

REQUEST FOR PROPOSALS "RFP" PS20190933

PROVISION OF ONLINE SURVEY AND PANEL MANAGEMENT TOOL

QUESTIONS & ANSWERS NO. 6

ISSUED ON APRIL 14, 2020

Q1	RFP question ST-16 states "tracking outreach efforts." Can the City provide details or examples of outreach efforts?
A1	<p>The City's surveys are typically promoted in several different ways online: for example, promotion or outreach efforts for a survey might include Facebook Ads inviting people to take the survey, or a survey URL may be embedded in an email newsletter sent to members of a project listserv.</p> <p>To track the effectiveness of outreach via social media or the newsletter, the City creates a unique survey URL for each of those streams, using the current tool. This link will take respondents directly to the survey. The tool then allows the City to see how many survey completes have come through the URL specific to each stream. In this way, the City can see which outreach technique is working effectively and generating the most responses. If a stream is not working effectively, outreach can be adjusted. (note: although the URLs are different for each stream, they all funnel the responses into one data set for a particular survey)</p>