provide a tracing protocol to update and/or verify contact information for all sampled individuals, ensuring the highest possible level of accurate and complete contact information.

**Question 9:**

* **Question**: Will UCSF be providing email addresses for the sampled individuals or is that something that the vendor would be locating through the tracing process?
* **Answer:** UCSF can provide email addresses for approximately 20-30% of sampled individuals who are identified through linkages to datasets that include both their email addresses and authorization for their emails to be shared.

**Question 10:**

* **Question**: What percent of respondents receive each post-incentive amount?
* **Answer:** For 2022-2023, there were on average 5600 respondents per year. Of these individuals, 68% received $15, 8% received $30 and 15% received $40. The percent of respondents that receive $40 has been steadily increasing over time.

**Question 11:**

* **Question**: Do you have an estimate for African American participants?
* **Answer**: In both 2023 and 2024, there were approximately 1,280 African American birthing people in the sample each year. While these numbers may fluctuate slightly due to changes in the birthing population and our sampling frame, please use this figure as a guideline for your proposal.

**Question 12:**

* **Question:**  Do you mail out the survey invitations in waves that correspond with the other four batches of sample or all at once, in another type of grouping?
* **Answer:** We sample in four batches each year, on a monthly basis. The mailing timeline for each batch begins a month after the other. This approach allows us to spread out the stages of data collection for each batch, ensuring a more manageable workflow.

**Question 13:**

* **Question:** What are your typical field dates? Will the April contract start date affect this timeline, or is there a standard timeline that applies for all years?
* **Answer:** Our field dates are typically the same each year. However, Year 1 will be different due to the onboarding of the new firm. In a standard year we send the invitation letter for batch 1 in May. However, due to the possible transition to a new firm, we are planning a July start for Year 1. In subsequent years, you can expect the typical timeline to resume, with the first batch invitation letters going out in May.

**Question 14:**

* **Question:** The RFP states samples are usually pulled February to May. How will the timing work for the first year. Since the subcontract term begins April 1st, 2025, when will the subcontractor begin receiving batches of samples?
* **Answer:** We anticipate sampling the first batch and mailing the first letter in July. This would also include the web survey link, which would need to be live at this time as well.

[[1]](#endnote-7907)

## Section 3: Printing and Materials

**Question 15:**

* **Question:** UCSF provided specific colors for printing different language materials. Is the requirement to use those exact colors, or simply to differentiate languages by using different colors?
* **Answer:** Differentiating colors by language is key for these materials, however it is okay to use similar colors to what was recommended.

**Question 16:**

* **Question:** UCSF specified that a standard postcard be used for the fall/holiday mailing. Since the postcard would contain a link with login information, would the use of a foldover postcard to ensure the link is obscured from anyone except the intended recipient be acceptable?
* **Answer:** Yes.

**Question 17:**

* **Question:** Would UCSF be open to considering minor adjustments to the printed materials if bidders identify potential improvements? If so, should justifications for such changes be included in the proposal?
* **Answer:** Yes.

**Question 18:**

* **Question:** Are alternative paper colors with similar color tones to those listed in the RFP acceptable for printed material?
* **Answer:** A specific paper type was recommended to ensure bids are comparable, however a similar paper type is okay.

**Question 19:**

* **Question:** How many pages is the printed questionnaire?
* **Answer:** The questionnaire is a 20-page booklet. It is printed on 5 sheets of 11x17 inch paper, using both front and back sides. Each 11x17 sheet is folded horizontally to create four 8.5x11 inch pages, resulting in a standard-sized 8.5x11 inch booklet with a total of 20 pages.

**Question 20:**

* **Question:** If the bidder would like to work with UCSF Documents and Media who can we reach out to?
* **Answer:** Yes, please contact Richard Lim and Irene Lee with any UCSF Documents and Media related questions- [richard.lim@ucsf.edu](mailto:richard.lim@ucsf.edu) and irene.lee@ucsf.edu

1. [↑](#endnote-ref-7907)