

**Request for Qualifications (RFQ) For Research, Strategy and Analytic Services
("Services")**

RFQ No. 19-20-01

Submittal Due Date – Thursday, July 2, 2020 - 5:00 PM (EST)

Please be advised that the receipt of questions in writing was due Friday, April 24, 2020.

Q1	What are the requirements for physical and in-person meetings? How much of the work will depend on "boots on ground" in Miami?
A1	<i>We as an organization can operate via virtual meetings and/or phone calls. While some categories may require on the ground resources in Miami i.e. some economic studies, most will be able to be completed without this in-person component.</i>
Q2	Would you consider a qualified firm from out of state?
A2	<i>This Request for Qualifications (RFQ) process <u>is not</u> limited to The City of Miami, Miami-Dade County, or the State of Florida. We are looking for the most qualified firms that can provide these vital research or economic study services to our organization.</i>
Q3	Is there an allocated budget for this project and what is the amount?
A3	<i>This RFQ does not represent a project, but rather it enables us to have vendors ready to support us in our research, economic, and organizational strategy areas. Some asks that will come to vendors vetted and approved will be quite large and complex, and others will be smaller.</i>
Q4	Segmentation is referenced using two different terms in the RFQ – a <u>District Resident Segmentation Study</u> and a <u>Population Segmentation Study</u> . Do you envision these as market segmentation studies using survey research or is it a segmentation of some type of existing data?
A4	<i>The segmentation components of this RFQ would likely need to utilize both existing data, and primary survey research. Existing data to size any groups, primary survey research to properly define them.</i>
Q5	We assume all market research surveys would need to be available in English and Spanish languages. Are there any other language needs?

A5	<i>English would be primary, approximately 40% would be issued in Spanish, with a tertiary option of Portuguese possible less than 5% of the time.</i>
Q6	Is there a specific geographic definition of Miami which would be used for market research surveys, and specifically for a segmentation study? For example, is it a subset of the city (Downtown), the entire city, or something larger (e.g., Miami-Ft. Lauderdale DMA)?
A6	<i>For work commissioned by the Miami Downtown Development Authority, we would be looking to adhere as close to our Downtown borders as possible for most surveys. Miami Downtown Development Authority borders: https://www.miamidda.com/wp-content/uploads/2019DDA_DistrictBaseMap.pdf. Occasionally, we will expand our boundaries to a greater Downtown; this would also include Wynwood in Miami and most of the Edgewater neighborhood in Miami. More substantial reports may reference the greater region that we include Miami-Dade County, Broward County, and Palm Beach County.</i>
Q7	Given the current pandemic, and a current work-from-home environment, would the MDDA be open to an electronic submission?
A7	<i>No, we are unable to accept electronic submittals. However, the timeline has been extended. Please see Addendum No. 1 for further details.</i>
Q8	Can you clarify expectations for the “Research Brief” component of Submission Requirement 3.3: Strategic Approach? Is it a research proposal, or a piece of research?
A8	<p><i>RFQ Text: Proposer should prepare a research brief for one of the areas specified above. The research brief should demonstrate an in-depth understanding of a specific area outlined. The research brief should be supported by a research plan proposal that would come to the Miami DDA in response to the brief. The brief and proposal should consider the unique role of the Miami DDA as an advocate, facilitator, planner and executor of strategies that strengthen Downtown’s appeal and reality as a top destination and place to do business.</i></p> <p><i>Explanation: We are looking for a research proposal that can demonstrate your understanding of your area(s) of application. A specific piece of research may be included if you feel that it offers an understanding of your abilities, but it is not mandatory. A general overview can suffice.</i></p>
Q9	What is the vision for reports published as a result of this work? Is there a desire for innovation in report formatting such as the development of interactive dashboards, digital reports, and data portals?
A9	<i>There is a welcoming of innovation in reporting, but it is not required. We are most interested in keeping readers informed and engaged. However applicants feel offering an informative and engaging output may best be done, we are open to.</i>

Q10	Can you provide a high-level range of typical consulting costs associated with your prior reports?
A10	<i>Previously we have worked without consulting costs. Costs have been within the parameters of data delivery and report building. As such, consultant costs were likely “baked in.” We do understand the nature of this RFQ and that consulting costs, in some cases, will be apart of these asks. As we are an organization accountable to taxpayers, our measure for all expenses is that the expense has a direct and proportionate public impact. Research that can draw in new companies, retailers, developers, visitors, or residents will generally fit the category of direct impact.</i>
Q11	Are you anticipating that COVID-19 will have an impact on data or methodologies (such as outreach and panels) of projects supported through this RFP? Does this raise any questions around methodology that we should respond to in our proposal?
A11	<i>Yes, we do anticipate that COVID-19 will impact the data that we are collecting. More importantly, we anticipate that COVID-19 will impact the perceptions of our potential research subjects and expect COVID-19 to impact data findings for the foreseeable future. As there will likely be shifts, for any potential partners, we would desire an interest from partners in a long-term relationship to see how these changes evolve. We would also like for our partners to help us share the story of how COVID-19 is changing realities, if at all. In terms of methodology, we seek very understandable explanations for the public to directly review and understand the “how” in your reporting.</i>