



Date: November 18, 2024

To: All Vendors

Subject: Addendum #1

REFERENCE: P008-25 Customer Satisfaction Survey

This Addendum forms part of the contract and clarifies, corrects or modifies original proposal document.

Question 1: Can you confirm that Brownsville PUB is looking to measure satisfaction across both Electric and Water/Wastewater services?

Answer 1: Brownsville Public Utilities Board (BPUB) is looking to measure both options. BPUB is considering various options. Please provide a quote for satisfaction survey for Electric only (55,000), and Electric and Water (60,000) combined.

Question 2: Of your approximately 60,000 customers, could you provide the breakdown between residential and commercial customers?

Answer 2: The breakdown for residential and commercial customers is listed below:

Commercial Electric – 6,627

Commercial Water – 4,701

Residential Electric – 48,032

Residential Water – 50,358

*Some accounts have multiple services

Question 3: Do you have percent breakdowns of customers by service type—specifically, those with Electric-only, Waste/Wastewater-only, and both services? (We're assuming the largest number of customers have both)

Answer 3: BPUB does not have the percentage breakdown of customers available at this time.

Question 4: For communication purposes, do you have an approximate count of emails available for both residential and commercial customers?

Answer 4: BPUB has the following count of emails for residential and commercial customers: Commercial emails – 9,528 and Residential emails – 54,250.

Question 5: Additionally, is email currently a communication channel that you use most often to communicate with BPUB customers (this will help us to gauge how effective it could be to field digitally)?

Answer 5: No, email is not the most common communication channel – we currently use BPUB website and social media channels. BPUB would like to begin using emails as a primary form of communication with customers.

Question 6: When was the last time Brownsville PUB conducted a customer satisfaction study, and would those results be available for us to review? In addition, if you previously conducted a customer satisfaction study, how did you field the survey – by mail, by phone, or digitally?

Answer 6: BPUB has not conducted a customer satisfaction study in the past.

Question 7: Approximately what percentage of your customer base prefers communication in Spanish?

Answer 7: Approximately, 37,362 customers are Spanish speaking customers. BPUB is requesting survey is provided to customers in both English and Spanish and allow customers to use their preferred language to respond.

Question 8: We've worked with over 75 municipal utilities on similar customer surveys in the past 5 years, in addition to our 4 references, would you like the contact information for all of them or just a sampling of the most relevant?

Answer 8: Please provide the most relevant and most recent references.

Question 9: How many BPUB eligible customers will be provided to the supplier for surveying?

Answer 9: BPUB answered this on question 2.

Question 10: How many completed surveys is BPUB targeting?

Answer 10: This is the first time BPUB engages a vendor for this service. Please provide average response based on prior experience.

Question 11: If this research has been done in the past, what was the response rate?

Answer 11: This research has not been completed in the past.

Question 12: Will the sample file provided to the supplier contain operational data (e.g. customer reported an outage, customer had a contact center experience, etc.)?

Answer 12: No, BPUB will not provide operational data.

Question 13: Will customer segments be required? If yes, will this information be provided in the sample file?

Answer 13: Selected vendor can make recommendation on best practice.

Question 14: What percentage of the customer base has an email address we can use for survey invitations?

Answer 14: BPUB has responded to this on questions 3 and 4.

Question 15: Will BPUB clean the sample file prior to delivery to the supplier (e.g., remove invalid email addresses, etc.)?

Answer 15: BPUB cannot validate the information, information is provided by customer.

Question 16: Will phone numbers be provided in the sample file? If yes, can the supplier send survey invitations via SMS?

Answer 16: Yes, phone numbers for customers that have opted in will be provided. Yes, survey invitations can be sent via SMS, if they have opted in.

Question 17: What percentage have a cell phone number and have opted in for text messages?

Answer 17: All customers who have provided a cell phone number on file can be reached via SMS to get a survey invitation. BPUB does not have the percentage of cell phone numbers of customers.

Question 18: Is the preferred survey methodology online, or will phone surveys be required?

Answer 18: Vendor can provide a recommendation on best practice.

Question 19: Will any additional languages be required other than English?

Answer 19: Yes, Spanish surveys will be required.

Question 20: Will BPUB send the email invitations directly to its customers? Or, will the supplier be required to send email invitations to BPUB customers?

Answer 20: Vendor can provide a recommendation on best practice.

Question 21: The RFP mentions a six-week timeframe to conduct the survey. Does this assume that fielding will take 6 weeks and the supplier will have additional time post-fielding to create the report?

Answer 21: Yes, that is correct. If vendor is unable to deliver within 6-week timeframe, please provide recommended timeline based on similar project size.

Question 22: Will verbatim need to be coded? If yes, please provide an approximation of how many verbatim will be desired to be coded for the study.

Answer 22: Please provide more information on what "verbatim" means when conducting the survey.

Question 23: If the study was conducted in the past, will historical data need to be included in the final report for trending purposes?

Answer 23: This study has not been completed in the past, therefore, historical data is not available.

Question 24: Will the data need to be weighted to reflect customer segments?

Answer 24: Selected vendor can make recommendation on best practice, however, BPUB would like to see the responses separated by segment.

Question 25: How soon will the report need to be available after the field closes?

Answer 25: Once fielding is complete, selected vendor can provide a recommended timeline for report development, evaluation and review based on previous experience.

Question 26: Can the report be presented remotely (WebEx), or, will the supplier need to be onsite to deliver the presentation?

Answer 26: The report can be presented remotely - via virtual platform - during scheduled Board meeting. Board meetings are normally scheduled every second Monday of the month beginning at 5:00 pm.

Question 27: Approximately how long will the selected supplier have to present findings and recommendations at the board meeting (e.g., 1 hour)?

Answer 27: The timeframe to present can be from 10 minutes to 1 hour; depending on Board Member questions.

Question 28: Has this research been conducted in the past? If yes, how was it done?

Answer 28: BPUB has not conducted a customer satisfaction study in the past.

Question 29: Can the prior report be provided to bidders?

Answer 29: No prior report or data is available.

Question 30: Is there an expected incumbent for this project?

Answer 30: An awarded vendor will be selected from the proposals that are submitted to BPUB and meet scope of work and criteria for selecting vendor.

Question 31: What contact information will be provided for customers?

Answer 31: Contact information shall include email and phone numbers of customers.

Question 32: If email addresses are available, what percentage of customers have provided that information?

Answer 32: BPUB does not have percentages of customer emails and breakdown of emails is listed in prior question.

Question 33: How many survey responses do you hope to obtain from customers?

Answer 33: This is the first time BPUB engages a vendor for this service. Please provide average response based on prior experience.

Question 34: Do you anticipate different questionnaires for water and electric customers?

Answer 34: No, BPUB does not anticipate different questionnaires.

Question 35: Are all customer bills delivered in English? If no, is there an expectation of survey delivery in multiple languages? Which languages?

Answer 35: The survey questionnaire should be available in English and Spanish.

Question 36: What is the anticipated budget for this contract?

Answer 36: BPUB has not designated a budget and Vendor is requested to submit their proposal for services.

Question 37: Is there any preference given to in-state/in-region providers?

Answer 37: No preference is given for in-state or in-region providers.

Question 38: Has this research been conducted in the past, and if so by whom, when, and what was the budget for the last wave?

Answer 38: BPUB has answered this question above.

Question 39: The Scope of Work says the survey should be “no longer than 10 minutes...” Is that based on the last survey and are you open to a longer survey length if it provides more diagnostic information?

Answer 39: BPUB has answered this question above.

Question 40: In order to provide the “Additional options” in the Scope of Work, can you provide some estimate counts of your total residential and commercial customers. Also, of your 60,000 customers, how many are;

- Residential electric
- Residential water
- Commercial electric
- Commercial water

Question 41: BPUB has answered this question above.

The signature of the company agent, for the acknowledgement of this addendum, shall be required. **Complete information below and return via e-mail to: nespinoza@brownsville-pub.com.**

I hereby acknowledge receipt of this addendum.

Company: _____

Agent Name: _____

Agent Signature: _____

Address: _____

City: _____ **State:** _____ **Zip:** _____

Phone Number: _____ **E-mail address:** _____

If you have any further questions about the Proposal, call 956-983-6353.

BY: ***Diane Solitaire***
Purchasing