



San Gabriel Valley Council of Governments

3452 East Foothill Blvd., Suite 910, Pasadena, California 91107-3142 Phone: (626) 564-9702 FAX: (626) 564-1116 E-Mail SGV@sgvcog.org

Question and Answers

RFP No. 10-01

Assessment of Retailer Value Provided by Household Hazardous Waste Take-Back Programs

Q: The RFP specifies a minimum of 225 interviews. Is there a particular reason, budgetary or other, for suggesting only 225 interviews? This number will mean a relatively high margin of error, especially for demographic subgroups, which the RFP indicates are important due to the targeted markets of some retailers. Would a proposal for a larger number of respondents be penalized because the cost would be greater?

A: *It is our understanding from scoping the project that a 95% confidence level can be achieved with approximately 225 interviews. A proposal for a larger number of respondents would not be penalized on that basis. While the proposal will be evaluated in part by the reasonableness of the budget as outlined in Section 9.0 of the RFP, we are committed to achieving an approximately 5% margin of error in our findings. Please scope your project accordingly noting that cost is only one of the evaluation factors.*

Q: No mention is made of an on-site meeting or presentation. What is SGVCOG's expectation or importance with regard to this?

A: *Recognizing that a firm does not need to be located in or near the San Gabriel Valley to perform the proposed work, SGVCOG will not require an on-site meeting or presentation to promote cost-effectiveness of the project. However, SGVCOG will require regular communication with the project team, although this can happen on-site or via telephone and web communications.*

Q: The RFP request that the individual or firm complete a minimum of 225 telephone interviews in various geographical areas of the San Gabriel Valley. Does this mean 225 total interviews or 225 interviews in each geographic area.

A: *The RFP suggests a minimum of 225 total interviews, although a proposal may suggest a larger number if it is deemed necessary to achieve the desired confidence level and margin of error.*

Q: You specify development of a questionnaire of “no more than 15 questions”. Do you intend that number to include screening questions and demographic questions?

A: *Yes.*

Q: You specify “a minimum of 225 telephone interviews in various geographic areas”. At what level of geographic area do you intend that to apply? For example, do you expect that to apply to each city, unincorporated supervisor district and water district within the COG?

A: *No, we do not expect geographic levels that specific. We envisioned 3-4 subregion or quadrant areas of the San Gabriel Valley totaling 225 telephone interviews.*

Q: Given the ethnic and cultural diversity of the SGVCOG territory, do you expect Spanish language interviews?

A: *No.*

Q: Do you expect Asian language interviews? If so, which would be the highest priority?

A: *No.*

Q: In regards to the Retailer Value Take-Back Program Survey for recycling compact fluorescent light bulbs, could SGVCOG provide several sample questions they would like to see on the survey questionnaire?

A: *We will rely on the expertise of the consultant to develop the appropriate wording for survey questions, however, we seek to better understand the following issues:*

- *What is the customer’s main reason for not recycling their CFL or battery?*
- *What incentives would it take to cause the customer to turn in their CFL or battery to a local store?*
- *Would the customer usually shop in the store when they turn in their used CFLs or batteries?*

This list provides examples only and is not exhaustive. SGVCOG will work with the consultant to develop the most appropriate questions.

Q: What is your maximum project budget?

A: *A maximum proposed budget was not provided in the RFP intentionally because we would like the proposing firms to tell us what they believe to be the appropriate, cost-effective level of effort and dollar amount required.*

Q: What do you supply the retailers to enable/encourage them to take-back florescent light bulbs and/or batteries?

A: *This is yet to be determined. We will utilize findings from this and other studies currently being conducted to develop any materials or incentives.*

Q: The sample size listed in the Scope of Service, page four: “a minimum of 225 telephone interviews in various geographical areas of the SGV.” Do you mean 225 across all regions (total sample size) or do you mean 225 in each region? Please clarify.

A: *225 minimum interviews as the total sample size across all regions.*

Q: The number of questions listed in the Scope of Service, page four: “development of a questionnaire that includes no more than fifteen (15) questions.” Do you mean 15 queries or 15 questions (as a question can be made up of multiple queries)?

A: *We intend to have no more than 15 questions and are open to the possibility of a question having multiple queries or categorical responses.*
