Q&A

Q: Are you looking at just people in the library service area or also areas outside of the service area? Which universe of respondents do you want to represent?
A: The Pierce County Library System is seeking public opinion research of individuals living in its service area.

Q: Do you want to interview community leaders as well as the general public?
A: The Library System is interested in opinions from the general public. If a respondent recommends interviews with community leaders as well, we would entertain the recommendation.

Q: It seems to me the audiences listed in “Public Audiences and Key Audiences” are not the focus of this request, can you confirm that?
A: Yes, the focus of the RFQ is to seek public opinion from individuals, specifically adults ages 18+, living in the Library System’s service area. The audiences listed in the Public Audiences and Key audiences section are to give respondents information about the Library System’s audiences.

Q: Should anything be added to the Public Opinion Research Goals? Like understanding support/voter support for a potential funding request? Or is it entirely about awareness, their perceived value, and barriers to accessing and using services?
A: The goals section is complete. Government organizations, such as the Library System cannot seek public opinion regarding voter support. The Library System may be interested in seeking residents’ opinions about funding library services including facilities and buildings.

Q: What is the budget for this project and scope of work?
A: The budget is $45,000, with consideration for additional budget funds for other public opinion research. Further projects and work may be assigned to the successful awardee, which will include additional scopes of work, deliverables, and timelines.

Q: What was the previous contract amount awarded for the last time the poll was conducted?
A: Approximately $20,000.

Q: Who completed the previous poll and survey?
A: Public Affairs Counsel, Inc.

Q: Is the client interested in proposals, which would include custom modeling of individual library patrons in order to contact potential patrons more efficiently?
A: Not for the purposes of this public opinion research.