

FAQ Survey Services

1. Are these surveys in support of the next steps in the Master Plan or for an independent initiative?

Answer: These surveys are a stand-alone project to support the business development efforts of REDI. The information provided could potentially support other initiatives in the future. However, the initial purpose is to identify ways to improve how the City and REDI support a thriving business environment and promote economic development.

2. Has Rockville conducted this survey before? If yes, who is the incumbent?

Answer: No, Rockville has not conducted surveys focused on the business community, brokers, developers, or site selectors.

3. Will the two surveys be focused on private sector businesses only, or should they also include government entities? If the government is included: a) would this be federal, state and local government offices? b) what are the titles of qualified respondents?

Answer: The business survey will focus solely on the private sector.

4. Does Rockville have a list of business owners/senior managers and their contact information that they can share for the survey sample?

Answer: REDI has a business list that's in progress, and we are willing to share that information. However, we are looking to evaluate the methodology potential firm will use to accumulate this data.

5. For the survey of site selectors, brokers and developers, is there a desired geographic/regional radius for inclusion?

Answer: There is no geographic or regional radius for site selectors, but we would like to receive feedback from the local players for the brokerage and development community.

6. Will Rockville assist with promoting the survey effort (e.g., on the website, in the newsletter, in email announcement)?

Answer: Yes, we are willing to promote the survey on our website, social media platforms and other use our partners to promote it.

7. For the Site Selectors, Brokers, and Developers, many will not be in just the Rockville area. Will you provide more information related to the geography we should target for these groups?

Answer: Yes, we will provide additional information on the geography.

8. Please confirm that the Business survey will be targeting businesses physically located within Rockville city limits only.

Answer: Yes, this survey will only focus on businesses within the city boundaries per this zoning [map used by the city](#).

9. Are there any limits to the size of companies we will target?
a. Also, do you require quotas by company sizes and/or industries?
b. If so, what would these look like?

Answer: There are no limits on company size. We want the participants to represent companies of all sizes.

10. What is your budget?

Answer: We have budgeted an estimated amount of \$20,000 for the services outlined. If you intend to charge more than the allotted amount, please justify it in the proposal and we will consider it.

11. Is it anticipated that some of the surveys will need to be conducted in-person (given challenges/restrictions from Covid)?

Answer: No, we do not anticipate the surveys will need to be in person. We ask that all the current safety guidelines outlined by the state and the county be honored if in person interaction is needed.

12. Does REDI have a license for a survey/engagement platform such as Bang the Table or something similar?

Answer: No, we do not.

13. Is there a desired number of surveys per group (i.e., Businesses vs. Survey of Site Selectors, brokers, & developers)?

Answer: REDI expects the selected firm to determine an appropriate methodology that leads to statistically significant information.

14. Is there a page limit or document format required for proposals?

Answer: In order to provide each firm with an equal opportunity for consideration, adherence to a standardized proposal format is required. Individual, separate and complete proposals should be submitted and must contain the elements outlined in the request for proposal. There are no page limits and please organize the document into separate chapters and/or sections, as deemed appropriate.

15. Have the specific business owners and senior managers from key industries (Rockville business community) been identified, or will this be a task for the awarded firm?

Answer: REDI and the potential firm will work together to create this list.