



**ADDENDUM
PURCHASING OFFICE
CITY OF AUSTIN, TEXAS**

Solicitation: RFP 6300 BYS3005

Addendum No: 1

Date of Addendum: 07/13/2020

This addendum is to incorporate the following changes to the above referenced solicitation:

I. Deletion:

C1: Section 10.4.2 of the Solicitation Instructions is stricken and replaced with:

Provide written documentation verifying that your company has a minimum of five (5) years of experience successfully performing similar services as described in the Scope of Work. The Proposer, in order to demonstrate their expertise, abilities, and compliance to the minimum qualification, may should provide samples of surveys or similar reports conducted and a descriptive letter, outline, summary, or synopsis of their experience. Include resume's as well as any certifications for personnel involved with this project.

II. Questions:

Q1: Does Watershed Protection expect the sample survey to be modified?

A1: Yes, it is expected that the respondent will modify and submit as part of their proposal. Watershed Protection is asking for the sample survey to evaluate the Proposers' experience in conducting surveys.

Q2: Are there parameters for how many survey responses, focus groups, or interviews to plan for?

A2: No, there are no parameters for how many survey responses, focus groups, or interviews to plan for. These parameters will be discussed and documented with Watershed Protection once the bid is awarded.

Q3: Who leads the project: Planning firm, Marketing firm? What is the ideal team structure?

A3: Either type of firm can lead the project but there is no defined ideal team structure. The key role we are looking for is a firm to handle the management of the project to ensure timely delivery and be cost effective. This firm should also be willing to coordinate with Watershed Protection Department at different points along the timeline to meet project goals.

Q4: Do you have a budget allocated for this scope of work?

A4: Yes, the budget allocation is from \$150,000 to \$200,000.

Q5: What is the project timeline?

A5: The project timeline is as follows: six to nine months for survey; analysis of survey data would be additional 3 months. The sociological model would use results from analysis of survey data and take about six to nine months. Total timeline would be approximately two years.

Q6: Where have these models been used nationally? Who has been doing this type of work?

A6: These models have not been used nationally that we are aware. We believe no one else has attempted something as extensive as what is being proposed. San Diego has done some similar studies and has come closest.

Watershed Protection has documented the different agencies or organizations that have performed this type of work. This was documented in a literature review that was part of the attachments in the Scope of Work. A link to the file is here:

http://www.austintexas.gov/watershed_protection/publications/document.cfm?id=339475

Q7: How are they working on adding equity into this study?

A7: We anticipate adding equity to this study by using demographics in the different watersheds in our models to focus our education and outreach, as well as, providing equitable incentives for pro-environmental behavior.

Q8: During the pre-offer conference we asked about team structure. It was indicated that a team with a Planning firm lead would be ideal. With that in mind, what would be the ideal role and tasks for the planning team (in addition to the administrative lift of leading the effort)?

A8: The ideal role for the planning team would be Project Management, but there are no specific tasks for the planning team defined at this time. Project Management would be the ideal role for the planning team in order to ensure timely and cost-effective project delivery in addition to coordinating project goals with Watershed Protection.

III. ALL OTHER TERMS AND CONDITIONS REMAIN THE SAME.

ACKNOWLEDGED BY:

Name

Authorized Signature

Date

RETURN ONE COPY OF THIS ADDENDUM TO THE PURCHASING OFFICE, CITY OF AUSTIN, WITH YOUR RESPONSE OR PRIOR TO THE SOLICITATION CLOSING DATE. FAILURE TO DO SO MAY CONSTITUTE GROUNDS FOR REJECTION.