



**ADDENDUM #1
REQUEST FOR PROPOSAL
2018-151**

SOCIAL MARKETING

TO: All Respondents

FROM: Colby Wattling,
Buyer

CLOSING DATE: October 4, 2018 at 3:00 PM (UNCHANGED)

REF NO.: 2018-151 RFP

DATE: September 26, 2018

The following are responses to questions asked during the open question period.

- 1. Has WSSOG (or any other entity) identified a prioritized list of stormwater pollutants being generated in the multijurisdictional area represented by the stakeholder group?**

No. The WSSOG has not generated a prioritized list. The new behavior and target audience must be chosen from section S5.C.2.a.ii of the WW Phase II Municipal Stormwater NPDES permit, with the exception of "Pet waste management and disposal", which is the WSSOG's current behavior campaign.

- 2. In the section S5.C.2.a.ii of the WW Phase II Municipal Stormwater NPDES permit, an evaluation of the current (2013-2018) social marketing campaign is mentioned. Is this part of the RFP scope of work?**

No. The evaluation of the current permit's social marketing campaign (per S5.C.2.a.ii(b) of the WW Phase II Municipal Stormwater NPDES permit) will be performed in-house and is not intended to be part of the scope of work for this RFP. This RFP is based on S5.C.2.a.ii(c)3.

- 3. In the section S5.C.2.a.ii of the WW Phase II Municipal Stormwater NPDES permit the expectation is to have the new social marketing campaign begin by 4/2021. The scope of work proposed in the RFP has outlined that the new social marketing 3-year plan to be completed no later than 1/1/2021. To clarify - is the plan and the post-pilot full scale implementation of the new campaign expected to be completed by 1/1/2021 or just the 3-year plan?**

The Scope of Work proposed in the RFP will govern the timeline of this project. The group recognizes that the milestones laid out in the RFP are earlier than what is required by the new WW Phase II Municipal Stormwater NPDES permit. The margin of time proposed in the new permit between evaluation of the existing program (7/1/2020) and implementation of a new

track (4/1/2021) is very short. The group is conducting this RFP with the intent of taking advantage of the next three years to fully go through the social marketing process and develop a program that can be up to speed when full implementation is required.

Per the Scope of Work proposed in the RFP, the plan and pilot are expected to be complete by 1/1/2021. The WSSOG group will utilize the remainder of the permit term for full scale program implementation per the schedule laid out in the permit, including implementing the evaluation strategy included in this project.

4. Is the Puget Sound Partnership a member of WSSOG?

The Puget Sound Partnership is not a member of the WSSOG. Currently, the members of the group are Kitsap County, the US Navy, and the cities of Bainbridge Island, Bremerton, Gig Harbor, Poulsbo, Port Angeles, and Port Orchard.

5. How does WSSOG currently interact with the Puget Sound Partnership?

Very little. The WSSOG participates in the larger Puget Sound regional STORM (Stormwater Outreach for Regional Municipalities) group, but largely operates independently. The group has and does participate in STORM-generated regional campaigns where appropriate (Don't Drip and Drive, Puget Sound Starts Here) – see below.

6. How are the WSSOG stakeholders/municipalities engaged in the "Puget Sound Starts Here" stormwater pollution prevention campaigns?

The WSSOG municipalities participate in the Puget Sound Starts Here campaign in a variety of ways, including distribution of promotional materials (coasters, coffee sleeves, and other branded products), advertising (theater ads, social media, participation in regional ad buys such as the recent Comcast advertising campaign), and local brand promotion (PSSH month proclamations, physical displays like banners, etc.).

There are no other changes to the original specifications other than what is changed by Addendum.

END OF ADDENDUM # 1