

**REQUEST FOR PROPOSAL issued by the
CHITTENDEN COUNTY REGIONAL PLANNING COMMISSION (CCRPC)
Deadline: 4:00 p.m., November 22, 2022**

The CCRPC is soliciting proposals for the following contractual services:

Implementation of a survey to gauge resident 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, 2013 and 2018. A PDF detailing the 2018 results including a comparison between the 2018 and 2013 results can be viewed on the CCRPC website at: <http://www.ccrpcvt.org/resources/rfprfqgrants/>.

Deliverables:

1. Review the draft survey (see attached PDF) and make recommendations on needed edits to assure consistency with current best practices in survey research.
2. Format and load the survey as needed into final version(s) depending upon survey delivery methodologies to be used.
3. The contract is anticipated to start between December 7-16, 2022.
4. Dissemination/implementation of the survey to the public shall start in January 2023 within 25 business days of the commencement of the contract.
5. The time period for implementation of the survey is 45-75 days.
6. 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	44,743
Colchester	17,524
Essex Junction	10,590
Essex	11,504
Milton	10,723
Shelburne	7,717
South Burlington	17,904
Williston	10,103
Winooski	7,997
TOTAL	138,805

7. Obtain a sufficient number of completed surveys (roughly 400) 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.
8. Bidders shall propose to use a self-administered survey (either via internet, app, and/or mail or a combination of the same). No surveys shall be conducted by phone or in person.
9. The bidder's proposed methodology should demonstrate their experience in obtaining responses from individuals reflective of the overall sample. In particular, the bidder

- a. should demonstrate how they will try to achieve a representative sample compared to the population as a whole especially with regards to average age and homeowner vs. renters
 - b. should demonstrate how they will endeavor to avoid having the total percentage of responses from Burlington exceed 32% of the total.
 - c. a description of the proposed outline and elements of the report described in #11-#13 below.
10. Bidders should include a proposed non-respondent follow-up with their proposal.

Within three weeks following the last day of receipt of a sufficient number of responses (survey data collection), provide to the CCRPC in both paper and electronic form:

- 11. an electronic file with clean response data as well as coded responses to open-ended questions.
- 12. an electronic file with cross-tabulation tables with results vs. community, age cohorts, homeowners vs. renters
- 13. a final report (2 printed copies and one PDF) including but not limited to the following elements:
 - results of answers to each question in both numbers and percentage
 - cross-tab tables as noted in #10 above
 - a comparison of the 2023 results with comparable questions from our 2018 survey including percentages and analysis for statistical significance.

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.

Note: The successful bidder shall be required to comply with the following Attachments posted at <http://www.ccrpcvt.org/resources/rfprfggrants/>.

- Attachment C – Standard State Provisions for Contracts and Grants, Revised December 15, 2017
- Attachment D – CCRPC Payment Provisions
- Attachment E – CCRPC Additional Provisions

Budget & Resources:

- The CCRPC’s estimate of the cost to the selected bidder to implement the deliverables of this project is **\$15,000 to \$18,000.**

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., November 22, 2022, provide one submission via email of one single PDF (not exceeding 24 pages total) 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 6 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 10 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, CCRPC Senior Planner via email to dalbrecht@ccrpcvt.org

Please e-mail Mr. Albrecht to notify him that a proposal is being submitted.

Any questions regarding this RFP must be submitted by 4PM, EDT November 14, 2022, via email to Dan Albrecht, CCRPC Senior Planner at dalbrecht@ccrpcvt.org. The CCRPC will maintain a list of questions and answers on the CCRPC RFP webpage and post them by November 16, 2022, at: <http://www.ccrpcvt.org/resources/rfprfggrants/>

- 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 CCRPC 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 December 16, 2022.
- The CCRPC reserves the right to seek clarification of any quotation submitted or to seek additional information and waive any formality and any technicality.

<p>Proposed 2023 Stormwater Survey: Please note. The rotations and randomizations cannot be done on the paper version of the survey. They can be programmed on the web version.</p>	<p>9 municipal MS4s in Chittenden County</p>
<p>Q 1. Do you define stormwater runoff as...</p>	<ol style="list-style-type: none"> 1. Rain water coming off of an agriculture landscape 2. Rain water coming off of a residential/commercial landscape (streets/sidewalk) 3. Rain water coming off of a forested landscape 4. None of the above 5. All of the above 6. Don't know
<p>Q 2. Which of the following has the greatest environmental impact?</p>	<ol style="list-style-type: none"> 1. Rain water coming off of an agriculture landscape 2. Rain water coming off of a residential landscape (streets/sidewalk) 3. Rain water coming off of a forested landscape 4. None of the above 5. All of the above 6. Don't know
<p>Q 3 a. In general, compared to ten years ago, do you think that Lake Champlain is...</p>	<ol style="list-style-type: none"> 1. More polluted 2. Less polluted 3. About the same 4. Don't know

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<p>Q 3. b. Compared to ten years ago, do you think that your local streams and waterways are...</p>	<ol style="list-style-type: none"> 1. More polluted 2. Less polluted 3. About the same 4. Don't know
<p>Q 4. Please rank in order from the lowest being the least concerning to the highest being the most concerning</p>	<p>(RANDOM ORDER) <input type="checkbox"/> Stormwater Runoff <input type="checkbox"/> Climate Change <input type="checkbox"/> Traffic Congestion <input type="checkbox"/> Air Pollution <input type="checkbox"/> Other: (Please specify) _____</p>
<p>Q 5. Stormwater that runs off of streets, parking lots, roofs, and other hard surfaces flows into drains. To the best of your knowledge, what happens to that water that goes into storm drains? Does that water...</p>	<p>[RANDOM ORDER]</p> <ol style="list-style-type: none"> 1. Goes to a sewage treatment plant/facility. 2. Go into the nearest body of water without being treated 3. Don't know
<p>Q 6. Intro Here are some possible sources of stormwater pollution. Please indicate how much impact each has on water quality in your region.</p>	<p>[RANDOMIZE Items]</p>

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<p>Q 6. a. Rain run-off from residential roofs and driveways.</p>	<p>(1) great impact (2) some impact (3) very little impact (4) no impact</p>
<p>Q 6. b. Rain run-off from parking lots for stores or offices.</p>	<p>(1) great impact (2) some impact (3) very little impact (4) no impact</p>
<p>Q 6. c. Rain run-off from lawns and gardens.</p>	<p>(1) great impact (2) some impact (3) very little impact (4) no impact</p>
<p>Q 6. d. Rain run-off from farms.</p>	<p>(1) great impact (2) some impact (3) very little impact (4) no impact</p>
<p>Q 6. e. Rain run-off from roads.</p>	<p>(1) great impact (2) some impact (3) very little impact (4) no impact</p>

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<p>Q 7. How much do you agree or disagree with the following statement: My personal actions affect the quality of water in Lake Champlain.</p>	<ol style="list-style-type: none"> 1. Strongly agree 2. Agree 3. Neither agree nor disagree 4. Disagree 5. Strongly disagree 6. Don't know
<p>Q 8. Did you (or your family) maintain your lawn yourself, or did you or your landlord hire a lawn care company?</p>	<ol style="list-style-type: none"> 1. Self 2. Lawn care company 3. No lawn 4. Don't know <p>Use this as a filter question. If they answer 2 or 3, skip lawn care questions.</p>
<p>Q 9. When you maintain your lawn, what do you typically do with the waste (leaves and grass clippings)?</p>	<p>[RANDOM ORDER]</p> <ol style="list-style-type: none"> 1. Leave waste on the lawn or ground 2. Move waste into the street 3. Compost leaves on property in designated compost bin or mulch on lawn 4. Bag leaves for pickup or dump 5. Rake leaves into the closest ditch or ravine 6. Don't know

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<p>Q 10. If you fertilize your lawn, what time of year do you typically apply fertilizer? Select all that apply.</p>	<p>[RANDOM ORDER] 1. Spring 2. Summer 3. Winter 4. Fall 5. I don't use fertilizer 6. Don't know</p>
<p>Q 11. Do you apply salt, sand, or other deicers to your property in the winter?</p>	<p>Yes: drop down salt sand other: ____ No Don't know</p>
<p>Q 12. Do you own any dogs?</p>	<p>1. Yes 2. No [IF Q12. = 2. No, go to Q14.]</p>

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<p>Q 13. a. When you take your dog(s) for a walk on the streets and sidewalks of your neighborhood, what do you typically do with the dog's waste?</p>	<ol style="list-style-type: none"> 1. Leave it on the ground/street. 2. Put it in the trash 3. Pickup and toss it into the brush/woods. 5. Do not walk my dog(s)
<p>Q 13. b. When you take your dog(s) for a walk in a park or along a trail what do you typically do with the dog's waste?</p>	<ol style="list-style-type: none"> 1. Leave it on the ground/street. 2. Put it in the trash 3. Pickup and toss it into the brush/woods. 5. Do not walk my dog(s)
<p>Q 13. c. When you take your dog(s) for a walk in the winter, what do you typically do with the dog's waste?</p>	<ol style="list-style-type: none"> 1. Leave it on the ground/street. 2. Put it in the trash 3. Pickup and toss it into the brush/woods. 5. Do not walk my dog(s)

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<p>Q 13. d. When your dog(s) leaves waste in your yard, what do you typically do with the dog's waste?</p>	<ol style="list-style-type: none"> 1. Leave it on the ground/street. 2. Put it in the trash 3. Pickup and toss it into the brush/woods. 5. Do not have a yard
<p>Q 14. If you have gutters on your home and rain water from the roof is directed into a gutter and then into a downspout, where does the downspout direct the water?</p>	<p>[RANDOM ORDER]</p> <ol style="list-style-type: none"> 1. Onto the driveway, parking lot or road 2. Onto the lawn or vegetation 3. Into underground pipes 4. Into a rain barrel or a dry well 5. Don't know
<p>Q 15. Which method of handling stormwater do you think introduces the <u>least</u> amount of pollution into local streams?</p>	<ol style="list-style-type: none"> 1. Onto the driveway, parking lot or road 2. Onto the lawn or vegetation 3. Into underground pipes 4. Into a rain barrel or dry well 5. Don't know
<p>Q 16. a. Do you recall seeing or hearing information from Rethink Runoff?</p>	<ol style="list-style-type: none"> 1. Yes 2. No 3. Don't know

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<p>Q 16. b. If YES, where did you see or hear about Rethink Runoff?</p>	<p>[MULTIPLE CHOICES PERMITTED] 1. TV 2. Radio 3. Online advertisement 4. Social Media 5. Front Porch Forum 6. Promotional event or workshop 7. rethinkrunoff.org 8. Other _____</p>
<p>Q 17. a. Do you recall seeing or hearing information about “the Stream Team?”</p>	<p>1. Yes 2. No 3. Don’t know</p>
<p>Q 17 b. If YES, where did you see or hear about the Stream Team?</p>	<p>[MULTIPLE CHOICES PERMITTED] 1. TV 2. Radio 3. Online advertisement 4. Social Media 5. Front Porch Forum 6. Promotional event or workshop 7. rethinkrunoff.org 8. Other _____</p>

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<p>Q 18. Before this survey, did you ever visit the website, www.rethinkrunoff.org ?</p>	<p>1. Yes 2. No 3. Don't know</p>
<p>Q 19. Please rank the following news sources you use most often (1 being the most frequent to 8 being the least frequently used source)?</p>	<p>____ Broadcast or cable television ____ Radio ____ Newspapers ____ Websites on the internet ____ Youtube ____ Social media channels on the internet (Facebook, Instagram, etc.) ____ I do not follow the news ____ Don't know</p>
<p>Q 20. What are the names of some of the local streams or rivers in your town?</p>	<p>Open-ended</p>
<p>Q 21. Intro Here is a list of various practices that can help reduce the impact of stormwater runoff. How likely are you to do each of the following in the next two years...</p>	<p>[random order]</p>

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<p>Q 21. a. install a rain barrel to catch rainwater from my roof</p>	<p>1. unlikely 2. maybe 3. definitely 4. A landlord or someone else makes these decisions 5. Not applicable</p>
<p>Q 21. b. plant a rain garden to capture rainwater from my roof, driveway and/or walkway.</p>	<p>1. unlikely 2. maybe 3. definitely 4. A landlord or someone else makes these decisions 5. Not applicable</p>
<p>Q 21. c. have my lawn care company use natural lawn care practices</p>	<p>1. unlikely 2. maybe 3. definitely 4. A landlord or someone else makes these decisions 5. Not applicable</p>

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<p>Q 21. d. plant more trees on my property</p>	<ol style="list-style-type: none"> 1. unlikely 2. maybe 3. definitely 4. A landlord or someone else makes these decisions 5. Not applicable
<p>Q 22. What city or town do you live in?</p>	<ol style="list-style-type: none"> 1. Burlington 2. Colchester 3. Essex 4. Essex Junction 5. Milton 6. Shelburne 7. South Burlington 8. Williston 9. Winooski 10. Other (specify):
<p>Q 23. What year were you born in _____?</p>	<p>ENTER VALUE</p>

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<p>Q 24. What is the highest level of education you've completed?</p>	<ol style="list-style-type: none"> 1. High School, GED, or less 2. Some college (1 to 3 years, no degree) or technical school 3. Four year college degree 4. Graduate degree 5. Don't know
<p>Q 25. Do you own or rent your home?</p>	<ol style="list-style-type: none"> 1. Own 2. Rent 3. Don't know
<p>Q 26. Which of the following best describes your primary residence:</p>	<ol style="list-style-type: none"> 1. Single-family house 2. Multi-family house 3. Apartment 4. Condominium/townhouse 5. Mobile home 7. Don't know 6. Other (specify) _____
<p>Q 27. Which gender do you identify with?</p>	<ol style="list-style-type: none"> 1. Male 2. Female 3. Other: Please specify _____ 4. Prefer not to answer

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<p>Q 28. Including yourself, how many adults age 18 or older live in your household?</p>	<p>ENTER VALUE</p>
<p>COMMENT: Please use the space below to provide any comments or feedback.</p>	<p>OPEN ENDED</p>
<p>Contact. Please provide your name and contact information if you are willing to be contacted again in the future about stormwater issues, including the results of the study. Your contact information will not be sold or used for any other purpose.</p>	<p>Name: Email: Phone:</p>