

PugetSoundPartnership

our sound, our community, our chance

REQUEST FOR INFORMATION (RFI) NO. 2012-52

MODEL STEWARDSHIP PROGRAMS

If you download this RFI from the PUGET SOUND PARTNERSHIP website located at <http://www.psp.wa.gov>, you are responsible for sending your name, address, e-mail address and telephone number to the RFI Coordinator in order for your organization to receive any RFI amendments, respondent questions, and PUGET SOUND PARTNERSHIP answers.

PROJECT TITLE: Model Stewardship Programs

DUE DATE FOR RESPONSES: March 30th, 2012

IN ORDER TO BE ELIGIBLE: This request is open to those organizations that satisfy the minimum qualifications listed in this announcement and that are available for work in Washington State.

CONTENTS OF THE REQUEST FOR INFORMATION:

1. Introduction and Purpose of the RFI
2. General Information for Responders
3. Response Content
4. RFI Attachments
 - A. RFI Questionnaire
 - B. Monitoring Evaluation Example

Contents

1 INTRODUCTION3

1.1 PURPOSE AND BACKGROUND3

1.2 OBJECTIVE3

1.3 MINIMUM QUALIFICATIONS3

1.4 FUNDING.....4

1.5 DEFINITIONS.....4

2 GENERAL INFORMATION4

2.1 RFI COORDINATOR4

2.2 ESTIMATED FLOW OF ACTIVITIES RELATED TO THIS RFI.....4

2.3 HOW TO SUBMIT A RESPONSE.....5

2.4 PROPRIETARY INFORMATION/PUBLIC DISCLOSURE.....5

2.5 REVISIONS TO THE RFI.....6

3 SUBMITTAL CONTENTS.....6

3.1 LETTER OF SUBMITTAL6

4 RFI ATTACHMENTS6

5 ATTACHMENT A: MODEL STEWARDSHIP PROGRAMS QUESTIONNAIRE7

1 INTRODUCTION

1.1 PURPOSE AND BACKGROUND

The Puget Sound Partnership (PARTNERSHIP) seeks to identify programs that have successfully changed residents' behaviors, which affect the health of Puget Sound. To that end the PARTNERSHIP requests eligible organizations (see section 1.3 Minimum Qualifications) submit the questionnaire attached in Appendix A. THIS IS NOT A GUARANTEE OF FUNDING OR GRANT AWARD, however, the information received will be used to inform future grant opportunities.

1.2 OBJECTIVE

A diffusion strategy is used to spread (or diffuse) ideas, practices, innovations and technologies across a population. The objective of this request for information is to identify model behavior change programs within the Puget Sound region that address best management practices which affect the health of Puget Sound AND have potential for diffusion across the region. **Programs should consider responding to this Request for Information (RFI) if they can demonstrate the following:**

- A. **Clear links to pollution sources or habitat issues affecting the health of the Puget Sound watershed.** This may correspond to a specific near term action in [the 2009 Puget Sound Action Agenda Update](#) or in the [2012 Action Agenda](#) once it is adopted. Programs designed to change behaviors related to one or more of the following issues should consider responding to the RFI:
- Pollution prevention
 - Residential yard or garden maintenance
 - Vehicle maintenance
 - Home maintenance (e.g. *septic systems care, cleaning products etc*).
 - Personal care products
 - Pet/animal waste
 - Small Farms/livestock
 - Recreational activities
 - Transportation
 - Infiltration
 - Forest cover
 - Soil health and development
 - Vegetation management
 - Habitat improvement
 - Shoreline protection
 - Critical area management
- B. **Achievement of measurable outcomes** (beyond program outputs) with their project/program (see attachment B for more information).
- C. **Utilization of formative audience research** in the creation of their project/program
- D. **Clear identification of audience barriers and motivators**
- E. **Clear identification of behavior change strategy(ies) used** to achieve the measurable outcomes (e.g. social marketing, advertising, permitting, enforcement, education, outreach, legislation etc.)

1.3 MINIMUM QUALIFICATIONS

Organizations responding to this RFI must be a tribal, non-profit, or governmental entity, including institutions of higher education and special purpose districts registered and licensed to do business in the State of Washington. Responding entities that do not meet these minimum qualifications will be rejected as non-responsive and will not receive further consideration. Any response to this RFI that is rejected as non-responsive will be disqualified from further consideration.

1.4 FUNDING

The information gathered here will be used to inform future funding decisions for the PARTNERSHIP.

1.5 DEFINITIONS

Definitions for the purposes of this RFI include:

- A. "AGENCY" or "PARTNERSHIP" shall mean the Puget Sound Partnership of the State of Washington, any division, section, office, unit or other entity of the Puget Sound Partnership, or any of the officers or other officials lawfully representing that AGENCY.
- B. "AGENT" shall mean the Director of the Puget Sound Partnership, and/or the delegate authorized in writing to act on the Director's behalf.
- C. "RESPONDENT" shall mean the entity responding to this request for information.

2 GENERAL INFORMATION

2.1 RFI COORDINATOR

The RFI Coordinator is the sole point of contact in the AGENCY for this procurement. All communication between the RESPONDENT and the AGENCY shall be with the RFI Coordinator, as follows:

Name	Emily Sanford
Mailing/ Street Address	326 East D Street, Tacoma WA 98421
Phone Number	(360) 339.5853 (office) / (360) 628.2426 (cellphone)
E-Mail Address	emily.sanford@psp.wa.gov

RESPONDENTS are to rely on written statements issued by the RFI Coordinator. Any other communication will be considered unofficial and non-binding on the AGENCY.

2.2 ESTIMATED FLOW OF ACTIVITIES RELATED TO THIS RFI

RFI Issued	March 1, 2012
Deadline for submitting questions regarding the RFI for posting in the Question and Answer document. Please submit questions to RFI coordinator (emily.sanford@psp.wa.gov)	March 15, 2012
"Questions and Answers" document posted at the Partnership Funding website and emailed to RFI contacts	March 21, 2012
Questionnaire and Letter of Submittal Due	March 30, 2012
Agency Review	Complete by April 20, 2012
Interviews with programs that have met the criteria and objectives in the RFI	May 2012

The AGENCY reserves the right to revise the above project flow and any associated schedules.

2.3 HOW TO SUBMIT A RESPONSE

RESPONDENTS are required to send a Letter of Submittal and a signed Questionnaire (Attachment A) either by e-mail or by mail. The response must arrive at the AGENCY no later than 4:00 p.m., local time, on **March 30th, 2012**.

Email responses should be sent to the RFI Coordinator at the email address noted in Section 2.1 with the subject line clearly marked "**Model Stewardship Programs.**"

RESPONDENTS mailing their documents should allow normal mail delivery time to ensure timely receipt of their responses by the RFI Coordinator. RESPONDENTS assume the risk for the method of delivery chosen. The envelope should be clearly marked to the attention of the RFI Coordinator. The AGENCY assumes no responsibility for delays caused by any delivery service. Responses may not be transmitted using facsimile transmission.

Late responses will not be accepted and will be automatically disqualified from further consideration. All responses and any accompanying documentation become the property of the AGENCY. Please keep responses (including both the Letter of Submittal and completed Questionnaire to a maximum of four pages.

2.4 PROPRIETARY INFORMATION/PUBLIC DISCLOSURE

Responses submitted to this RFI shall become the property of the AGENCY. All responses received shall remain confidential until the grant, if any; resulting from this RFI is signed by the Director of the AGENCY, or his Designee, and the successful Grant recipient. Thereafter, the responses shall be deemed public records as defined in Chapter 42.56 of the Revised Code of Washington (RCW).

Any information in the response that the RESPONDENT desires to claim as proprietary and exempt from disclosure under the provisions of Chapter 42.56 RCW, or other state or federal law that provides for the nondisclosure of your document, must be clearly designated. The information must be identified and the particular exemption from disclosure upon which the RESPONDENT is making the claim must be cited. Each page containing the information claimed to be exempt from disclosure must be clearly identified by the words "Proprietary Information" printed on the lower right hand corner of the page. Marking the entire response exempt from disclosure or as Proprietary Information will not be honored.

If a public records request is made for the information that the RESPONDENT has marked as "Proprietary Information" the AGENCY will notify the RESPONDENT of the request and of the date that the records will be released to the requester unless the RESPONDENT obtains a court order enjoining that disclosure. If the RESPONDENT fails to obtain the court order enjoining disclosure, the AGENCY will release the requested information on the date specified. If a RESPONDENT obtains a court order from a court of competent jurisdiction enjoining disclosure pursuant to Chapter 42.56 RCW, or other state or federal law that provides for nondisclosure, the AGENCY shall maintain the confidentiality of the Grant recipient's information per the court order.

A charge will be made for copying and shipping, as outlined in RCW 42.56. No fee shall be charged for inspection of grant files, but twenty-four (24) hours' notice to the RFI Coordinator is required. All information requests should be directed to the RFI Coordinator.

2.5 REVISIONS TO THE RFI

In the event it becomes necessary to revise any part of this RFI, addenda will be provided to all who receive the RFI.

The AGENCY also reserves the right to cancel or to reissue the RFI in whole or in part.

COSTS TO PROPOSE

This is a request for information only and does not constitute a commitment, implied or otherwise, that the PARTNERSHIP will take procurement action or make grant awards in this matter. Further, neither the PARTNERSHIP nor the State of Washington will be responsible for any cost incurred in furnishing this information.

3 SUBMITTAL CONTENTS

Responses may be sent in by e-mail or through the mail. In either method a proper submittal will include a Letter of Submittal and signed Questionnaire (Attachment A).

3.1 LETTER OF SUBMITTAL

The Letter of Submittal and the Questionnaire form (Attachment A to this RFI) must be signed and dated by a person authorized to legally bind the **RESPONDENT** to a contractual relationship, e.g., the president or executive director of a corporation, the managing partner of a partnership, or the proprietor of a sole proprietorship.

The Letter of Submittal must state the name of the entity, business address, phone number, e-mail address, legal status of entity (a tribal, non-profit, or governmental entity, including institutions of higher education and special purpose districts) and year entity was established, as it now substantially exists.

4 RFI ATTACHMENTS

- Attachment A Model Stewardship Program Questionnaire
- Attachment B Evaluation Monitoring Example

5 ATTACHMENT A: MODEL STEWARDSHIP PROGRAMS QUESTIONNAIRE

Name of Program Contact:

Organization:

Email:

Phone:

Program Name:

Targeted Behavior:

Target Audience:

Targeted Issue or Problem:

Timing (when was this program implemented?):

Current Program Status:

Geography (where was this program implemented?):

Programmatic Approach

1. Did your program identify the scope, scale and volume of the problem? For example a program that focused on adoption of best management practices (BMP's) related to pet waste would identify the number of dog owners within the targeted area, the volume of waste generated, etc.

Yes

No

If you chose "Yes", please describe the scope, scale and volume (how many? How much? Where is it?).

2. Did your program identify a range of possible solutions to the problem? For example a program that focused on pet waste BMP's might have identified the following solutions: composting pet waste, bagging pet waste, putting pet waste in the trash etc.

Yes

No

If you chose "Yes", please describe some of the possible solutions that were identified.

3. Did your program start with a pilot phase?

Yes

No

If you chose "Yes", please briefly describe this work.

4. Did your program consider and identify barriers and motivators (things that would prompt the audience to implement the desired behavior or refrain from the undesired behavior)?

Yes

No

If you chose "Yes", how did you arrive at these and can you describe them?

5. Which methods of diffusion did your program use to spread the practice? Please check all that apply.

Social Marketing

Advertising

Education

Outreach

Permitting

Enforcement

Legislation

Other, Please describe...

6. Did your program conduct formative audience research?

Yes

No

If you chose "Yes," please describe what type of research was conducted. (ie: focus groups, surveys, literature review or other)

7. Did your program conduct program evaluation and monitoring? For reference please see the example in Appendix B.

Yes

No

If you chose "Yes" please select which kind(s) of evaluation was conducted?

Implementation monitoring (activities)

Effectiveness monitoring (outcomes)

Validation monitoring (long term impacts)

8. If your program conducted effectiveness monitoring, please describe the results (see example in Attachment B).

9. Do you know of another program or person we should contact?

10. I certify that the above information is accurate to best of my abilities.

Signature of Respondent

Title

Date

ATTACHMENT B. EVALUATION MONITORING EXAMPLE

