

# PUGET SOUND PARTNERSHIP

## Public Opinion Research

REQUEST FOR QUALIFICATIONS & QUOTES  
CONFERENCE CALL/WEBINAR

6/3/11

# PURPOSE

1. Develop & implement a regional Sound Behavior Index
2. Conduct survey research to provide PSP with baseline and tracking data for a variety of measures related to Puget Sound's health
3. Conduct focus groups to gauge public resonance of the Dashboard Indicators
4. Conduct audience research based on Partnership and partnering agencies' data needs

# 1. Sound Behavior Index

1. Indicator Practices Index
  2. Social Capital Index
  3. Aggregate Index, combining the Indicator Practices and Social Capital Indices
- \* Connect to: Harvard Social Capital Community Survey, Penn State Social Capital Datasets
  - \* 12-county region
  - \* Breakouts by county
  - \* 2011, 2012, 2014

## 2. Baseline and Tracking Poll

- \* Links to: PSP 2008 opinion survey, PSP 2006/2007 opinion surveys
- \* 12-county region
- \* Breakouts – flexible (minimum of 5 sub-regions)
- \* 2011, 2012, 2014

# 3. Dashboard Indicators Focus Groups

- \* Evaluate public resonance of the Dashboard Indicators (a.k.a. Vital Signs)
- \* Estimate 4 focus groups
- \* One discussion guide
- \* Different locations around Puget Sound
- \* Work complete by 31 August 2011
- \* Probably a separate contract (state funds)
- \* Work with Partnership's Performance Management Group

# 4. Target Audience Research

- \* Inform social marketing efforts
- \* Identify barriers and motivators to key behaviors
- \* 12-county region, and sub-regions (e.g., 3-county)
- \* Fill gaps in regional audience research
  
- \* For proposal purposes, assume:
  - \* **3 opinion surveys** of the 12-county Puget Sound region with breakouts for a minimum of 5 sub-regions
  - \* **6 focus groups** in different locations based on 2 discussion guides
  - \* Work runs late-2011 through 2014

# SCOPE OF WORK

- \* Outlined on pages 3 - 6
- \* Expected dates of performance: 15 August 2011 – 30 June 2014

# Minimum Qualifications

- \* **Firm:** Licensed, minimum 10 years contiguous experience
- \* **Principal in Charge:** 15 Years experience
- \* **Project Manager:** 10 Years experience
- \* **Focus Group Facilitator:** 5 years experience
  
- \* Identify all subcontractors
- \* **Clearly delineate roles, relationships, and division of work**

# FUNDING

- \* Provided by Environmental Protection Agency - federal
- \* Budget/Quote – based on best estimate to complete work
- \* Quote to be reviewed separate from review of qualifications
- \* Separate contract for establishing evaluation framework

# TIMELINE

## \* CHANGES:

- \* Issue Request for Qualifications and Quotations -May 23, 2011
- \* Pre-proposal Conference (if applicable) - June 3, 2011 2 – 3 p.m.
- \* Question & answer period - June 6-9, 2011
- \* Issue addendum to RFQQ (if applicable) - June 15, 2011 as necessary
- \* Proposals due - June 24, 2011 @ 4:00 PM PST
- \* Evaluate proposals - June 27 – July 5, 2011
- \* Announce “Apparent Successful Contractor” and send notification via e-mail to unsuccessful proposers by July 18, 2011
- \* Hold debriefing conferences (if requested) - Week of July 18, 2011
- \* Negotiate contract - July 18 - 22, 2011
- \* File contract with OFM – July 22, 2011
- \* Begin contract work – By August 1, 2011 (focus groups)

# SUBMITTING PROPOSALS

- \* PROPOSALS DUE 6/24/11
- \* 2 HARD COPIES; 1 ELECTRONIC COPY – Provide hard copies of quotes/budget in a well-marked separate envelope.
- \* SUBMIT TO: DEBBIE RUGGLES  
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