

The Alaska Halibut CHP Survey
Questions and Answers
7/17/14

1. *As no terms and conditions were included in the RFP, will the contract terms be negotiable upon award? Can PSMFC share a copy of a Pro Forma contract?*

Terms and conditions may be negotiated during the contracting phase. The funding that is being used for this project, however, are Federal grant funds and are subject to Federal rules and regulations. Any contract term that is passed down from the Federal award is not negotiable.

A copy of PSMFC's Standard Terms and Conditions are located at http://www.psmfc.org/wp-content/uploads/2012/02/general_provisions.pdf

2. *Please confirm that contractors should assume an outgoing sample size for the advance letter of 1,100.*

Yes, to account for the fact that some charter halibut permit (CHP) holders have multiple addresses (e.g., an Alaska address and a non-Alaska address), we expect that up to 1,100 advance letters and surveys will need to be mailed.

3. *Please clarify whether the sample database will include variables that will allow the contractor to identify unique individuals. Further, please confirm that the contractor will assign survey version at the individual level, so that if a permit holder has multiple addresses, all records associated with that person will be assigned the same survey version*

Yes, unique individuals are identifiable using the NMFS ID field. And the contractor will need to assign survey version at the individual level so that the permit holder receives the same survey version, regardless of the addresses to which the surveys are sent.

4. *Please confirm that PSMFC intends to award a firm fixed price contract.*

Yes, we intend to award a fixed price contract.

5. *Has PSMFC established a maximum contract value for the Alaska Halibut CHP Survey?*

Yes, we have established a maximum contract value for this survey based on the budget we have available for the overall project.

6. *What is the budget?*

We are not releasing that information at this time.

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7. *Approximately how many reminder postcards are generally sent?*

Given the postcard reminders will be sent approximately 3 to 7 days after the initial mailing, it is reasonable to assume no surveys will have been returned by the date of the postcard mailing. As such, please assume the same number of postcard reminders as surveys mailed in the initial mailing will be sent (i.e., ~1,100).

8. *Approximately how many packets are sent in the second mailing?*

The second mailing will be sent to all CHP holders who have not returned a completed questionnaire by the date the second mailing will be sent. The response rate at that point is unknown a priori, but for planning and budgeting purposes you can assume a conservative 15-20% response rate (of the population of 602 CHP holders) following the initial mailing and postcard reminder.

9. *Approximately how many respondents enter phone phase?*

The response rate through the second full mailing is unknown a priori, but for planning and budgeting purposes you can assume a conservative 25-30% response rate (of the population of 602 CHP holders) following the second full mailing, and prior to entering the telephone phase.

10. *Approximately how many completes are obtained via phone contact?*

This is unknown a priori. For the purposes of planning and budgeting, it can conservatively be assumed that 5 to 10% of completed surveys (not the shorter set of questions asked of all telephone respondents, but the entire survey completed over the telephone or mailed in as a result of the telephone call) will be obtained via phone contact.

11. *If the study has been conducted in the past, what was the phone phase CPH (completes per hour)?*

This study has not been conducted in the past.

12. *RFP states names and addresses will be provided. Will AFSC provide any telephone numbers to the contractor?*

No, the sampling frame contains CHP holder names, business names, addresses, permit numbers, and permit details. However, no telephone numbers are included. Procuring telephone numbers is the responsibility of the contractor.

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13. Will AFSC provide unique identifiers or will the contractor be responsible for creating them?

Although there are unique identifiers in the sampling frame (NMFS ID numbers), the contractor will be responsible for creating new ones, as we do not want to include their NMFS ID numbers as identifiers on the surveys themselves.

14. RFP states each questionnaire will have an individual identification number printed on it. Can the contractor use labels in order to apply the identification number in order to reduce cost of printing?

Yes.

15. RFP specifies what size of return envelope is requested. What size should the mailing envelope be?

The envelope used for the mail survey packet should be sufficiently large to contain all survey mailing materials (cover letter, questionnaire, return envelope, etc.) with at most a single fold (e.g., 9" x 6" envelope).

16. What database should be used in order to conduct verifications?

Given the population (CHP holders) is almost exclusively sport fishing charter businesses, it is expected that phone book and internet searches will be sufficient to verify contact information. However, if the contractor has access to databases of businesses that can yield improved results, we encourage the contractor to use them.

17. RFP states contractor will obtain the respondent's phone number using a phone lookup service or via internet searches? What percentage of records is expected to be matched?

Since the population are sport fishing charter businesses, it is expected that their contact information should be readily available via phone book and internet searches. As a result, it is expected that a very high percentage (~90-95% or better) of the population should have accessible telephone numbers.