

**REVISED ADDENDUM #1
REQUEST FOR PROPOSAL
2018-151
SOCIAL MARKETING**

TO: All Respondents

FROM: Colby Wattling, Buyer

CLOSING DATE: October 4, 2018 at 3:00 PM (UNCHANGED)

REF NO.: 2018-151 RFP

DATE: September 27, 2018

The following are responses to questions asked during the open question period.

1. Has WSSOG (or any other entity) identified a prioritized list of stormwater pollutants being generated in the multijurisdictional area represented by the stakeholder group?

No. The WSSOG has not generated a prioritized list. The new behavior and target audience must be chosen from section S5.C.2.a.ii of the WW Phase II Municipal Stormwater NPDES permit, with the exception of "Pet waste management and disposal", which is the WSSOG's current behavior campaign.

2. In the section S5.C.2.a.ii of the WW Phase II Municipal Stormwater NPDES permit, an evaluation of the current (2013-2018) social marketing campaign is mentioned. Is this part of the RFP scope of work?

No. The evaluation of the current permit's social marketing campaign (per S5.C.2.a.ii(b) of the WW Phase II Municipal Stormwater NPDES permit) will be performed in-house and is not intended to be part of the scope of work for this RFP. This RFP is based on S5.C.2.a.ii(c)3.

3. In the section S5.C.2.a.ii of the WW Phase II Municipal Stormwater NPDES permit the expectation is to have the new social marketing campaign begin by 4/2021. The scope of work proposed in the RFP has outlined that the new social marketing 3-year plan to be completed no later than 1/1/2021. To clarify - is the plan and the post-pilot full scale implementation of the new campaign expected to be completed by 1/1/2021 or just the 3-year plan?

The Scope of Work proposed in the RFP will govern the timeline of this project. The group recognizes that the milestones laid out in the RFP are earlier than what is required by the new WW Phase II Municipal Stormwater NPDES permit. The margin of time proposed in the new permit between evaluation of the existing program (7/1/2020) and implementation of a new track (4/1/2021) is very short. The group is conducting this RFP with the intent of taking

advantage of the next three years to fully go through the social marketing process and develop a program that can be up to speed when full implementation is required.

Per the Scope of Work proposed in the RFP, the plan and pilot are expected to be complete by 1/1/2021. The WSSOG group will utilize the remainder of the permit term for full scale program implementation per the schedule laid out in the permit, including implementing the evaluation strategy included in this project.

4. Is the Puget Sound Partnership a member of WSSOG?

The Puget Sound Partnership is not a member of the WSSOG. Currently, the members of the group are Kitsap County, the US Navy, and the cities of Bainbridge Island, Bremerton, Gig Harbor, Poulsbo, Port Angeles, and Port Orchard.

5. How does WSSOG currently interact with the Puget Sound Partnership?

Very little. The WSSOG participates in the larger Puget Sound regional STORM (Stormwater Outreach for Regional Municipalities) group, but largely operates independently. The group has and does participate in STORM-generated regional campaigns where appropriate (Don't Drip and Drive, Puget Sound Starts Here) – see below.

6. How are the WSSOG stakeholders/municipalities engaged in the "Puget Sound Starts Here" stormwater pollution prevention campaigns?

The WSSOG municipalities participate in the Puget Sound Starts Here campaign in a variety of ways, including distribution of promotional materials (coasters, coffee sleeves, and other branded products), advertising (theater ads, social media, participation in regional ad buys such as the recent Comcast advertising campaign), and local brand promotion (PSSH month proclamations, physical displays like banners, etc.).

7. Can you clarify the budget? The RFP states that the contract may start November 1, 2018 and must be completed by January 1, 2021. Is the 2018 budget of \$30,000 for just November 2018-December 2018? If so, and we don't anticipate expending \$30k in this time period, would those funds carry over to 2019?

The 2018 not-to-exceed amount of \$30,000 is for just November and December of 2018. Funds budgeted for a particular year cannot carry over into the next year. Consultant's budgets should take this annual distribution of funds into account when preparing the proposed budget and schedule of work.

8. The scope of work states "Prepare a summary report of any original audience research performed for this campaign." Are you expecting primary/original research to be conducted under this contract?

This would be dependent on the BMP selected by the group during the course of this contract. BMPs where there is extensive existing and applicable audience research conducted by other organizations may require less original research.

9. What existing research is available to the selected consultant? Do you have a Regional Behavior Index that covers this topic for Kitsap County?

Some local research has been conducted on this topic, with the most recent being produced in 2011. The best available data is in the Sound Behavior Index and Social Capital Index of 2012 produced by the Puget Sound Partnership, which includes Kitsap data.

10. Does budget include production of materials in addition to creative concept development?

While this contract could include the production and printing of materials, it does not necessarily require it. Kitsap County has a graphics staff that is available on a limited basis to produce print materials.

11. Are you assuming that “creative concepts” are promotional/media elements or could they include behavior change strategies such as skill-building workshops or peer-to-peer outreach?

Creative concepts should be dependent upon what is determined to be what is most effective for the target audience. These concepts could include, but are not limited to, any and all of the above.

12. Do you have a list of behaviors you are considering to be the target for this campaign? Are there any that are of particular interest to Kitsap County and WSSOG?

The WSSOG has not generated a prioritized list. The new behavior and target audience must be chosen from section S5.C.2.a.ii of the WW Phase II Municipal Stormwater NPDES permit, with the exception of “Pet waste management and disposal”, which is the WSSOG’s current behavior campaign.

13. What is the role of the Workgroup in development of the campaign and approval of campaign elements? Does the group function as a democracy or by consensus? Who is the final decision maker?

The WSSOG will choose a smaller Workgroup which will function as decision makers in the development of the campaign and approval of campaign elements. Historically, this group has worked on projects of this type by working to come to consensus on decisions.

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

END OF REVISED ADDENDUM #1