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Director

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February 1, 2012

**REQUEST FOR INFORMATION (RFI 5418)
FOR A WEB-BASED SURVEY TOOL**

The County of San Diego (CoSD) is issuing this Request for Information (RFI) to determine if there are any agencies or organizations which possess the capability and interest in providing a web-based survey tool. This tool shall include (1) easy steps to build and design online surveys, (2) immediate, user-friendly survey data analysis tools; and (3) customizable, professional reports. The RFI is intended to discover all available options, so responses may include above referenced services or additional services.

This request for information will not result in an award of any contracts. If the County of San Diego determines that it is in the best interest of the County, a formal competitive solicitation may be issued at a later date. This RFI is issued solely for information and planning purposes; it does not constitute a Request for Proposal (RFP) or any promise to issue an RFP.

RFI SUBMISSION REQUIREMENTS:

If your firm is interested, qualified and capable of providing these services please submit a statement of interest (SOI), no more than three (3) pages, containing the following information, as appropriate:

1. **Cover letter** on the Respondent's letterhead addressing the following:
 - **Firm:** Provide a general description of the entity submitting the SOI. This should include a profile identifying when the business was established, number of staff, and organizational chart (of the branch that will provide service).
 - **Contact Information:** The cover letter should designate the individual who will be the Respondent's primary contact for all communications regarding its response. Provide the individual's Name, Title, Company, Mailing Address, E-mail Address, Telephone Number (no cell phone numbers, please) and facsimile number.
2. **Prior Experience:** Provide a brief description demonstrating specific prior experience related to the reliability of the web-based tool and providing consultation services, technical support and training on the design of surveys, analysis of responses, and development of reports.
3. **Partnership** Provide a description on what the Contractor's relationship would look like with approximately 25 users. Please include your company's experience and qualification, client list, and the options for consultation services, technical support, training, and transfers.

4. **Financial capability:** Provide verifiable information demonstrating that the firm is in sound financial condition. The entity's financial capability and any other responsibility determinations will be reviewed for stability and adequacy to meet its long-term capital and cash needs to carry out its role in developing the proposed project.
5. **Provide response acknowledging whether each specific requirement as defined in the key requirements section of this document can be met or not.**

RFI RESPONSE PROCESS:

All communications regarding this RFI should be directed to:

SUZANN L. CHARNEY
COUNTY OF SAN DIEGO
DEPARTMENT OF HUMAN RESOURCES
Suzann.Charney@sdcounty.ca.gov

Questions and Answers

All requests for clarification regarding this RFI should be submitted in writing (E-Mail) to Suzann Charney at (Suzann.Charney@sdcounty.ca.gov). **Questions must be submitted by 4pm FEBRUARY 6, 2012.**

Response Format

Must be submitted via e-mail.

RFI responses should be presented in a format that corresponds to, and references, the sections outlined in this RFI. It should be presented in the same order as documented in this RFI.

Deadline for written responses

RFI responses are to be submitted via email to Suzann.charney@sdcounty.ca.gov **NO LATER THAN 3:00 PM**, Local Time, on Tuesday, February 14, 2012.

Post-Submittal Demonstrations

The County will review SOI submissions and contact vendor to set up a time for Online Demonstrations. This will be starting as early as the week of February 20, 2012, if appropriate. Demonstrations will be limited to thirty minutes.

Disclaimer

This RFI in no manner obligates the County to pursue any contractual relationship with an entity that responds to this RFI. The County further reserves the right to cancel this RFI at any time if deemed to be in the best interest of the County.

WINSTON F. McCOLL, DIRECTOR
Department of Purchasing and Contracting

WFM:

PROJECT DESCRIPTION AND KEY REQUIREMENTS FOR THE ONLINE DEMONSTRATION

1. PURPOSE

The County of San Diego is requesting information from qualified firms/entities that can provide web-based survey tool. This tool shall include (1) easy steps to build and design online surveys, (2) immediate, user-friendly survey data analysis tools; and (3) customizable, professional reports.

2. BACKGROUND

Types of online surveys the County of San Diego conducts include, but are not limited to: Employee Engagement Survey, Customer Satisfaction Survey, stakeholder surveys, and inter-organizational surveys.

The County of San Diego conducts various internal and external surveys on a regular basis. Examples of audiences are:

- Internal work group of less than 100 employees;
- Internal, field workers of 5,000 employees;
- Internal, departmental of 5,000 employees;
- Internal, Countywide of 15,000 to 20,000 employees;
- External, stakeholder of 20-30 groups; and
- External, Countywide of approximately 3 million citizens.

KEY REQUIREMENTS FOR THE ONLINE DEMONSTRATION:

(This is a summary of Key Requirements, it is not all inclusive.)

1. Provide a demonstration of the web-based survey tool. Please highlight (1) the steps to design and build a survey, (2) how to customize and add logos/graphics to the survey, and (3) show any additional features (e.g. personalization, progress bar, etc.).
2. Provide a demonstration on how to create a report using the website's data analysis tools on the survey results. Please highlight (1) how to use filters, queries, and/or pivot tables, (2) how to view/change raw data, (3) how to conduct additional, in-depth analysis on survey responses, and (4) the commonly accessible formats the data can be saved in.
3. Provide a demonstration on the types of reports that are available to create using the survey results. Please highlight (1) report templates, (2) customization, (3) the commonly accessible formats the reports can be saved in, and (4) option to benchmark against normative data.
4. Provide a demonstration on any additional features that the tool and/or your company offer.