

Frequently Asked Questions

1. Can we use any time and costs in promoting the electronic survey towards the in-kind match?

Documented time and costs involved in promoting the demand surveys (Electronic or Paper) will contribute towards the in-kind match. While the grant money is primarily meant to cover paper-related costs of carrying out the survey, promotion of electronic survey is critical in reducing the number of paper surveys distributed thereby reducing overall costs. Any documented time and costs involved in improving the effectiveness of the paper surveys can be used towards in-kind match.

2. Once you have had time to consider the different questions from the regions, maybe considering pulling a summary stating exactly what the expectations/deliverables and services of the State-level contractor will be vs. the local groups?

The deliverable and the expectations of this grant are the following

1. Coordinate with other regional teams, counties and other partner organizations and design an effective plan to carry out the survey.
 2. Print the paper mailings
 3. Design and print other promotional material for conducting the survey
 4. Collect the mailing response
 5. Code the data
 6. Bring any other technical expertise or local knowledge to the process
3. The RFP mentions a 25% in-kind contribution based on NTIA allowable expenses. Can you provide the NTIA allowed expenses and rates?
Depending on the kind of organization, information on allowed expenses and applicable cost principles can be found on Office of Managements and Budget Circular (OMB Circular A-87, A-122 or A-21). You can find the circulars here:
http://www.whitehouse.gov/omb/circulars_default
 4. What format will the data collected need to be in to interface with the LinkWISCONSIN online survey?
The third party vendor will collect prescribed data in the form of a paper survey. We anticipate the responses received will be keyed into the same LinkWISCONSIN online data entry web form as distributed to businesses and residents.
 5. Is it the state requirement that return postage be included in the paper surveys?
Yes.
 6. Is postage to be included in the bid or will the PSC use its mail service to mail out surveys?
Postage costs need to be included in the bid.
 7. Will residential mailing lists be provided to the selected vendor?

Vendors will have to work with partner organizations to access both residential and business mailing lists.

8. What is the total number of residential and business surveys expected to be mailed out?
We don't have a precise number, but the chosen applicant will need to design the distribution plan in collaboration with the ongoing electronic surveys to get diverse statewide data that can eventually help with state and regional broadband planning.
9. Are there other distribution methods besides mailing that would be accepted by the PSC?
This funding is designed to help with expenses related to distributing, collecting and processing paper-based survey data. Any paper-related costs incurred for the electronic surveys can also be covered by this grant.
10. What is the expected balance of residential/business returns for this activity?
Every effort will be made to encourage business and residential customers to enter data directly onto the online survey form if they have access to an Internet connection. Paper survey responses are to be targeted to business owners or residents that do not have an option to enter data themselves electronically. A precise estimate of the numbers of paper survey responses that will be required is not available.
11. Does the Public Service Commission expect for the applicant to present research results in person to the Agency? Similarly, does the Public Service Commission expect for the applicant to present research results in person to each of the nine RPTs or are other less expensive alternatives such as video conferencing or webinars acceptable?
The applicant will be involved in designing the process of distributing the survey and then collecting and coding the data. The analysis of the data will be done by the LinkWISCONSIN team. Hence, applicants are not required to present the research results to the regional teams or the PSC. However, it is required that applicants maintain records on how the study is conducted and report it to the PSC at the end of their grant period. They will also need to maintain records of time and costs involved.
12. If it is feasible within the given budget constraints, would the Public Service Commission consider a blended approach between phone and mail surveys to ensure a more representative sample size conducive to more robust analyses?
This funding is exclusively designed to cover all paper related costs of this broadband demand survey. An electronic survey will be carried out simultaneously by various partner organizations and regional teams. The applicant can work with these groups to design the paper survey distribution plan. This funding can be used cover paper-related costs of promoting the electronic survey.
13. The RFP does not mention accommodating languages other than English. Does the Public Service Commission anticipate offering the surveys in any other languages such as Spanish?
There are no current plans to produce a survey in languages other than English.

14. Section 2.3 states that all applications must be sent as an attachment to the e-mail and in a PDF format. Our question is does the original form of the document matter? Is it acceptable for us to prepare the proposal in either Word or PowerPoint as long as we send it in a PDF format, or is one version preferable?

Applicants can use any program to craft the original document; only the final document for submission needs to be in PDF format.

15. Section 4.1.1.h states the space limitations (2 pages or less) for responding to the question of how the research would actually be conducted. Is there extra room to outline the specifications as we understand them or general capabilities (in order to illustrate our ability to execute the research), or is that to stay within the 2 page limit?

We ask that the response to section 4.1.1.h of your application stay within two pages; that being said, your entire application does not have to be 2 pages in length and there are areas within sections 4.1.1 a-g to provide supporting documentation related to your abilities as an applicant to achieve this project.