



ADDENDUM #1 REQUEST FOR PROPOSALS 2020-142

KITSAP COUNTY DEPARTMENT OF PUBLIC WORKS SOLID WASTE DIVISION

TO: All Respondents

FROM: Vicki Martin, Buyer

CLOSING DATE: Thursday, December 10, 2020 at 2:00 p.m. (UNCHANGED)

REF NO.: 2020-142 – Consultant Service to Develop the Kitsap County Recycling Contamination Reduction Outreach Program

DATE: Wednesday, December 2, 2020

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

QUESTIONS AND RESPONSES

1. Question: RFP page 1, Calendar of Events: What does the County expect for the evaluations/demonstrations?

Answer: The County does not expect anything from Offerors during the Evaluations/Demonstrations. This time is for internal review and evaluation of the received offers.

2. Question: RFP, page 10: In the Project Background section, there is mention of preliminary research done onsite re: recycling contamination. Can you share more about who did this research and the methodologies used?

Answer: County staff sampled and sorted recyclables from the Hansville and Olalla facilities to determine baseline material composition and identify top contaminants. The methodology was developed by Green Solutions.

Prior to COVID-19, Kitsap County also piloted a customer intercept survey (39 responses) at the Olalla facility. County staff asked customers about visit frequency, whether they were curbside subscribers, what they find difficult/challenging about recycling, what they view as beneficial/rewarding about recycling, and how they know which items to put in the recycling bin. In addition to this intercept survey, County staff conducted short audits on individual customer loads to estimate recycling contamination rates and identify top contaminants.

The County expected to refine the customer survey and load audit procedure and gather a larger set of customer data, but COVID-19 waylaid those plans.

3. Question: RFP, page 11, Task 2: In the Customer Survey, is the county interested only in the population of people who visit the three solid waste drop-off facilities? Or is the county interested in a wider population? (Page 11, task 2)

Answer: The County is interested in the populations who use the drop-off facilities.

4. Question: RFP, page 11, Task 3: The county indicates that they have their own graphic designers. Do they want any graphic design help from the contractor team? If yes, what type?

Answer: The Contractor will not perform graphic design, but they will direct design work. For example, the Contractor should provide best practices guidelines, design standards, text, and rough layouts for our designers. County graphic design staff will create a draft and refine it at the direction of the Contractor. County graphic design staff will purchase stock imagery and order printed outreach materials as needed.

5. Question: Does the County have a not-to-exceed value for this RFP?

Answer: Not to exceed \$20,000.

6. Question: Does Kitsap County know of any similar county/municipal recycling programs that they would like to emulate?

Answer: The Recycling Partnership offers broad guidance for conducting anti-contamination campaigns for drop-off programs. However, the County is not aware of any existing outreach campaigns focused on drop-off program contamination that do not rely on intensive staff/volunteer oversight.

7. Question: RFP, page 4, item 6.: Will the County accept emailed submissions, or must they be provided in hard copy?

Answer: The County cannot accept procurement proposals via email. Offerors must plan to submit hard copy proposal as described in the RFP instructions.

8. Question: Is there a page limit for the proposal response?

Answer: There is no page limit.

9. Question: Given Governor Inslee's COVID-19 restrictions and work from home mandates, are we able to electronically submit a proposal via email rather than by mail or hand delivery?

Answer: The County cannot accept procurement proposals via email. Offerors must plan to submit hard copy proposal as described in the RFP instructions.

10. Question: Is there a budget for this project?

Answer: Not to exceed \$20,000.

11. Question: Do you have a mailing list for community members who are not subscribed to curbside waste collection services?

Answer: No, the County does not have a mailing list for community members who are not subscribed to curbside waste collection services. However, the County does maintain a digital mailing list called "Recycling and Garbage News" with 9,700 subscribers. This list is not currently segmented.

Also see the response to Question 13.

12. Question: What languages other than English does Kitsap County provide materials in or provide interpretation services for?

Answer: The County does not provide language interpretation services other than what is legally required. Kitsap County Solid Waste Division has translated/transcreated only a few outreach materials into Spanish, and these have not focused on recycling/waste reduction.

13. Question: The RFP indicates that the primary target are drop off customers (those dropping off recyclable and other materials at one of the county's facilities and that the majority of these customers do not subscribe to curbside waste collection services. Does the county have a list of residential addresses that are / are not subscribed to the curbside waste collection services?

Answer: The County may be able to procure curbside subscriber address lists from local service providers. The County does not currently have these lists. The County does not maintain a list of addresses that are not subscribed to curbside collection.

14. Question: Under Task 3 you state that the Contractor will work with the County's graphic design team. Can you provide more detail about the role of the marketing contractor vis a vis what your internal team will do? Similar question for Task 4: We see that the County staff can install signage, distributed printed and digital outreach materials. Can you provide a little more specific as to what work you are looking for from a Contractor? Is it more strategy, more tactics?

Answer: The Contractor will not perform graphic design, but they will direct design work. For example, the Contractor should provide best practices guidelines, design standards, text, and rough layouts for our designers. County graphic design staff will create a draft and refine it at the direction of the Contractor. County graphic design staff will purchase stock imagery and order printed outreach materials as needed.

The Contractor should advise on both strategy and tactics, which should be informed by their understanding of recycling behaviors and the solid waste/recycling industry.

15. Question: You indicate that the County has received a WRRED Grant for this project. What is the amount that has been budgeted for this research and outreach design / implementation?

Answer: Not to exceed \$20,000.

16. Question: The RFP calls for submittal of proposals by mail and that four (4) printed copies are required. There is only one week from the time the County can issue an addendum and the submission deadline. Will the County re-consider and accept emailed proposals and electronic signatures?

Answer: The County cannot accept procurement proposals via email. Offerors must plan to submit hard copy proposal as described in the RFP instructions.

END OF ADDENDUM #1