



Request for Proposals (RFP)
The Woodlands Resident Survey 2026
C-2026-0292
Question and Response: Addendum 1
March 4, 2026

The following questions were submitted within the posted question period and have been posted as an addendum to the RFP.

Questions and Responses

1. Regarding the following within the RFP document:

Proposals should include an additional survey tool that allows for short, periodic surveys throughout the year. This tool will be separated from the main resident survey and should:

- Enable quick feedback on emerging issues.**
- Use the same or a similar methodology as the resident survey.**
- Integrate with Township communication channels.**
- Provide reporting and analytics for Township staff.**

Please clarify whether or not this service is required for one year post community survey only, or whether you would like the service to extend two years into the administration and reporting of the next community survey?

ANSWER: The additional survey tool referenced in the RFP is separate from the primary community survey, which is conducted every two years. This tool is intended to serve as a supplemental resource that the Township may use periodically, on an as needed basis, to gather timely feedback from residents on emerging topics or priority issues.

Regarding the term, the Township's preference is for a one-year agreement for the additional survey tool. However, the terms are negotiable. Ideally, the contract would allow for annual renewal options, as we anticipate this being an ongoing tool that could extend beyond a single survey cycle.

2. **Does the Township have email address for the residents? If yes, about what percentage of the residents do you have email addresses for?**

ANSWER: The Township does not maintain email addresses for all residents. The population of The Woodlands is approximately 123,000 and this is not a metric the Township is able to obtain.

The Township maintains voluntary email subscription lists that residents and other interested parties may sign up for. The primary “News and Information” email list currently includes approximately 7,300 subscribers. This list is not limited to residents and also includes media representatives and individuals who may not live in The Woodlands. The Township does not have the capability to distinguish which subscribers are residents and which are not.

3. **Is there other contact information that you have accumulated?**

ANSWER: The Township maintains the physical mailing addresses of residential properties and apartment units within The Woodlands. This mailing list is used to distribute the Township’s community magazine to households.

4. **How does the Township communicate with residents?**

ANSWER: The Township communicates with residents through a variety of channels and formats. The Township website serves as the central hub for information about services, programs, public meetings, projects and community initiatives.

The Woodlands Community Magazine is physically mailed to households every other month. The Township also distributes a weekly digital email newsletter, maintains a general email list that shares news and information as it becomes available and offers several topic specific email subscription lists including an emergency alert list.

The Township also maintains multiple social media channels including Facebook, LinkedIn, Instagram, X, YouTube and Nextdoor. Additional communication methods may include signage, printed materials, flyers and other grassroots outreach efforts as appropriate.