



METRO

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Addendum One / RFP 13-2173

RFP 13-2173

Measuring Demographics of Communities Served by Metro's Resource Conservation and Recycling (RCR) Division

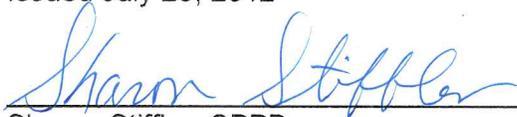
The following questions were submitted on this solicitation. In the interest of fairness, this information is being provided to all interested proposers.

Note: The following additions/clarifications to Request for Proposal 13-2168, hereby become part of the Request for Proposals. It is essential that all prospective Proposers note the content of the Addendum.

1. Are your customers defined by community or by household? In other words, do we need to identify households that are your customers and then examine their demographics, or can we point to a map and say, "everyone in this shaded area is our customer" and do a more global analysis?
 - a. Ideally, we would like to identify individuals whom are reached, served, or engaged in some way by Metro RCR's programs. This could be at the household level for some program engagement which may happen at the household level. For other program engagement, it happens at the individual level.
2. Is your goal to measure the demographics of customers, or is your goal to examine behaviors within different demographics groups?
 - a. Our goal is to create a baseline of the demographics of communities served by, involved with or engaged with RCR work, as well as communities that RCR does not currently reach or engage.
3. Can you offer a vision of what your ideal final report would look like (i.e., table of contents)?
 - a. Yes. See Task 4 of the RFP for an outline of the report.
4. Will the baseline need to include programs beyond Recycle at Work, Fork It Over!, Natural Gardening, and Healthy Homes?
 - a. Yes, the baseline should include as much data as possible for all RCR programs that have an outreach focus. Please let us know if you would like a full list of RCR programs.
5. Has Metro defined who is "served" by the programs? For example, for Fork It Over!, has Metro determined whose demographics to measure: owners of the donating businesses, the employees who prepare the food for donation, the program managers or workers at the receiving food agencies, or the end-users who eat the food?
 - a. For the most part, the audience or those "served" by programs is identified. For example, for the natural gardening program the focus is on people who use herbicides and pesticides at home. For the Recycle at Work program the primary audience is businesses. The Fork It Over! program is somewhat an anomaly in that there are multiple audiences who benefit from donating food, as noted in the question above. However, the primary function of the program is to connect food donating businesses with food rescue agencies. In this example, we might look at which businesses and food rescue agencies use the program.

6. Broadly, what demographic or identifying contact information did the programs collect on individuals served in the baseline period of July 2011–June 2012?
 - a. Most RCR programs and partner organizations have not collected demographic data during the time period of July 2011-June 2012. We are open to data collection during a different time period, such as July 2012-June 2013 or other scenario for the purposes of establishing a baseline.
7. If assembling baseline data requires conducting additional primary data collection, such as surveying program participants, would Metro have in-house resources available to assist?
 - a. No.
8. Regarding the following statement in the RFP: "List hourly rates for personnel assigned to the project, total personnel expenditures, support services, and subconsultant fees (if any)." Does the phrasing "hourly rates" refer to personnel FTE or hourly rates for line-item task completion? Please let me know if you need clarification on my question.
 - a. Please provide hourly rates for personnel working on the project if the total fees for each task are calculated using hourly rates. Please specify in proposals the anticipated cost for each of the four tasks of the RFP.
9. Can you share the demographic sub-groups with whom you are currently working or interested in working? Have you undertaken any evaluation or assessment to date?
 - a. Metro's RCR Division has not undertaken an assessment of this sort to date. Some programs work with sub-groups geographically (for example, the Natural Gardening program does targeted outreach to suburban families outside of Portland) and other programs do targeted outreach to user groups or certain professions (for example, the Toxics Reduction program does targeted outreach to day care facilities on how to use less bleach and other hazardous cleaning products). Overall, RCR seeks more information about which demographic groups are reached through current program efforts directly and through partner organizations, to inform which communities we do not reach and opportunities for expanding the work to be more inclusive.
10. Are there other community-based partner organizations (e.g., for immigrants or other communities of color) with whom you have partnered that are not listed on pages 2-3? Have you considered working with these organizations to track and collect data? Would Metro be interested in working with them on one-time data collection or on an ongoing basis?
 - a. RCR's primary partner organizations are local government agencies around the metro region and environmental organizations that share a similar mission. A list of partner organizations is available upon request. Yes, we would be interested in partnering with community-based organizations on collecting and tracking demographic information of who RCR reaches and engages through programs.
11. Given that this effort is led by the Sustainability Center, will there be project team members from other Metro programs who are also doing demographic analysis and outreach?
 - a. The project team is comprised of Sustainability Center RCR Division staff. However, the project team and project manager are in close contact with Metro's Communications office staff. The project's focus is on RCR programs.

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