



STATE OF DELAWARE
Delaware Department of Natural Resources and Environmental Control
Division of Watershed Stewardship
Watershed Assessment Section
Wetland Monitoring & Assessment Program

March 10, 2017

ISSUED BY: BRITTANY HAYWOOD
COMMUNICATIONS & OUTREACH COORDINATOR
302-739-9939

SUBJECT: **AWARD NOTICE**
NAT17123-WETLANDS
Wetlands Survey

TABLE OF CONTENTS
OF
KEY CONTRACT INFORMATION

1. CONTRACT PERIOD	2
2. VENDORS	2
3. PRICING	2
ADDITIONAL TERMS AND CONDITIONS	3

KEY CONTRACT INFORMATION

1. CONTRACT PERIOD

[\(Return to Table of Contents\)](#)

Each Vendor's contract shall be valid for a two (2) year period from 2/27/2017 to 2/17/2019. Each contract may be renewed for two (2) one (1) year periods through negotiation between the Vendor and Department of Natural Resources and Environmental Control. Negotiation may be initiated no later than ninety (90) days prior to the termination of the current agreement.

The State reserves the right to extend this contract on a month-to-month basis for a period of up to three months after the term of the full contract has been completed.

2. VENDOR

[\(Return to Table of Contents\)](#)

OpinionWorks LLC
7 Willow Street, Suite 200
Annapolis, MD 21401
Contact: Steven R. Raabe
410-280-2000
steve@opinionworks.com

3. PRICING

[\(Return to Table of Contents\)](#)

Prices and/or rates shall remain firm for the initial 2017 year term of the contract. Delaware reserves the right to ask for an extension of time if needed.

Costs for this work are summarized below. The vendor will conduct the statewide survey by telephone, including 600 interviews ($\pm 4.0\%$), for a total cost of \$27,875 as detailed below. This project fee is based on the vendor's projected staff time, and includes all costs for planning, conducting and summarizing the research, including personnel, technology and telephone, travel expense, and other out-of-pocket costs.

Project Element	Cost
Planning and Questionnaire Development Project planning, kick-off meeting, literature review, questionnaire development, random sampling.	\$ 6,875
Statewide Survey Implementation Telephone sampling and interviewing by trained and supervised live interviewing staff, totaling at least 600 completed interviews statewide ($\pm 4.0\%$), randomly sampled including both landline and wireless telephones.	\$13,500
Analysis and Reporting Detailed analysis of the survey results, development of an illustrated narrative report, review of the findings and recommendations with DNREC, and presentation/interpretation of the findings.	\$7,500
Total Project Fee: Base Statewide Survey	\$ 27,875

ADDITIONAL TERMS AND CONDITIONS

[\(Return to Table of Contents\)](#)

4. BILLING

The successful vendor is required to **"Bill as Shipped" to the respective ordering agency(s).** Ordering agencies shall provide at a minimum the contract number, ship to and bill to address, contract name and phone number.

5. PAYMENT

The agencies or school districts involved will authorize and process for payment each invoice within thirty (30) days after the date of receipt. The contractor or vendor must accept full payment by procurement (credit) card and/or conventional check and/or other electronic means at the State's option, without imposing any additional fees, costs or conditions.

6. PRODUCT SUBSTITUTION

All items delivered during the life of the contract shall be of the same type and manufacture as specified unless specific approval is given by Delaware Department of Natural Resources and Environmental Control to do otherwise. Substitutions may require the submission of written specifications and product evaluation prior to any approvals being granted.

7. ORDERING PROCEDURE

Successful contractors are required to have either a local telephone number within the (302) area code, a toll free (800) number, or agree to accept collect calls. Each agency is responsible for placing their orders and may be accomplished by written purchase order, telephone, fax or computer on-line systems. The contractor or vendor must accept full payment by procurement (credit) card and/or conventional check and/or other electronic means at the State's option, without imposing any additional fees, costs or conditions.

8. PURCHASE ORDERS

Agencies that are part of the First State Financial (FSF) system are required to identify the contract number NAT17123-WETLANDS on all Purchase Orders (P.O.) and shall complete the same when entering P.O. information in the state's financial reporting system.

9. REQUIREMENTS

Overview

The Department of Natural Resources and Environmental Control (DNREC) is seeking a professional contractor to develop and conduct a survey about wetlands values, conservation, and management among Delaware residents. DNREC envisions this as a representative statewide survey, with statistical reliability at least in the range of $\pm 4.0\%$.

The work will provide for a statistically-significant public survey across Delaware, plus the reporting and presentation of findings to help DNREC apply what is learned to DNREC's work promoting wetland protection and restoration.

The work will rely principally on a telephone-based method of data collection, which remains the best, most representative way to collect a reliable population sample: 600 interviews statewide to reach the level of confidence of $\pm 4.0\%$.

Conducting and reporting of the survey will be within 90 days from DNREC's notice to proceed.

Representative Statewide Survey Method

To enable a deep, diagnostic assessment of values, attitudes, and behaviors related to wetlands, the vendor will conduct a representative population survey by telephone. Telephone remains the most accurate data collection method – aside from expensive in-person interviewing – for creating the truest possible population sample.

For DNREC, both landline and wireless telephones will be included in the survey sample, in proportions that will produce a representative statewide survey. General population landline and mobile phone sample will be provided by two separate vendors. The vendor will interview 600 randomly-selected Delaware residents. This produces a maximum potential sampling error of $\pm 4.0\%$ at the 95% confidence level. This sample size will allow for segmentation of the survey findings for many geographic, demographic, socio-economic, and behavioral subgroups. These interviews will be conducted with live interviewers who are trained, supervised, and coached in opinion research best practices. These are not robo calls. During the interviewing process, adherence to strict sampling quotas to ensure that the final survey sample reflects Delaware's population geographically, and for key demographic indicators such as property size or type, age, race and ethnicity, and gender will be maintained.

Specific details will be discussed between the vendor and DNREC in a kickoff meeting to ensure that the survey methodology gives DNREC exactly what is needed.

For a complete list of contract specifications please refer to the original bid solicitation document(s). Any contract specific documentation will be accessible through the hyperlink(s) provided on this contract's details page.

Questionnaire Development

Process of questionnaire development as follows:

- Review any past relevant surveys conducted by DNREC or other partners that may be relevant to this project.
- Conduct a national literature review of publicly-available studies on wetlands that have been conducted in other regions, and will bring our own body of work to this project.
- Following that review, meet with a small working group that DNREC will compose to discuss subject matter needs. This will be treated as a brainstorming exercise to ensure that all possible topics are identified.
- Vendor will draft a survey questionnaire and will review it with DNREC's working group, in person. Vendor will edit as necessary until all internal project stakeholders are satisfied.

The interview will fall in the 10- to 12-minute range. It will be the vendor's responsibility to translate these topics into a survey questionnaire, which we will review with DNREC and edit until DNREC is satisfied.

Analysis, Deliverables, and Presentation of Findings

The vendor's deliverables will include the following:

- An illustrated narrative report including executive summary, detailed written analysis, survey questionnaire with detailed cross-tabulations
- A PowerPoint deck summarizing the findings that will be useful for presentation of the findings to interested audiences
- In person presentation to DNREC on the findings

Project Timeline

Phase 1: Project Planning (April-May)

- In-person project kick-off meeting

Award Notice

Contract No. NAT17123-WETLANDSCONFERENCE

- Literature review, focusing on past relevant survey work from this region and nationally
- Development of a draft survey questionnaire by vendor; in-person review with DNREC work group
- Review, edit, finalize questionnaire (by approximately May 30)

Phase 2: Field Interviewing (June)

- Select landline and wireless records to be contacted for interview
- Prepare survey and sample for field administration
- Live field pre-test
- Review of pre-test results and changes to the survey tool as needed
- Full field rollout; approximately two weeks in field

Phase 3: Analysis and Presentation (July-September)

- Sharing of topline data with DNREC staff
- Subgroup analysis
- Preparation of survey report
- In person presentation of research findings with DNREC staff

Follow-up (September and beyond)

- Continued availability to present and discuss the findings with interested audiences

10. HOLD HARMLESS

The contractor agrees that it shall indemnify and hold the State of Delaware and all its agencies harmless from and against any and all claims for injury, loss of life, or damage to or loss of use of property caused or alleged to be caused, by acts or omissions of the contractor, its employees, and invitees on or about the premises and which arise out of the contractor's performance, or failure to perform as specified in the Agreement.

11. NON-PERFORMANCE

In the event the contractor does not fulfill its obligations under the terms and conditions of this contract, the ordering agency may purchase equivalent product on the open market. Any difference in cost between the contract prices herein and the price of open market product shall be the responsibility of the contractor. Under no circumstances shall monies be due the contractor in the event open market products can be obtained below contract cost. Any monies charged to the contractor may be deducted from an open invoice.

12. FORCE MAJEURE

Neither the contractor nor the ordering agency shall be held liable for non-performance under the terms and conditions of this contract due, but not limited to, government restriction, strike, flood, fire, or unforeseen catastrophe beyond either party's control. Each party shall notify the other in writing of any situation that may prevent performance under the terms and conditions of this contract.

13. AGENCY'S RESPONSIBILITIES

The Agency shall:

- a. Examine and review in detail all letters, reports, drawings and other documents presented by the Contractor to the Agency and render to the Contractor in writing, findings and decisions pertaining thereto within a reasonable time so as not to delay the services of Contractor.
- b. Give prompt written notice to the Contractor whenever the Agency observes or otherwise becomes aware of any development that affects the scope or timing of the Contractor's services.
- c. When an ordering agency first experiences a relatively minor problem or difficulty with a vendor, the agency will contact the vendor directly and attempt to informally resolve the problem. This includes failure to perform by the date specified and any unacceptable difference(s) between the purchase order and the merchandise received. Ordering agencies should stress to vendors that they should expedite correction of the differences because failure to reply may result in an unfavorable rating in the execution of the awarded contract.
- d. The state has several remedies available to resolve non-performance issues with the contractor. The Agency should refer to the Contract Terms and Conditions to view these remedies. When a default occurs, the Agency should first review the contract to confirm that the issue is a part of the contract. If the issue is not covered by the contract, the state cannot expect the contractor to perform outside the agreement. If the issue is a part of the contract, the Agency or GSS - Contracting must then contact the contractor, discuss the reasons surrounding the default and establish a date when the contractor will resolve the non-performance issue.
- e. If there is a performance deficiency, a Corrective Action Report (CAR) may be used. Complete this form to report concerns with vendors or commodities. Be sure to furnish as much detail as possible. <http://gss.omb.delaware.gov/divisionwide/forms.shtml>.