

FINAL DRAFT REQUEST FOR PROPOSAL issued by the
CHITTENDEN COUNTY REGIONAL PLANNING COMMISSION (CCRPC)
Deadline: 4:00 p.m., October 24, 2017

The CCRPC is soliciting proposals for the following contractual services:

Implementation of a survey to gauge citizen awareness of and behavior related to stormwater pollution issues in nine communities of Chittenden County.

Background:

The CCRPC serves as the Lead Agency on behalf of Municipal Separate Storm Sewer System (MS4) permittees in Chittenden County to help them comply with Minimum Measure #1 (Public Education & Outreach) and Minimum Measure #2 (Public Involvement & Participation) of their permits. In order to track the effectiveness of their efforts, approximately every 5 years, CCRPC commissions a survey of adults within nine communities to assess their awareness of and behavior related to stormwater pollution and best household practices.

Previous surveys have been conducted in 2003, 2007, 2008 and 2013. A PDF detailing the 2013 results and a comparison between 2013 and 2008 results can be viewed on the CCRPC website at: <http://www.ccrpcvt.org/resources/rfprfqgrants/>

Minimum Deliverables:

- Review the draft survey (SEE ATTACHED) and make recommendations as to needed edits consistent with current best practices in survey research.
- Format and load the survey as needed into final version(s) as needed depending upon survey delivery methodologies to be used.
- The time period for implementation of the surveys is 30 days and shall start within 25 business days of the commencement of a contract.
- The sample for the study will consist of a stratified random sample of residents from the following study communities:

Study Communities	2010 Population (Source: US Census)
Burlington	42147
Colchester	17067
Essex Junction	9271
Essex	9355
Milton	10352
Shelburne	7144
South Burlington	17904
Williston	8698
Winooski	7267
TOTAL	129205

- Obtain a sufficient number of completed surveys (our estimate is at least 383) from among the random sample to reach the 95% Confidence Level (CL) with a Confidence Interval (CI) of 5%. It is not necessary to reach the same CL or CI for each of the nine communities. Respondents should be 18 years or older. Depending upon the recommendation of the selected vendor, provide up to \$500 for assorted prizes (iPads, gift certificates, etc.) to encourage participation.
- Bidders may propose a combination of either internet and/or mail surveys. No surveys shall be conducted by phone.
- The bidder's proposed methodology should demonstrate their experience in obtaining responses from individuals reflective of the overall sample. (In particular, the bidder should

demonstrate how they will improve the diversity of responses in comparison to the demographic characteristics of our 2013 survey respondents which was less than desirable.)

- Bidders should include a proposed non-respondent follow-up with their proposal.
- Within three weeks following the last day of interviewing, provide to the CCRPC in both paper and electronic form:
 - a) an electronic file with clean response data as well as coded responses to open-ended questions.
 - b) an electronic file with cross-tabulation tables with results vs. community, age cohorts, homeowners vs. renters
 - c) a final report (2 printed copies and one PDF) including but not limited to the following elements:
 - d) a comparison of the 2017 results with comparable questions from our 2013 survey

All work products associated with this project, whether preliminary or final and whether in paper or electronic format, shall be the property of the CCRPC and if protected by copyright, trademark or license shall be done so only to the benefit of the CCRPC.

Additional Desired Deliverable:

The CCRPC would also like to obtain responses to the same survey of at least another 300 adults within the study area via active advertising. To encourage participation in this admittedly self-selected sample, the CCRPC could implement one or more of the following at the recommendation of the selected Contractor.

- issue press releases to a distribution list of 20+ media outlets serving the nine study communities;
- deliver targeted messages for distribution via the weekly online portal, www.frontporchforum.com to the designated neighborhood forums contained within the nine study communities.
- provide up to \$300 for assorted prizes (gift certificates, etc.)
- purchase online advertisements that drive people to a site for people to take the survey.

The selected contractor shall:

- a) The time period for implementation of this non-random sample is 20 days and shall start between 10-15 days after the conclusion of the Stratified Random Sample survey described above;
- b) Host a web-based survey site to gather responses and record responses from this different set of respondents;
- c) Provide an electronic file with clean response data as well as coded responses to open-ended questions.

Budget & Resources:

- The CCRPC's estimate of the costs to implement both deliverables of this project is **\$13,000 to \$17,000.**

Proposal Submission Requirements

In order to be considered responsive to this request for price quotations, a submission must conform to the following:

1. By 4 p.m., October 24, 2017, provide one submission via email as PDFs to dalbrecht@ccrpcvt.org of:

- a) a **cover letter** not exceeding two pages providing a profile of your firm and relevant experience [no more than 2 pages]

- b) **resumes of key personnel** (not to exceed 2 pages/person) who will work to manage the project, supervise survey staff, analyze the data and produce desired reports [no more than 8 pages total]
- c) **recommended approach, schedule and specific project steps** (including the use of any subcontractors and/or partners) to implement the deliverables noted above [no more than 15 pages]
- d) **not more than 3 examples of similar survey work and analysis.** Provide a one-page summary of each example plus a link to the final full reports and appropriate client reference and contact information. Please do not send actual reports. [no more than 3 pages total]
- e) **a project budget and total cost of service** to implement the deliverables, itemized to the extent possible and including a fee schedule for additional services. [no more than 3 pages total]

2. All materials shall be submitted by the above deadline to:

Dan Albrecht

Contact info

Please e-mail Mr. Albrecht at dalbrecht@ccrpcvt.org to notify him that a proposal is being submitted.

- All submissions become the property of the CCRPC upon submission.
- All information received in response to this Request that is marked Proprietary will be handled accordingly.
- Responses to the Request will not be returned.
- Responders are solely responsible for all expenses associated with responding to this Request.

Price Quotation Review Criteria and Award

- The CCRPC reserves the right to reject any and all quotations received as a result of this solicitation or cancel this solicitation if the CCRPC in its sole discretion determines it is in the best interest of the CCRPC to do so. This solicitation of quotations in no way obligates the CC-RSEP to award a contract.
- CCRPC, in consultation with designated representatives of the MS4 Subcommittee of the CCRPC Clean Water Advisory Committee shall award the contract in its sole discretion, after considering the various elements of the proposal, to the firm it deems best suited to meet the goals of the RFP.
- The CCRPC anticipates making the contract award no later than November 8, 2017.
- The CCRPC reserves the right to seek clarification of any quotation submitted or to seek additional information and waive any formality and any technicality.