

PROCUREMENT – Department of Health and Social Services

DATE: 3/24/2026

**HSS-26-037 – INTERVIEWING SERVICES FOR THE DELAWARE ADULT TOBACCO
SURVEY**

Date Due: 4/21/2026 @ 1:00 PM EDT

ADDENDUM 1: Questions & Answers

Please Note:

THE ATTACHED ADDENDUM HEREBY BECOMES A PART OF THE ABOVE
SOLICITATION.

Responses to vendor questions received by the deadline of 3/13/26.

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VENDOR QUESTIONS-

RFP HSS-26-037: Interviewing Services for The Delaware Adult Tobacco Survey

Date: 3/13/26

Q1) What is the budget for this work?

Answer - For fiscal year 2027, the projected budget is \$230,000.00.

Q2) Who has completed interviewing for the ATS in previous years? Can you share the budget for previous years?

Answer - ICF Macro, Inc. was the awarded vendor in the previous RFP process.

FY25 budget: \$229,231.00

FY24 budget: \$145,959.00

FY23 budget: \$202,910.00

Q3) Can you share the response rate by mode for previous years?

Answer - For the 2025 DE ATS, 6,261 pre-notification & reminder letters were sent. Of those 6,261 records that were sent a pre-notification letter, 1,431 completed surveys; 1,270 completed via web; 161 completed via telephone

Q4) How many individuals were contacted during the last administration of the ATS?

Answer - For the 2025 DE ATS, 6,261 pre-notification & reminder letters were sent.

Q5) Are incentives allowed? Were incentives used in the previous administration of the ATS?

Answer - Yes, incentives are allowed and were used in previous administration of ATS

Q6) Who is the incumbent? Has the State been in any way dissatisfied with the incumbent's past performance?

Answer - ICF Macro, Inc. was the incumbent providing services in fiscal year 2025. The Tobacco program was satisfied with past performances.

Q7) Is the State looking to make any improvements or changes to methodology used in prior years?

Answer - See Appendix B for Scoop of Services

Q8) Does the State have an anticipated budget for this work?

Answer - For fiscal year 2027, the projected budget is \$230,000.00.

Q9) Does the State want key personnel information or resumes included our proposal submission?

Answer - Yes, Job description/details of key personnel positions are suitable to include

Q10) Page 16, Evaluation Criteria, #4 ("The degree to which the bidder demonstrates the potential ability to recruit, hire, schedule, and train qualified applicants.") - Does the State require this information from the Prime and subcontractors, or only the Prime?

Answer - Both will be evaluated if described in the bid submission

Q11) Page 25, Costs and Payment Schedules, #14 – Does the State want vendors to include a payment schedule with suggested deliverable milestones in our cost proposal, or will a payment schedule be determined post-award? What was the payment schedule in prior years?

Answer - Deliverable milestones are encouraged in the vendors 'cost proposals.

Payment schedule can be discussed and determined post-award during the contract negotiations. Prior years, payment schedule was determined where the invoices were submitted by the 15th of each month.

Q12) Page 44, Appendix A, #3 (Budget) - Does the State have a desired cost proposal format and/or budget template?

Answer - No, the program does not have a required budget template

Q13) Page 46, #1 – Does the State have a letter explaining the purpose of the study that you would like to use, or shall the vendor draft a letter?

Answer - DE DPH works with the vendor to develop a pre-notification letter to send to a portion of the sample. The letter examples the purpose of the study and the importance of participating.

Q14) Is this award a one-time award, or is there opportunity to become the vendor who is chosen to execute this study annually? If either, can you please clarify? And, if the latter, how does one become the annual vendor on this study?

Answer - After the initial year, the contract may be renewed for four optional extensions for a period of one year each.

Q15) In reviewing some of the old reports online, and, having reviewed the specs/scope of this study, are there any quotas and/or screening by smokers (e.g., 'current') vs. non-smokers; or quotas/screening by usage of tobacco products? If so, can you please advise?

Answer - No, there is no screening/quotas by smokers vs non-smokers or usage of tobacco products.

Q16) Can you please provide an example of 'Concise proposal' on page 9? Is there a recommended page limit?

Answer - No, we cannot provide an example of a concise proposal. The description in the referenced section explains what is desired. Proposals are to be prepared in a straightforward manner sufficient to present a complete and effective proposal.

Q17) In terms of 'Liability,' we looked for various instances of this, and we wanted to ask if you can please clarify the liability that the prime and/or subcontracted vendor must incur in the event of a sudden termination at the discretion of the State of Delaware?

Answer -Should the services be terminated, the vendor will be paid for all services provided to date.

Q18) Related to #4, letter B, on page 26, can you please clarify the meaning and implications of 'term for convenience?'

Answer –The “Term of convenience” does not appear in this paragraph. Termination for Convenience refers to The State having the legal right to terminate a contract at any time by giving a twenty (20) day written notice when it has been determination to be in the best interest of the State of Delaware.

Q19) Can you please describe and clarify 24a, page 14, 'most advantageous' RFP award notification?

Answer – The State reserves right based on the proposal evaluation factors outlined in the RFP to award the contract to the vendor whose proposal that has been determined to be the most favorable to it.

Q20) On Page 21, can you please clarify the 'covenant against contingent fees?'

Answer -Page 21 does not include this phrase. However, the meaning is interpreted as follows: It ensures everything is done fairly and transparently, not based on secret success-based payments.

Q21) Can you please clarify #32 on page 30 in terms of the scope? This is a fairly broad statement.

Answer -If part of the scope is too extreme, the court can narrow it down, so the terms are legal and enforceable. The remainder of the terms remain the same.

Q22) On page 46, related to the n='at least' 30 Pretests, should the proposer price the pretest as a separate item from the targeted 1,200 complete surveys? does the State of DE intend to keep all 30+ (are they included in the N=1200 completes)? Or should these be priced over and above the 1200 in the event the State of DE tosses the 30+, and we need to start all over again with fresh respondents?

Answer - Yes, it is recommended that the proposer prices the n = 30 pretests as a separate item from the targeted 1200 complete surveys.

The n = 30 pretests are not included in the N = 1200 completes because the goal of the pretest is to identify any challenges in the data collection process and make any necessary changes.

Yes, they should be priced over and above 1200 and begin again with fresh 1200 respondents.

Q23) Can you clarify if vendors need to consider oversampling certain hard-to-reach population segments when pricing the sampling for ATS? If so, can you specify such population segments?

Answer - No, vendors do not need to consider oversampling.

Q24) Can you please provide the methodology statement associated with the most recent Delaware ATS?

Answer - Cell phone random digit dial (RDD) sample design was implemented

Q25) Can you confirm your desire to use a similar, or different, approach methodologically than the most recent Delaware ATS administration?

Answer - Yes, confirming the use of similar methodology of the most recent Delaware ATS

Q26) What is your preferred split of cellphone, landline and web-based responses?

Answer - See Appendix B; Section B; Deliverable 1 for the suggested breakdown.

Vendors should estimate costs for a sample of 1,200 completed surveys (surveying noninstitutionalized adults aged 18 years and older). The vendor will provide a letter explaining the purpose of the study and provide options to complete the survey via phone or web. Provide a work plan and price estimate with suggested breakdown (i.e. 10% landline, 60% cellphone, 30% web). The sample should reflect Delaware demographics.

Q27) Are the mailings and web completes accomplished by matching addresses to the RDD sample? Is there any consideration of starting with an address-based sample?

Answer - No

Q28) Is there an incumbent vendor that has fielded previous years of the survey?

Answer - ICF Macro, Inc.

Q29) Are there any targeted oversamples of specific populations or subgroups?

Answer – No

Q30) Should we consider any part of the pretest to be cognitive interviewing or usability testing for the web instrument? Are all pretests conducted via CATI interviewing?

Answer - Yes, the pretest should include both cognitive interviewing and usability for the web instrument.

No, the expectation is to conduct the pretest with both CATI and web instrument.

Q31) Who is the incumbent in past iterations of this survey?

Answer - ICF Macro, Inc.

Q32) What was the value of the last contract?

Answer - FY25 Budget: \$229,231.00

Q33) Will participants be provided incentives? If so, how much should be provided to each participant?

Answer - Yes, incentives are allowed and can be determined during post-award contract negotiations

Q34) In Appendix B, the survey is described as a dual-frame random-digit dial (RDD) sample of landline and cell phone numbers. However, the deliverables section also indicates that the vendor will provide a letter explaining the purpose of the study and offering options to complete the survey by phone or web. Could you clarify whether the expectation is to send advance letters to sampled individuals? If so, should vendors assume that an address-matched sample frame (e.g., address-based sample with matched phone numbers) will be used rather than a traditional RDD frame?

Answer - Yes, the expectation is to send advanced letters to sampled individuals.

Yes, an address-matched sample frame is more applicable than the traditional RDD frame.

Q35) The RFP notes that the vendor will provide respondents with options to complete the survey by phone or web, but the scope of work specifically references development and testing of the CATI script. Should vendors assume that the selected contractor will also be responsible for programming, hosting, and fielding the web survey instrument, in addition to the CATI survey?

Answer - Yes, the selected contractor will also be responsible for the web survey instrument.

Q36) Can you please send the last winning bid tabulation and vendor proposal?

Answer – To request these documents, a Freedom of Information Act (FOIA) Request must be submitted to the following link: <https://dhss.delaware.gov/foia/>