

# REQUEST FOR QUOTES

## Pet Waste Research

Date Due: Friday, October 16, 2020 Time Due: 5:00 pm

Confirmation of interest  YES  NOT AT THIS TIME

Mail to: PO Box 9810, Vancouver WA 98666-9810, Attn: Eric Lambert, Clean Water

Or deliver to: 1300 Franklin St, Vancouver, WA 98660, Attn: Eric Lambert, Clean Water

Or email to: [eric.lambert@clark.wa.gov](mailto:eric.lambert@clark.wa.gov)

Questions: Eric Lambert, 564.397.4536

### SCOPE OF WORK

Clark County (unincorporated), hereafter referred to as “COUNTY”, is soliciting quotes from a vendor (VENDOR) to conduct focus group research on knowledge, attitudes and behaviors concerning dog waste among two target audiences:

1) Female Clark County residents who own dogs. Participants should reside in a mix of single-family and multifamily housing. Clark County and other data suggest females are more likely to pick up after their pets and play important roles in pet care. Previous research has focused on single-family residences and the COUNTY would like to know more about multifamily residents, given the potential for high concentrations of pet waste.

2) Female dog owners in Clark County who identify as part of the Latinx community. Clark County and other data suggest females are more likely to pick up after their pets and play important roles in pet care. Past research has not specifically reached out or conducted research in the Latinx community, the largest minority group in Clark County. The COUNTY wishes to better understand this population’s knowledge, attitudes and behaviors in an effort to improve outreach and further environmental justice. If English language is a barrier, this focus group shall be conducted in Spanish.

The COUNTY, along with the Cities of Battle Ground, Camas and Washougal, are conducting a behavior change campaign to encourage dog owners to pick up after their pets. The COUNTY wishes to conduct focus group research on the two target audiences to inform the development of a campaign. The end result will be a better understanding of the target audiences’ knowledge of issues related to pet waste, attitudes about pet owners’ responsibilities for pet waste, current dog waste behaviors and messages that motivate audiences to adopt the desired behavior.

The selected VENDOR will help to refine questions used in the focus groups, recruit participants from each target audience, conduct two focus groups (one for each target audience), and submit a report of the findings. The COUNTY allocates up to \$12,000 for this research project.

#### SCOPE OF WORK OBJECTIVES:

- Work with the COUNTY to develop focus group questions to discern target audience knowledge, attitudes and behaviors about disposing of dog waste.
- Recruit focus group participants from target audiences in Clark County.
- Conduct focus groups via video conference.
- Report on focus group findings by December 21, 2020.

#### **The COUNTY will act solely as a coordinator of the program by conducting the following activities:**

- 1) Receiving VENDOR quotes.
- 2) Reviewing quotes and selecting a VENDOR who meets all the Request for Quotes criteria including the best value for the overall objectives, which include customer service for the COUNTY, cost, experience and references.
- 3) Approving recruiting guides and focus group questions.
- 4) Supporting recruitment with COUNTY GIS data where possible.
- 5) Receiving, aggregating and conveying input from partnering cities to the VENDOR.
- 6) Paying invoices submitted by the VENDOR.

#### **TIMELINE**

October 16, 2020: Deadline for VENDORS to submit quotes.

October 26, 2020: Notify selected VENDOR. Draft and execute contract.

November 3, 2020: Approximate date for contract completion, and VENDOR is forwarded research goals and draft of focus group questions.

November 13, 2020: VENDOR and COUNTY finalize focus group questions.

December 10, 2020: Deadline for VENDOR to complete focus groups.

December 21, 2020: Deadline for VENDOR to submit report on focus groups findings.

#### **SPECIAL PROVISIONS**

1. VENDOR shall have or obtain a Master Business License and UBI (Unified Business Identifier) number, prior to performing any work.
2. VENDOR shall recruit residential focus group participants who live in Clark County.
3. The COUNTY shall provide the VENDOR with characteristics from which to select focus group members.
4. VENDOR shall conduct focus groups via video conference.

5. VENDOR shall provide a report to the COUNTY that includes, but is not limited to, data on focus group knowledge of dog waste issues, attitudes about properly disposing of dog waste, behaviors related to dog waste disposal and opinions of what resources would be helpful for increasing proper pet waste disposal.

### **QUOTE DETAILS TO BE INCLUDED**

Incomplete quotes will not be considered.

- Business name and contact, address, phone, email, website(if utilized), owner, and total number of years in business.
- UBI number.
- Experience conducting research for public agencies.
- Statement of customer service policy. How do you handle a client who is not satisfied with the quality of service provided?
- Description of the focus group recruitment process.
- Description of your process developing focus group research with a client.
- References: list four customer names and phone numbers, preferably local governments or public agencies.

### **SELECTION PROCESS**

The COUNTY will select a VENDOR based upon completeness of information provided and the criteria listed below. These criteria do not necessarily result in a lowest bid selection, but rather seek to optimize the quality of the research data and reduce COUNTY staff effort.

### **CRITERIA**

- Understanding and ability to meet scope
- Ability to adhere to a timeline
- Experience working with public agencies
- Customer service
- Content and quality of listed references
- Overall cost