



CUSTOMER-FOCUSED RESEARCH STUDIES

RFP Questions and Answers July 6, 2026

Q1: Has the same research firm conducted the previous iterations of the General Population Survey, including the 2022 study, and if so, are they eligible to compete for this contract?

A1: See RFP Page 4, Paragraph 3. *Past customer research surveys are available at the GCDD website (<https://mn.gov/mnddc/extra/customer-research.html>)*. Past contractors are eligible to compete for this contract. Note that it is intended that this contract will span 5 five years and include more than five studies. The repeat of the General Population Study is just the first to be budgeted.

Q2: Which elements of the 2022 questionnaire are considered essential for longitudinal comparison, and where is there flexibility to modernize or expand the instrument?

A2: Most elements of the 2022 questionnaire will be considered essential for a longitudinal comparison. Minor wording changes may be considered, or additional questions may be considered to modernize or expand the instrument.

Q3: Beyond the presentation to the Council, what final deliverables are typically expected (e.g., PowerPoint deck, public report, data tables, cross-tabs, accessible documents)?

A3: The final deliverables have usually been in the form of a PowerPoint presentation and presented to the public in that manner. See A1 above. Clean data file is also presented to the GCDD, and all documents are fully accessible. See RFP Section 4.4.

Q4: Are there specific accessibility practices or accommodations that GCDD has found particularly effective in previous research efforts that bidders should incorporate into their proposed approach?

A4: See RFP Section 4.4., Page 6. The accessibility question will be evaluated by the GCDD Grant Review Committee pursuant to the evaluation process described on page 8 of the RFP. Besides scoring the response on accessible of digital tools, evaluators will consider accessibility during survey data collection.

Q5: Beyond the published scoring criteria, what qualities distinguish a successful long-term research partner for GCDD?

A5: The published scoring criteria on RFP pages 6-8 are the only factors that will be used in the selection of a contractor.



Q6: In recent years, the use of incentives for survey research with state agencies has been a barrier for contracting. Has GCDD used incentives to encourage survey participation in previous years?

A6: The GCDD and its contractor have not used incentives and have not had difficulty reaching participation goals. Our federal funder doesn't consider cash incentives nor "cash equivalents" like gift cards to be "necessary and reasonable" costs. Cash equivalents also increase the risk of fraud as they cannot be effectively tracked or monitored.