



ADDENDUM NO. 1 REQUEST FOR QUALIFICATIONS 2022-152

KITSAP COUNTY DEPARTMENT OF PUBLIC WORKS STORMWATER

TO: All Respondents

FROM: Glen McNeill, Purchasing Agent

SUBMISSION DATE: Monday, December 19, 2022, at 2:00 p.m. (UNCHANGED)

REF NO.: 2022-152 – NYC Evaluation Consultant

DATE: 12/08/2022

In response to questions received, the following information is provided to assist in responding to the above referenced proposal:

QUESTIONS AND RESPONSES

- Can you share a budget or budget range, that is anticipated for this work?
We have an anticipated budget of \$19,000 for 2023 and an additional \$16,000 for 2024 for a total of \$35,000.
- Would you consider accepting proposals via email? This would dramatically decrease the carbon footprint of this solicitation.
Proposals will be accepted via email. They must be formatted in pdf or other similarly accessible format and be submitted to Purchasing@kitsap.gov.
- Would you consider extending the time proposals are due to 4:00? With the volume of holiday deliveries, I am concerned FedEx/UPS shipments may run a little later than usual.
With email submissions be allowed there should be no need to extend the time of submission.
- Has there been any effort to collect information (e.g., emails) from individuals reached through campaign outreach activities other than from webinar attendees?
We have not collected contact information for individuals who have interacted with the campaign outside of the webinars. We recognize that we may want to find a way to collect participant information during the 2023 campaign to facilitate evaluation.
- I see that results from the behavior change campaign need to be reported to the regulatory body by the end of March 2024, and that this is a 14-month contract. I assume the County and WSSOG may want to review results prior to the March date though, so I'm wondering if the timeline we present should run through March 2024, or an earlier date.

The 14 month contract length assumes starting at the beginning of January 2023. All work must be complete and submitted by March 1, 2024. The contract may be extended into March for the purpose of finalizing payments, but we cannot extend the deadline for submitting work.

- Can you share any of the program plans, materials, and reports now to inform proposals? It would help to understand the full scope of program activities, numbers of participants, and existing evaluation information.

Attached is a summary of the 2021 campaign. The 2022 campaign utilized the same fundamental strategies and saw some growth in the use of coupons. The 2022 report is not yet complete, but would be made available to the selected consultant.

- Do you have a budget range?

We have an anticipated budget of \$19,000 for 2023 and an additional \$16,000 for 2024 for a total of \$35,000.

- Related to budget, should the evaluation include groups beyond household participants Kitsap County has contact information for, such as the broader public that may have engaged with the program through social media?

We would like to ensure that the evaluation is thorough enough to give us meaningful ways to improve the campaign. Ideally, this would include testing people who have not participated in the campaign in order to gauge the impact of the campaign. However, we recognize that time and budget constraints may limit the consultant's ability to do this.

- Similarly, should the evaluation gather information from program staff or partners (such as retailers) to inform recommendations?

We can envision two types of data that might be gathered from retailers, 1) their own experience in participating in the program, including their likelihood to participate again, and reasons they may or may not continue participating, and 2) retailers' insights into consumer behavior, barriers, and motivators. An evaluation of retailer experience, if done, should not be the primary focus of the contractor's work. In addition, Kitsap County potentially has the capacity to do some or all of an evaluation of retailer experience. If this is warranted, we could work with the contractor to ensure we collect information that complements information the contractor gathers. Similarly, Kitsap could undertake an evaluation among program staff or partners if necessary.

The primary focus of this work should be assessing the effectiveness of the social marketing campaign in encouraging our audience to change their behavior. As such, metrics directly related to the audience should be primary. However, if additional information is needed to supplement what we learn about our audience and paint a more complete picture of audience behavior, insights from retailers may be useful.

- I have one additional question re: insurance. Just confirming that you are asking applicants to show proof of professional as well as general liability insurance and a business rider for any use of a personal automobile? I work primarily with nonprofits (not government entities) so just wanted to check, as this is more than I've typically been requested to provide.

Applicants need to show proof of general liability insurance; they do not need to show proof of professional liability insurance. If they will be using a personal vehicle, consultants need to maintain personal automobile insurance on all vehicles used for contract purposes as required by law.

END OF ADDENDUM NO. 1