

ENVIRONMENT & RESILIENCE

-Request for Proposals-

NC Clean Water Education Partnership Stormwater Survey

Issue Date: September 25, 2024

Response Deadline: October 17, 2024 by 5:00 pm

Please direct all inquiries concerning this RFP to:

Beth Davis, Member Engagement Coordinator

Central Pines Regional Council | 4307 Emperor Blvd., Suite 110 | Durham, NC 27703

bdavis@centralpinesnc.gov | www.centralpinesnc.gov

About Us

The Clean Water Education Partnership (CWEP) is a cooperative effort between local governments to protect North Carolina's waterways from stormwater pollution through public education and outreach about stormwater pollution impacts and solutions. CWEP is administered by Central Pines Regional Council (CPRC) and is governed by a Steering Committee of representatives from each of the 44 local government partners.

Scope of Requested Services

Stormwater Survey: The primary objective of this survey is to gather statistically valid data that will provide valuable insights into public perceptions and behaviors, which we will use to guide efforts and improve stormwater management and reduce pollution in our communities. The communities to be surveyed include:

Apex | Beaufort County | Benson | Butner | Carrboro | Cary | Chapel Hill | Chatham County | Clayton | Craven County | Creedmoor | Durham | Durham County | Fayetteville | Fuquay-Varina | Garner | Goldsboro | Havelock | Hillsborough | Holly Springs | Hope Mills | Johnston County | Kinston | Knightdale | Leland | Morrisville | Nash County | Nashville | New Bern | Orange County | Oxford | Pittsboro | Raleigh | Rocky Mount | Rolesville | Roxboro | Siler City | Smithfield | Spring Lake | Tarboro | Wake Forest | Wayne County | Wendell | Zebulon.

Specifications:

- Proposal not to exceed \$25,000;
- Survey offered in English and Spanish;
- Survey includes 10-15 questions (sample questions will be provided by CWEP);
- Statistically valid survey process;

- Random samples reflect appropriate proportion of residents between the 44 communities;
- A written survey mailed which will include a link to the survey by web giving recipients the option of participating by written survey or by web-based survey;
- Mailed packet to include a cover letter, survey document, and a post-paid business reply envelope for return of the written survey; and
- Project plan on how to conduct this statistically valid stormwater survey among the 44 communities.

Deliverables:

Upon completion of the survey, the firm shall provide summary reports including:

- A digital report that contains:
 - English and Spanish cover letters and survey instruments;
 - Survey methods used, sample selection process, methods used to minimize bias;
 - Cross tabulations of responses for key demographic groups;
 - Demographic analysis;
 - Geographical representation of responses, including zip code representation;
 - Summary of results and significant conclusions including statistically significant trends or observations;
- A presentation and PowerPoint slides summarizing results; and
- Raw data spreadsheet (Excel).

Evaluation Method:

Proposals will be evaluated based on the following:

- Project plan that meets criteria provided in this document
- Proposed number of surveys to be sent out
- Proposed number of survey questions
- Complete and timely proposal demonstrating ability to provide statistically valid survey during allotted timeframe.

Proposed Timeline

Item	Date
Release RFP	September 25, 2024
RFP Deadline	October 17, 2024 by 5:00 pm
Review proposals	October 18-25, 2024
Select & notify firm	October 31, 2024
Kick-off meeting with selected firm	November 2024
Finalize survey questions	November-December 2024
Conduct survey	January-April 2025
Review results with Stormwater Survey Committee	May 2025
Provide final report to CWEP	June 30, 2025

Submittal & Questions

Submittal and questions can be directed to Beth Davis, Member Engagement Coordinator at bdavis@centralpinesnc.gov with the subject line "Stormwater Survey Proposal." Proposals are **due by 5:00 pm on Thursday, October 17, 2024.**