

Addendum #1
City of Kirkland
Eastside Waste Prevention Campaign Consultant (Job No. 05-22-PW)
Answers to Questions

Question 1

Would you accept a campaign that only has digital media, excluding TV, Radio and Print Ads from this scope of work?

The four cities have combined efforts to enable a broader scope of work than each could conduct on their own; media such as TV and radio have typically been less suitable and affordable for the cities to pursue individually. The consultant should have the ability to develop a campaign that includes social media, print, advertising, video, earned media, etc. The appropriate media strategy will be selected based on targeted demographics identified in Task 1 of the project. Consultants may choose to propose a digital-only campaign, though our intention was to make use of a wider variety of strategies as appropriate to the target audience.

Question 2

How did you come up with the reduction goal of 19,500 pounds of waste generated? Was this based on some research?

Amounts of reusable products distributed are based on the assumption that we will reach 2% of our combined populations (345,146 people). We developed a rough estimate based on the weight of some common single-use items and how many times a month a person is likely to use a reusable alternative instead of the single-use item. This estimate is approximate, since the consultant will identify which single-use items to target, and which reusable alternatives would be appropriate to distribute.

Question 2

How will you be able to measure whether this reduction goal is reached? Will you be doing waste sorts?

The consultant will be responsible for providing metrics of estimated pounds of waste prevented. We anticipate the consultant will conduct pre- and post- surveys, as well as base estimates on the number of durable items distributed.

Question 3

How will you measure success?

The Ecology grant funds used for this project require reporting of clear measured outcomes. The goal of the project is to prevent 19,500 pounds of waste generation. We would like to reach about 2% of our populations. Success will include completing all three tasks and providing metrics and reporting required for the grant, in particular:

- Estimates of pounds of waste prevented, made using information collected using pre- and post-surveys or other ways of measuring/estimating pounds of solid waste reduced from program activities, particularly from the substitution of single-use items for durable ones
- A minimum of 20 direct targeted outreach events or assistance at approved locations should be completed

Question 4

What is the time period for the reduction goal? Does that number of pounds reduced need to be reached by the end of the contract in June 2023?

All work on the project must be completed by June 15, 2023. Final results will be reported to the Department of Ecology at that time.

Question 5

Do you anticipate translation being needed in this project? If so, would those costs be incurred by the consultant?

Translation / transcreation is likely to be needed for the project to reach the target audience. The project budget must cover all project work; no additional budget is available.

Question 6

Do you have a number of languages in mind for translation or would that be based on the outcomes of the research?

Translation / transcreation needs would be based on audience selection and outcomes of the research in Task 1. The consultant will be responsible for identifying the appropriate languages to effectively reach the target audience and change behaviors in the four cities.

Question 7

Is the front and back cover included in the 15 page count? If yes, is a front and back cover required?

A front and back cover are not required. A front cover may be provided in addition to the 15 page count.

Question 8

Is there a font size requirement?

There is not a font size requirement; different typefaces may appear larger or smaller at the same size. Please ensure that the proposal is comfortably readable when printed.

Question 9

Do you want the budget to have staff hours broken down by task or total staff hours for the whole project?

Please provide estimated staff hours by task.

Questions 10 and 14

Is Distribution of Reusable Items a required task as part of Task 3?

It is anticipated that the consultant will use a variety of approaches, such as behavior change messaging, distribution of reusable items, and working with businesses to prevent waste associated with single-use products upstream from consumers. We have suggested that the consultant allocate approximately \$20,000 - \$30,000 worth of reusable items (included in the budget).

Consultants should consider a variety of approaches during Task 1, including the distribution of reusable items. It is possible that research in Task 1 might suggest that other techniques would be more effective for changing behavior and preventing waste, or that having a reusable alternative is not a key barrier to preventing use of the targeted single-use items. Whatever methods are used, the consultant must be able to provide estimates of pounds of waste prevented for our grant reporting.

Question 11

Could you let us know if you have a local preference or are you open to a Canadian agency that has done similar work with clients across North America?

Firms in all locations are welcome to apply, provided they can fulfill the requirements of the project and meet contracting and insurance requirements. Note that direct outreach is included in the scope of work.

Question 12

What would be the expected length of time for the media campaign if known?

The selected consultant would be responsible for developing the media campaign, including timing.

Question 13

Could you let us know the total length of the contract with the vendor?

All work must be completed by June 15, 2023. We anticipate beginning the contract with the selected consultant in March 2022.