



**ADDENDUM #1  
Public Health  
Keep it Clean Partnership Watershed Survey and Outreach Strategy Development  
RFP # 7132-20**

April 2, 2020

The attached addendum supersedes the original Information and Specifications regarding RFP # 7132-20 where it adds to, deletes from, clarifies or otherwise modifies. All other conditions and any previous addendums shall remain unchanged.

**Please Note: The fiscal agent and legal entity of this RFP will be transferred from Boulder County Public Health to the Boulder County Office of Sustainability, Climate Action & Resilience. This includes bidding, insurance, contracting, invoicing, payment, and any other requirements.**

**Due to COVID-19, proposals will only be accepted electronically by emailing [purchasing@bouldercounty.org](mailto:purchasing@bouldercounty.org).**

1. Question: Is there an incumbent for these services?

**ANSWER: No, there is no incumbent for these services.**

2. Question: Does KICP have a budget for this project?

**ANSWER: The total not-to-exceed budget for this project is \$50,000 including all tasks and deliverables. This amount could be increased at the discretion of the Keep it Clean Partnership Steering Committee if clearly justified.**

3. Question: Does KICP have any major deadlines/key dates we should be aware of when preparing our proposed project schedule? Should we anticipate a contract length of one year?

**ANSWER: We do not have any firm major deadlines but would like all tasks to be completed by the end of 2020 if possible. We plan to use the recommendations provided in Task 3 to start developing our new outreach strategy this fall/winter and start early implementation of new activities in 2021.**

4. Question: On page six the RFP reads “KICP has been providing community outreach for over 15 years but has seldom assessed effectiveness or developed new messages and materials during this time” When were the last messages developed and by who?

**ANSWER: Messaging and branding for the Keep it Clean Partnership was developed by Environmental Communications Associates, Inc. over the course of several separate proposals over several years, with the most recent materials (KICP mini-campaigns) developed in 2013.**

5. Question: When assessed, what methods were used to gauge effectiveness?

**ANSWER: Effectiveness has primarily been measured by number of contacts and some basic survey questions to community staff members that capture surface-level knowledge. The Keep it Clean Partnership has also recorded website visits, surveyed teachers about school programs, requested quotes from students, surveyed volunteers about the volunteer program, and tracked the number of pledges returned to the KICP. Pledges were handed out at outreach booths and residents were asked to take actions listed on the pledge and send it back to the KICP.**

6. Question: How did those assessments affect changes to messaging?

**ANSWER: There is no clear information on how previous KICP staff used assessments to make changes to messaging. PG Environmental LLC conducted a program evaluation of the organization in 2006 and provided observations and recommendations. It is difficult to identify exactly which actions and changes were taken as a result of this evaluation, but it looks like KICP created a stand-alone website and continued a community speaker series to reach adults as a result of the report.**

7. Question: What will the role of the steering committee be in this project? How many people sit on the steering committee and which entities are represented?

**ANSWER: The Keep it Clean Partnership Steering Committee will attend meetings where the planned survey approach and final results are presented. Regular updates may be requested, but the Steering Committee will not participate directly in development of this project. There are a total of seven**

people on the Steering Committee, with one representative of each of the following local governments: Boulder County, the City of Boulder, the City of Longmont, the City of Lafayette, the City of Louisville, the Town of Erie, and the Town of Superior.

8. Question: How frequently does the steering committee meet? What is the standing schedule for meetings?

**ANSWER: The Keep it Clean Partnership Steering Committee currently meets quarterly. These meetings are typically in February, May, August, and November but dates can be flexible with enough notice.**

9. Question: What is the KICP Coordinator and Outreach Specialist experience with implementation?

**ANSWER: The KICP Coordinator is experienced with project administration and management, but not with implementation of most outreach activities. The Outreach Specialist is experienced with implementing volunteer events, social media, and various outreach activities.**

10. Question: What is the available budget for this project? What are you willing to invest in terms of budget in order to have the statistically significant community-by-community information? (As this will cost more, require extended recruiting effort).

**ANSWER: The planned not-to-exceed budget for this project is \$50,000. Additional funds will be used to implement recommended activities once the project is completed. It is possible that the Steering Committee would decide to allocate more funds to this project if clearly justified. We would suggest that Consultants provide cost-estimates for several approaches and/or levels of survey distribution, detailing the projected margins-of-error and other statistical implications of each option.**

11. Question: What is the desired timeline for this project?

**ANSWER: We do not have any firm major deadlines but would like all tasks to be completed by the end of 2020 if possible. Ideally, survey data collection would occur during the summer/fall of 2020, with data analysis and report delivery completed by the end of 2020.**

12. Question: Who are key stakeholders and partners of KICP?

**ANSWER: The key stakeholders and partners for the Keep it Clean Partnership are the seven local governments with Steering Committee representatives:**

**Boulder County, the City of Boulder, the City of Longmont, the City of Lafayette, the City of Louisville, the Town of Erie, and the Town of Superior.**

13. Question: Regarding Exhibit B -- which education and outreach activities have you found to be effective? When was this list first created? What prompted the 2019 revisions?

**ANSWER: The table provided in Exhibit B is provided by the Colorado Department of Public Health and Environment and the stakeholder for the KICP are required to perform a number of activities from the options provided. The most recent iteration of this list was released with the 2016 renewal of Phase II stormwater permits. The KICP provides several of these activities that are thought to be most cost-effective, but a robust analysis of effectiveness has not yet been conducted. The expectation is that this project will help to prioritize certain activities that may or may not be listed in this table. The KICP will need to continue to provide at least four activities from those listed, but this should not prove restrictive while considering new initiatives.**

14. Question: Has Boulder County or the Keep It Clean Partnership previously worked with or do they currently have an incumbent agency for marketing and/or market research?

**ANSWER: The Keep it Clean Partnership has worked with Environmental Communication Associates, Inc. and Studio Six on marketing projects previously, but there is no incumbent agency currently for marketing and market research tasks.**

15. Question: What agency did the original entity of the Watershed Approach to Stream Health (WASH) work with to develop the Keep It Clean campaign?

**ANSWER: Messaging and branding for the Keep it Clean Partnership was developed by Environmental Communications Associates, Inc. over the course of several separate proposals over several years, with the most recent materials (KICP mini-campaigns) developed in 2013.**

16. Question: Has an evaluation of the Keep It Clean campaign ever been conducted or is there any proof of performance metrics that have been reported? If so, would this information be available to prospective vendors prior to proposal submission?

**ANSWER: Effectiveness has primarily been measured by number of contacts and some basic survey questions to community staff members that capture surface-level knowledge. The Keep it Clean Partnership has also recorded website visits, surveyed teachers about school programs, requested quotes**

students, surveyed volunteers about the volunteer program, and tracked the number of pledges returned to KICP. Pledges were handed out at outreach booths and residents were asked to take actions listed on the pledge and send it back to KICP.

**There are no documents that concisely show Keep it Clean campaign performance metrics that can be made available to prospective vendors prior to proposal submission. The selected Consultant may have access to results from various spot surveys and tracking metrics while working on project tasks.**

17. Question: How does the Keep It Clean Partnership define "underrepresented populations" as listed in #3 of the Question and Answers section?

**ANSWER: For the Keep it Clean Partnership, "underrepresented populations" includes any group or community who likely do not already have access to informational materials about the Boulder St. Vrain watershed or messaging about behaviors that impact water quality. We anticipate some of these populations may include people who do not speak English as their primary language and people who are not homeowners.**

18. Question: Does the evaluation process provide any preference for certified Minority/Women Business Enterprises?

**ANSWER: There is no scoring preference for Minority/Women Business Enterprises within the evaluation process, but these entities are encouraged to apply.**

19. Question: What is the available budget for defined deliverables?

**ANSWER: The total budget is not-to-exceed \$50,000 for all tasks and deliverables listed for this project.**

20. Question: Does the Keep It Clean Partnership have a specific timeline they are trying to meet?

**ANSWER: We do not have any firm major deadlines but would like all tasks to be completed by the end of 2020 if possible. Ideally, survey data collection would occur during the summer/fall of 2020, with data analysis and report delivery completed by the end of 2020.**

21. Question: In respect for the time stormwater professionals are investing in the RFP process, Consultants would like to know: What amount of funding does the Keep it Clean Partnership (KICP) and its Partners expect has been or will be allocated to this work effort?

**ANSWER: The total budget for this project is not-to-exceed \$50,000 for all tasks and deliverables. A full 1.0 FTE of staff time and additional \$35,000 are allocated each year for carrying out Keep it Clean Partnership outreach activities; this amount may be adjusted depending on the recommendations provided during Task 3 of this project.**

22. Question: Knowledge sharing is critical to producing an informed and effective survey; and understanding prior work efforts (including lessons learned) will allow Consultants to formalize optimal next steps. Will Consultants have access to key stakeholders and team members including those who are familiar with the details and outcomes of community outreach programs that have been implemented in the past?

**ANSWER: The Consultant will have access to staff of local governments participating in the Keep it Clean Partnership (Boulder County, Cities of Boulder, Longmont, Lafayette, and Louisville, and Towns of Erie and Superior). The Keep it Clean Partnership staff (Coordinator and Outreach Specialist) will be readily available as a resource to the Consultant and can assist with connecting with additional stakeholders as needed.**

23. Question: The channel or channels (email, web-based forms, calls, snail mail, etc.) by which Consultants administer the survey is largely dependent on what contact information is available for residents of the Boulder St. Vrain watershed. What contact information will the KICP provide to Consultants?

**ANSWER: The Keep it Clean Partnership does not have access to contact information for Boulder County residents besides what is publicly available through resources such as datasets from the Boulder County Assessor's office. The Consultant may be able to work with KICP stakeholders to obtain more information, but KICP staff do not have this information readily available to provide to the Consultant.**

24. Question: As part of the RFP Response, Consultants will provide a detailed schedule for delivery. What constraints does the KICP anticipate will impact the initiation and execution of the project from the client side?

**ANSWER: A small committee of Keep it Clean Partnership stakeholders (including KICP staff) will select a Consultant for this project, which may require a couple of weeks to coordinate. Similarly, it may take a few weeks to gather the necessary information from stakeholder communities to conduct the survey. This project is an immediate priority for the Keep it Clean Partnership and our staff will be working to keep things moving in a timely fashion from the client side.**

25. Question: Understanding the audience is critical to formulating survey questions that elicit the types of attitudes and behaviors the KICP needs to understand to formulate an effective outreach program. In addition to contact information, what demographic data will Consultants have access to that will promote a better understanding of the audience and audience segments?

**ANSWER: The Keep it Clean Partnership does not have access to demographic data for Boulder County residents besides what is publicly available through resources such as the Colorado Department of Local Affairs Colorado Demographics Profiles webpage. The Consultant may be able to work with KICP stakeholders to obtain more information, but KICP staff do not have this information readily available to provide to the Consultant.**

26. Question: To formulate a strong go-to-market strategy, Consultants need to know what stakeholder groups the KICP plans to educate. The KICP 2012 Annual Report indicates that the 2013 approach targeted five stakeholder groups: School children, Adults, Businesses, Construction operators, and Municipal employees. What stakeholder groups is the KICP and its Partners targeting in the new approach?

**ANSWER: The elements of the new outreach strategy informed by this project will primarily be targeting adult residents (homeowners, renters, college students) within the Boulder St. Vrain watershed and will not be focused directly on businesses, school children, municipal employees, or construction operators. The other stakeholder groups are targeted through partnerships with other organizations and initiatives largely outside of the scope of this project.**

27. Question: As stated in the RFP, the goal of the outreach program is to “promote positive watershed behaviors through consistent messaging.” Will the KICP inform Consultants as to what behaviors the organization and its Partners want to change? Also, is the expectation that the survey will support one or both of the following goals: 1) help KICP prioritize behavior changes that have already been identified, and/or 2) drive out other changes that are needed to build awareness and promote positive behaviors to improve Boulder St. Vrain watershed health?

**ANSWER: The stakeholders of the KICP have identified some priority behavior changes based largely on anecdotal evidence. The expectation is that the survey will primarily help prioritize these behavior changes based on the response data but may also assist with identifying additional behavior changes as a secondary purpose. The KICP Coordinator and Outreach Specialist will**

**contribute their local water quality expertise to help develop survey questions that address these behaviors.**

28. Question: Consultants understand that the KICP and its Partners are regulated by a permit that includes particular general education and outreach requirements. Please clarify what expectations KICP has of Consultants in terms of contributing to the education and outreach activities highlighted in Exhibit B. For example, would the Task 3 deliverable include a design for outreach materials such as a sample brochure, signage, fact sheet, etc.?

**ANSWER: The Consultant will not be expected to develop or design any materials for Keep it Clean Partnership outreach activities as part of this project. The Task 3 deliverable will be a full report detailing survey findings and providing recommendations for outreach activities, which will be developed outside of the scope of this project.**

**Submittal Instructions:**

Submittals are due at the Administrative Services Information Desk or email box (preferred) listed below, for time and date recording on or before **2:00 p.m. Mountain Time on April 10, 2020.**

**Your response can be submitted by email only. Please note that email responses to this solicitation are preferred, but are limited to a maximum of 50MB capacity. NO ZIP FILES ALLOWED. Electronic Submittals must be received in the email box listed below. Submittals sent to any other box will NOT be forwarded or accepted. This email box is only accessed on the due date of your questions or proposals. Please use the Delivery Receipt option to verify receipt of your email. It is the sole responsibility of the proposer to ensure their documents are received before the deadline specified above. Boulder County does not accept responsibility under any circumstance for delayed or failed email or mailed submittals.**

Email [purchasing@bouldercounty.org](mailto:purchasing@bouldercounty.org); identified as **RFP # 7132-20** in the subject line.

All proposals must be received and time and date recorded by the above due date and time. Sole responsibility rests with the Offeror to see that their bid is received on time at the stated location(s). Any bid received after due date and time will be returned to the bidder. No exceptions will be made.

The Board of County Commissioners reserve the right to reject any and all bids, to waive



any informalities or irregularities therein, and to accept the bid that, in the opinion of the Board, is in the best interest of the Board and of the County of Boulder, State of Colorado.



**RECEIPT OF LETTER  
ACKNOWLEDGMENT**

April 2, 2020

Dear Vendor:

This is an acknowledgment of receipt of Addendum #1 for RFP #7132-20, Keep it Clean Partnership Watershed Survey and Outreach Strategy Development

In an effort to keep you informed, we would appreciate your acknowledgment of receipt of the preceding addendum. Please sign this acknowledgment and email it back to [purchasing@bouldercounty.org](mailto:purchasing@bouldercounty.org) as soon as possible. If you have any questions, or problems with transmittal, please call us at 303-441-3525. This is also an acknowledgement that the vendor understands that **due to COVID-19, proposals will only be accepted electronically by emailing purchasing@bouldercounty.org.**

Thank you for your cooperation in this matter. This information is time and date sensitive; an immediate response is requested.

Sincerely,

Boulder County Purchasing

**Signed by:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Name of Company** \_\_\_\_\_

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