

Request for Proposals

FY 2015 *Don't Trash Arizona* Litter Prevention and Education Program

Questions and Answers Received to Date

- 1. Question received July 30, 2014:** Can you tell me who is MAG's current primary contractor on this project and who conducts the annual program evaluation for them?

Response provided July 30, 2014: The current consultant on this project is Olson Communications, Inc. The annual program evaluation is conducted by WestGroup Research.
- 2. Question received August 4, 2014:** How long has Olsen (sic) had the contract?

Response provided August 4, 2014: The initial notice to proceed was provided to Olson Communications, Inc. on December 1, 2011.
- 3. Question received August 4, 2014:** How would you like the current program to expand/change?

Response provided on August 4, 2014: The program is continually evolving to ensure it remains relevant and effective based on evaluation metrics. Successful components of the program have run the gamut from paid advertising to public relations efforts. Key findings and recommendations are included within all of the annual surveys, which are available for review on the Don't Trash Arizona website at www.DontTrashAZ.com. The purpose of this RFP is to seek the expertise of respondents in advising how they would propose a successful freeway litter education and reduction program, including measurable changes in littering behavior.
- 4. Question received August 4, 2014:** Will additional target audiences be identified, or specifics on demographics, age, etc. for the majority and minority target audiences mentioned in the RFP?

Response provided on August 4, 2014: Annual evaluation surveys continue to find that males aged 18-35 are the primary litter offenders, so they remain the primary target audience in terms of the behavior to be eradicated. That isn't to say that other demographics, such as primary influencers of the target group, or younger teens who will soon be growing up into the target demographic, can't be considered as targets for messaging.
- 5. Question received August 4, 2014:** Olsen (sic) has three partners to fulfill the scope of your contract: <http://www.olsoncomm.com/> May we co-bid on this with a creative firm and media buyer as well?

Response provided on August 4, 2014: Yes. Please note that the contract will be

awarded to a primary consultant who will have ultimate responsibility for all aspects of the contract, including the contracting of and work performed by the subconsultants. The primary consultant may utilize any number of subcontractors, who must be listed within the response to the RFP, and must be included as part of the labor cost allocation budget.

- 6. Question received August 4, 2014:** Is the total RFP still 50 pages or do you want separate responses for separate pieces of the scope from each firm?
Response provided on August 4, 2014: The response to the RFP must be a single 50-page response, clearly denoting the various tasks to be carried out by each subconsultant. Please note that a separate “Proposer’s Registration Form” is required to be included for each subconsultant proposed for this project, also included in the 50-page maximum.
- 7. Question received August 23, 2014:** I had tentatively penciled in my calendar to attend the Proposer's conference for the Don't Trash AZ project on August 29, but it occurred to me that perhaps I'm confused about what this meeting is and who it is for. If we intend to submit a proposal, is this something we should attend?
Response provided on August 25, 2014: The Proposer’s conference is designed to provide information about the RFP and answer any questions proposers have about submitting a response. If you are intending to submit a proposal, we recommend attending the Proposer’s conference.
- 8. Question received August 23, 2014:** Would it be possible to receive a list of firms to whom the “Don’t Trash Arizona” RFP has been sent in addition to the incumbent, Olson Communications? We are interested in proposing as a sub-contractor for the research and behavior change components of the project.
Response provided on August 25, 2014: The Request for Proposals for the Don’t Trash Arizona Litter Prevention and Education campaign was posted to the MAG website on July 30, 2014. Any agency or individual who is signed up for automatic notifications through the GovDelivery subscription program would have been notified of the RFP posting. A courtesy notification containing a link to the posting was sent to listed Professional Services Directory members of the Phoenix Chapter of the Public Relations Society of America.

THE FOLLOWING QUESTIONS WERE RECEIVED DURING THE PROPOSER’S CONFERENCE ON AUGUST 29, 2014. BELOW IS A SUMMARY OF THE QUESTIONS ASKED DURING THE CONFERENCE AND THE ORAL ANSWERS PROVIDED.

- Question received August 29, 2014:** I wanted to ask about evaluations specifically and behavior change, how do you really judge behavior change?
Response provided on August 29, 2014: We understand that evaluation is difficult for a variety of reasons. Our research has found that littering is a very complex behavior, some people may do it in some circumstances and not in others. We might find more litter accumulated in one section of the freeway this week and then in another section

of the freeway another week. We've talked about doing visualization surveys and seeing if there is a difference if we targeted segments, but in reality it could depend on the rotation schedule of clean-up crews. Since the program started in 2006, we have relied on scientific telephone surveys to measure awareness and behavior. That method of evaluation is not set in stone, but we conducted a baseline survey in 2006 and have continued to measure against that baseline. We measure changes in awareness of the litter problem, awareness of the campaign, positive feelings about campaign elements and attitudes regarding specific messages within the campaign. We ask, "Have you littered at all within the past three months?" "Have you littered from a vehicle in the last three months to a year?" And we gauge if we can get that needle to change to know if we are making progress.

We do know we are reaching the target demographic because based on responses received through the scientific survey, in which we survey approximately 400 residents (*PLEASE NOTE: This is corrected from the 600 number stated at the conference*) and we can analyze results by demographics. A side note—over the last two years, we have added a cell phone component to the survey since we know most members of our target demographic communicate via cell phones rather than landlines. We also have questions on whether respondents secure their load, which is a piece of the campaign. A lot of people don't realize that litter isn't just what you toss out the window or blows out of the vehicle, but includes dangerous debris that falls out of the back of pick-up trucks and can cause serious accidents, congestion and delay. As a transportation agency, we are concerned about freeway safety.

That brings up another point: this program is funded through transportation dollars through the regional half-cent sales tax, so our main focus is on reducing freeway litter; that is our goal. It is not the litter in parks or sidewalks or litter in schools, although that is certainly something we can reduce as well, but we are primarily concerned with reducing freeway litter. The objective is to decrease, or at least maintain, the amount of money we are spending on litter pickup. We say maintain because every year we are adding population, vehicles and freeway lane miles to the system. As we increase population, the number of vehicles, the length of the roads and the number of freeways, it is really hard to see a reduction in the amount of litter that is picked up, but that number has actually stayed pretty constant and that's good considering our continued growth. Our goal is to not have to spend taxpayer dollars picking up litter if we can prevent it from happening.

- 9. Question received August 29, 2014:** *Don't Trash Arizona*, in terms of the name of the campaign, is that set in stone? Is that something that is up for consideration in having a new way of expressing that?

Response provided on August 29, 2014: It is certainly something that could be proposed for consideration. It was voted on by the initial subcommittee through the MAG Transportation Policy Committee (TPC), so we would have to determine whether we would need to take it back to the TPC to make a change. We have been doing this

campaign since 2006, so we do think there is probably some inherent value in the slogan because we have invested a lot of advertising dollars over the years. We originally worked with Don't Trash California for approval to use the name and to help capitalize on similar campaigns in the United States and piggyback off of that success. At that time there were other "Don't Trash" states, some of them possibly have since disbanded or changed their name. So it is something that could be proposed and we could certainly evaluate it, keeping in mind that there has been a lot of money spent trying to get equity in the name.

10. Question received August 29, 2014: In terms of the budget and how it works, it sounds like whatever you are going to have to achieve in the evaluation it has to be achievable within a year so it's not an incremental step thing that you could do over a three year period?

Response provided on August 29, 2014: You could certainly propose longer-term benchmarks that could be set up. However, the caveat is that we can't guarantee that it would be selected for a three-year contract (base year plus two one-year MAG options). So you would have to have some sort of evaluation component for the year of the base contract to fulfill the terms of the contract, just in case funding didn't become available the next year.

11. Question received August 29, 2014: But it can be something that has an incremental impact, even if the proposal is just for the first year, right?

Response provided on August 29, 2014: Yes. Again, what we would be looking for in any proposal is a good understanding of how much would be spent on that evaluation as well as what the evaluation would tell us, how much would be spent on paid media and what types of paid media and other tactics. I will note for you that billboard advertising is something that MAG as an organization really discourages because we have had Regional Council votes concerning sign clutter and they have taken a pretty firm stance of not having billboards along the freeways. So when your organization has taken a stance to say it is opposed to sign clutter, we refrain from campaigns that would carry our messages on billboards. There has been some flexibility in that, we have worked with ADOT on posting our message on freeway electronic messaging boards, we currently have a mobile truck that travels the freeways and has messages on it. So we try to get our messages out in other ways, but I would advise you off the top not to put a huge amount of your budget in billboard advertising.

12. Question received August 29, 2014: In terms of reaching that male demographic, do you have any current tasks or strategies under way at this time directly hitting that market?

Response provided on August 29, 2014: We do. Our current campaign is directed at that demographic. If you have seen it, we use a grunge look, with really large, bold, dramatic photos of litter. Our current theme is "No Cups, Cans or Butts! Don't Trash Arizona!" We've used some celebrities that are well known to that target demographic

to carry our message. So yes, we have worked to target the younger adult male demographic.

13. Question received August 29, 2014: With the ADOT freeway signs, are there certain periods of the year when those can be used?

Response provided on August 29, 2014: I don't know whether availability is limited by times of the year. What is more tricky is that normally agencies would have to pay for that advertising, but since MAG helped pay for the installation of the initial system, we have been able to work some deals with ADOT to make that happen. An ADOT representative serves on our board and she has been able to assist us with those requests. However, the ability to use the message board is limited. The only messages they can have on the signs must be freeway or safety related. Don't Trash Arizona is considered safety related because of the Secure Your Loads/dangerous debris component. That is how we have been able to be approved for posting our messages on the electronic message boards.

14. Question received August 29, 2014: If someone has had the contract before, are they still in the position to re-propose?

Response provided on August 29, 2014: Yes, they can propose again. We don't know for sure whether the current consultant will submit a new proposal.

15. Question received August 29, 2014: Is it a public meeting of the evaluation panel?

Response provided on August 29, 2014: No, the evaluation team meeting is not public. The public opening is, when proposals are opened, when you can see who has bid, but the evaluation meeting is not a public meeting. Once the contract has been awarded, then proposals become public record. A contract is considered awarded is after the Regional Council votes to approve the selection. To ensure a fair process, we also don't release the names of the individual panel members until after the contract has been awarded.

16. Question received August 29, 2014: I heard the budget cost allocation form is available upon request, is that to be requested through you?

Response provided on August 29, 2014: Yes. I will consider this as your request and will post it to the website under the RFP link.