



# ADDENDUM #1 REQUEST FOR PROPOSALS 2016-118

## KITSAP COUNTY PUBLIC WORKS STORMWATER DIVISION

**TO:** All Respondents  
**FROM:** Colby Wattling, Buyer  
**CLOSING DATE:** MARCH 15, 2016 at 3:00PM (UNCHANGED)  
**REF NO.:** 2016-118  
**DATE:** March 7, 2016

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The following are **questions** and **answers** asked during the allowed timeframe.

**Q1. Who is the “client” for this program? Who are the final decision makers?**

A1. The client is Kitsap County Public Works Stormwater Division. The final decision makers are Mindy Fohn, Water Quality Manager and Cammy Mills, Education and Outreach Coordinator.

**Q2. How will the members of the TAG and Core Group be involved in the project?**

A2. The Technical Advisory Committee provide input on materials, approaches, methods and insight about contractor and mobile businesses and their practices. The Core Group is a smaller and more focused group that is involved with project direction and decisions at a higher level.

**Q3. How many people are included in each group and does the consultant have the responsibility to coordinate a stakeholder involvement process for these two groups for this project?**

A3. The TAG is approximately 10-15 members and the Core group is 7-9 members. The Washington Stormwater Center will have the responsibility to coordinate both groups, including notes, invitations and setting up the locations and logistics.

**Q4. Regarding project document drafts: will the client conduct reviews and integrate comments from the Technical Advisory Group or other stakeholders, or will the contractor be responsible for getting comments and edits from multiple reviewers?**

A4. We anticipate comments from several viewpoints – small and large cities, counties, eastern and western Washington municipalities, and programs such as Local Source Control. Comments shall be discussed and finalized by the client for incorporation. This will be a shared responsibility of the client and the consultant.

**Q5. Who developed the Dump Smart brand?**

A5. Frause.

**Q6. Who developed and implemented the pilot conducted in 2010?**

A6. Frause and Snohomish County was the project lead.

**Q7. How do you see the Dump Smart brand working with the new Local Source Control Partnership brand (currently in development) or the new expanded Statewide EnviroStars brand?**

A7. All of these need to be considered in the Background Research Report, and potentially tested on our specific Target audience.

**Q8. Can you provide the audience research and pilot plan/results from the 2010 pilot?**

A8. The project final report is located here:

<http://www.ecy.wa.gov/programs/wq/stormwater/municipal/resources/PERMITTEEproducts.html>

**Q9. For task 7, is the contractor responsible for any of the implementation of the pilots or is that all being done by the municipalities?**

A9. Implementation of the pilots will be performed by the municipalities.

**Q10. How do you envision the metrics will be collected and reported? Will the five test jurisdictions collect and report the agreed upon metrics to the contractor?**

A10. We envision a healthy discussion of metrics to collect prior to implementation and following the pilot. There is budget set aside for collecting metrics by the consultant.

**Q11. Also for task 7, is the contractor responsible for recruitment of and coordination with the 5 municipalities that will be conducting pilots?**

A11. Municipalities participating in the CORE and/or TAG will likely step forward and self-recruit, so there is no recruitment expected. Many are motivated by permit requirements for monitoring and measuring behavior change. Coordination would likely be performed by the Washington Stormwater Center, as they are funded to perform the majority of administrative and coordination tasks.

**Q12. What budget do you have allocated for this project?**

A12. Total budget is \$198,000; of which \$47,000 is for the Washington Stormwater Center, \$3,000 for Kitsap County.

**Q13. The title of the RFP indicates that this will be a statewide effort, however some parts read that work is localized to Kitsap County, can you please confirm where this work will take place?**

A13. Meetings will likely take place in Tacoma, WA. Involved staff from Eastern Washington will travel or phone into meetings. However, they will travel and attend in person the social marketing sessions.

**Q14. Is the customer research expected to be a survey?**

A14. The Background Research Report is documenting the current information available and no new information is to be generated. However, if a survey is a better approach, include it in the proposal.

**Q15. (Is the customer research expected to be a survey?) If so, do you have a database to send the survey to?**

A15. See answer to question 14.

**Q16. Are focus groups an option for customer research?**

A16. Yes.

**Q17. Can you define "social marketing"? Some use social media marketing and social marketing interchangeably and we want to understand the expectation.**

A17. Social Marketing is a process that applies marketing principles and techniques to create, communicate and deliver value in order to influence target audience behaviors that benefit society (public health, safety, the environment, and communities) as well as the target audiences. Social media is one of many tools, if identified as a communication method, to deliver social marketing messages or approaches.

**Q18. What is the projected budget for this project?**

A18. See question 12.

**Q19. What is the total budget available for work under this contract?**

**A19. See question 12.**

**Q20. Was an external consultant used for the initial work completed for the Dump Smart Program? If so, is it possible to share which consultant performed the work?**

**A20. See question 8.**

**Q21. The description under Task 5 mentions that the outreach strategy and materials will be developed in Task 8. We assume this is a typo and that you are referring to the work in Task 6?**

**A21. Correct. This is a typo.**

**Q22. Under the Task 7 description, it is stated that implementation and test metrics data collection will be performed by a select number of jurisdictions. The following paragraph states that baseline data will be collected before and after the pilot phase of the program in limited areas. Who is responsible for collecting this baseline data, the selected jurisdictions or the selected consultant?**

**A22. See question 10**

There are no other changes to the original specifications other than what is changed by Addendum 1.

END OF ADDENDUM #1