



**ADDENDUM NO. 1  
REQUEST FOR QUOTATION 2025-007  
KITSAP COUNTY**

**TO:** All Respondents

**FROM:** Glen McNeill. Purchasing Supervisor

**CLOSING DATE:** 03/14/2025 @2:00 pm [**Unchanged**]

**REF NO.:** 2025-007 Pet Waste Message Testing

**DATE:** 03/07/2025

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Addendum 1 to Request for Quotation 2025-007 is to answer questions received.

- 1. Is there a budget range we need to stay within for this project or a not exceed?*

The budget for this project is \$20,000. However, we could explore adding additional funds as necessary.

- 2. Could you clarify whether Kitsap will be developing new graphics or if the selected consultant will handle finalizing the messages from the testing results?*

Consultants should plan to develop examples of phrases and framing for messaging that should resonate for the audience, based on the research conducted. Specific recommendations for developing graphics should also be a part of the products developed by the consultant, however, the graphics themselves do not need to be included. Kitsap County has an in-house graphics team that will implement these recommendations. Kitsap County welcomes proposals that include some time to work with our graphic design team, but this is not required. Kitsap graphic design team may also be made available to develop mockups for testing purposes.

- 3. The Background section of the RFP says "Before designing a new sign, testing is needed to find out what images and messages resonate best with the target audience and are most likely to encourage the proper disposal of pet waste." What is the consultant's role in providing the images? Will the County provide images; will the consultant gather images from the review of pet waste messaging conducted by other jurisdictions or organizations; or does the consultant need to create images to be tested?*

Kitsap County will provide images of existing messaging used within Kitsap. Kitsap County will also provide images used in other local jurisdictions. If mockups are needed of additional images, Kitsap County's in-house graphics team can provide those, or, if the consultant has its own graphics team, they are welcome to create their own mockups.

4. *Would you consider allowing email delivery of proposals?*

Email deliver of proposals is preferred. Please send proposals as a pdf attachment to [Purchasing@kitsap.gov](mailto:Purchasing@kitsap.gov) by **03/14/2025 @2:00 pm**

5. *What are the problems that have arisen mentioned in the overview section*

Improper disposal of pet waste is a common problem throughout the Puget Sound region. Dog walkers in common areas will often bag their pet's waste, but only some of that bagged waste makes it into the garbage. Some set it down with the intention to retrieve it later, some set it down and forget to retrieve it, and some bag it and throw it into the bushes.

6. *Was there message testing for the original work, and is that data available?*

There was audience research conducted by Snohomish County that included information about people's attitudes and opinions about pet waste. Some of this research is now 20 years old which is part of the reason we'd like to conduct message testing. Kitsap County conducted its own audience research to verify that the trends found in Snohomish held true in Kitsap, however, this research is 17 years old. This research, along with the research from Snohomish, helped inform the message framing for the original work and has all been made available on Kitsap County's RFP webpage. In addition, smaller surveys have been conducted by Kitsap to identify barriers for scooping in one particularly problematic park and again, this research can be made available.

7. *For presentations to the Kitsap partners, are virtual meetings allowed?*

Yes.

8. *In the recommendation for images/sign design, are you looking for original visual concepts designed by the chosen firm, or just descriptions of visuals with examples?*

Specific recommendations for developing graphics should be a part of the products developed by the consultant, however, the graphics themselves do not need to be included. Kitsap County has an in-house graphics team that will implement these recommendations. Kitsap County welcomes proposals that include some time to work with the graphic design team, but this is not required. Kitsap graphic design team may also be made available to develop mockups for testing purposes.

9. *Will the pet waste messaging conducted by other jurisdictions or organizations be provided by the team or do we need to identify these?*

There was audience research conducted by Snohomish County that included information about people's attitudes and opinions about pet waste. Some of this research is now 20 years old which is part of the reason we'd like to conduct message testing. Kitsap County conducted its own audience research to verify that the trends found in Snohomish held true in Kitsap, however, this research is 17 years old. This research, along with the research from Snohomish, helped inform the message framing for the original work and has all been made available on Kitsap County's RFP webpage. In addition, smaller surveys have been conducted by Kitsap to identify barriers for scooping in one particularly problematic park and again, this research can be made available.

*10. Can you help us understand the scope around the materials and audience research you are able to provide?*

Consultants should plan to develop examples of phrases and framing for messaging that should resonate for the audience, based on the research conducted. Outreach items currently in use include outdoor signs (depicted in the RFP), a bi-fold postcard explaining the water quality problem of pet waste, a rack card advertising the program, small tags that get attached to small bag dispenser and more. Recommendations should include specific phrases that should be utilized within the context of these materials and recommendations for updating their content, but does not need to include the entire copy for longer form outreach materials such as the postcard.

Specific recommendations for developing graphics should also be a part of the products developed by the consultant, however, the graphics themselves do not need to be included. Kitsap County has an in-house graphics team that will implement these recommendations. Kitsap County welcomes proposals that include some time to work with the graphic design team, but this is not required. Kitsap graphic design team may also be made available to develop mockups for testing purposes.

*11. Can you clarify who the program participants are and how many emails are available in that list?*

A core part of Kitsap County's pet waste campaign is offering free pet waste stations to individuals, HOAs, apartment complexes and any other organizations that would like to host them in their neighborhoods. Kitsap County has contact information for program participants. These individuals may or may not be useful as audience research subjects since, by virtue of participating in this program, they hold different attitudes about pet waste than others.

*12. Has there been any research conducted previously around message / campaign development or evaluations? Was it with an external partner or in-house via the Survey Monkey platform mentioned?*

There was audience research conducted by Snohomish County that included information about people's attitudes and opinions about pet waste. Some of this research is now 20 years old which is part of the reason we'd like to conduct message testing. Kitsap County conducted its own audience research to verify that the trends found in Snohomish held true in Kitsap, however, this research is 17 years old. This research, along with the research from Snohomish, helped inform the message framing for the original work and has all been made available on Kitsap County's RFP webpage. In addition, smaller surveys have been conducted by Kitsap to identify barriers for scooping in one particularly problematic park and again, this research can be made available. None of this research was conducted using Survey Monkey.