Supporting Municipal Actions to Protect and Improve Water Quality

Discussion of the Municipal Interview Protocol and RFQ

April 15, 2016

50 dvrpc 1965-2015

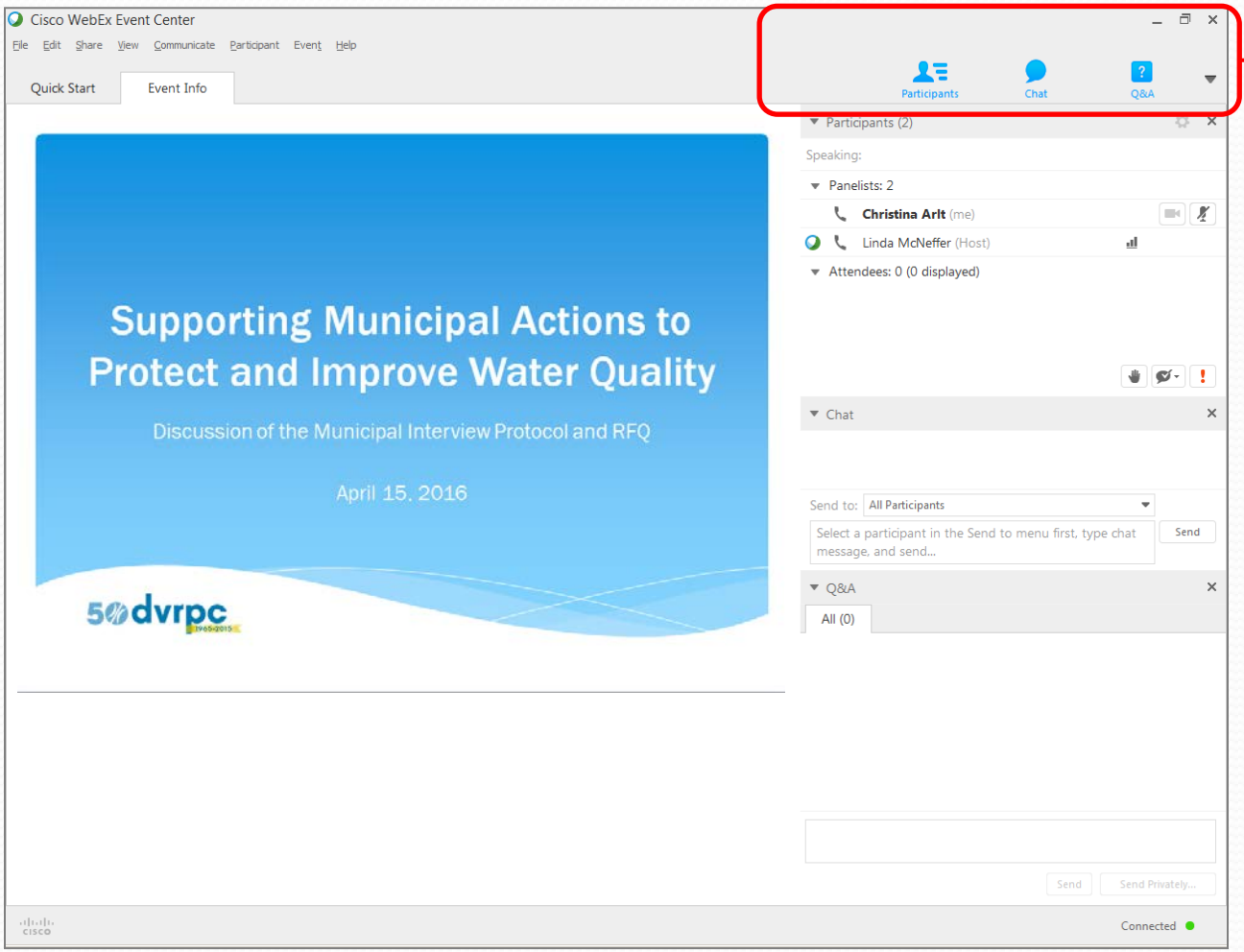
Call Today

- Who's on the call?
- Testing webinar functions
- Project Purpose
- Overview of Municipal Outreach Phase & Context for Reviewing Interview Protocol
- Overview of the RFQ

Who's on the call?

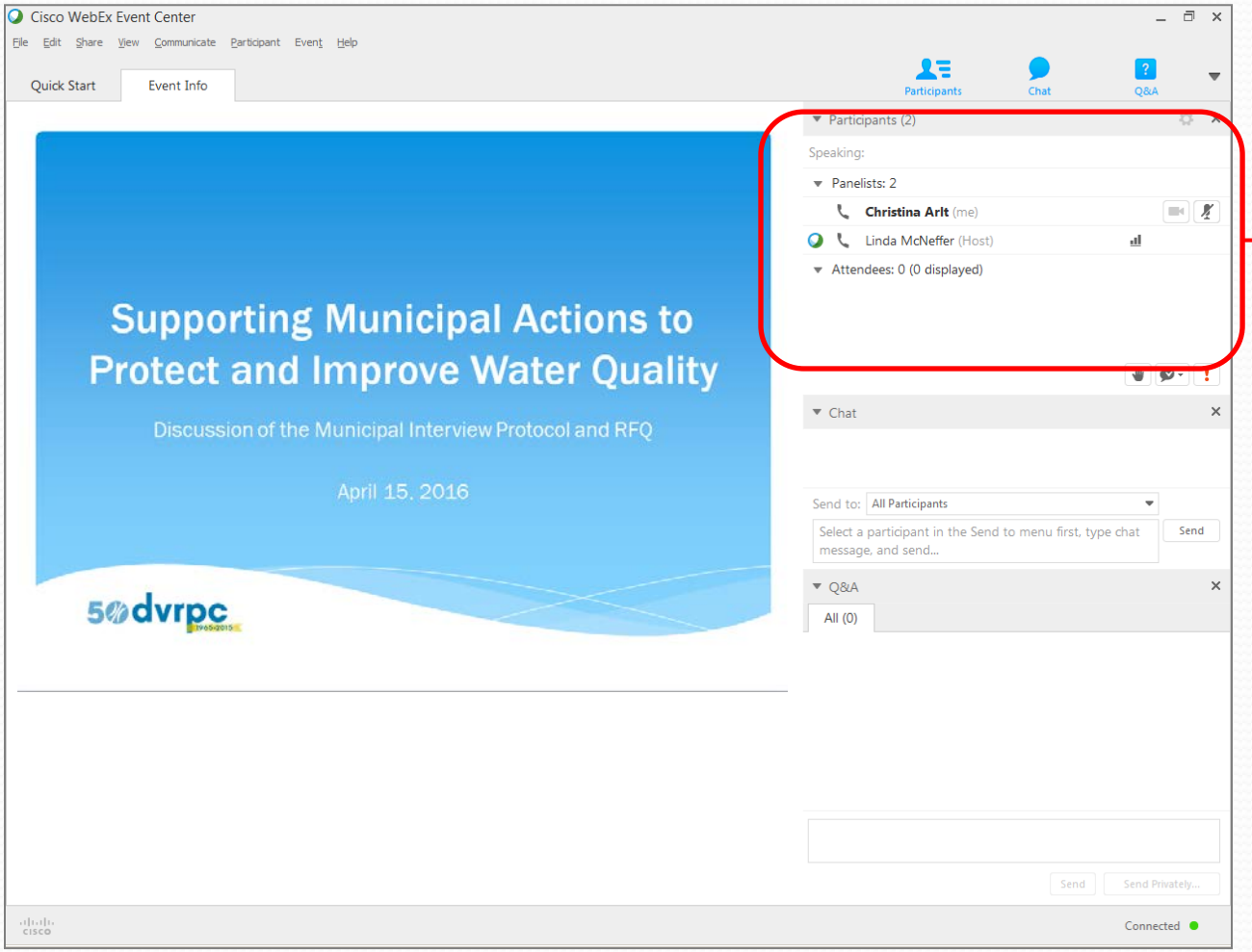
- **Alison Hastings** - Presenter/Facilitator for Interview Protocol
- **Christina Arlt –** Presenter/Facilitator for RFQ
- **Patty Elkis** –(Role?)
- **Chris Linn –** Technical Issues: write in chat box or email Chris at clinn@dvrpc.org

Testing Webinar Functions



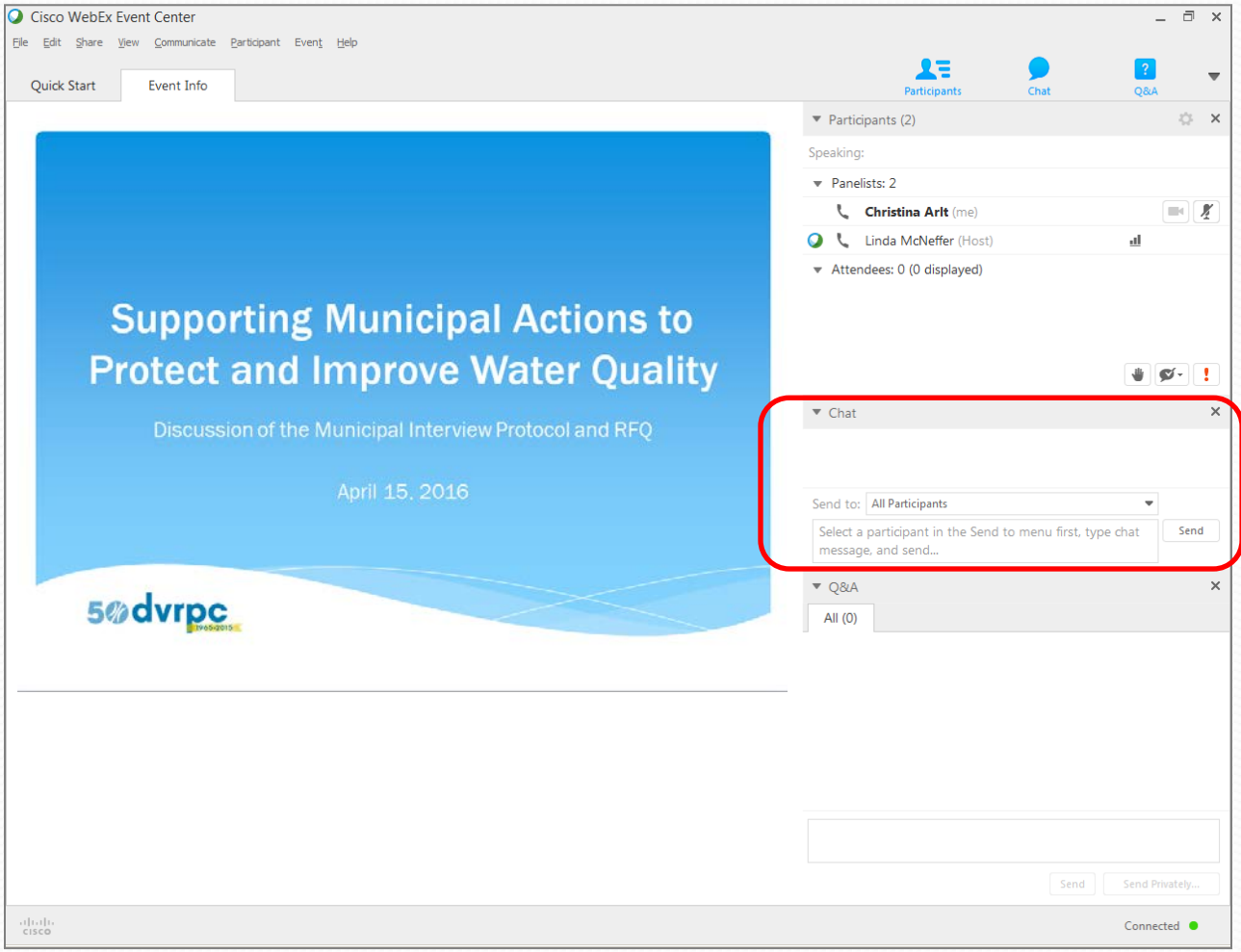
Control Panel

Testing Webinar Functions



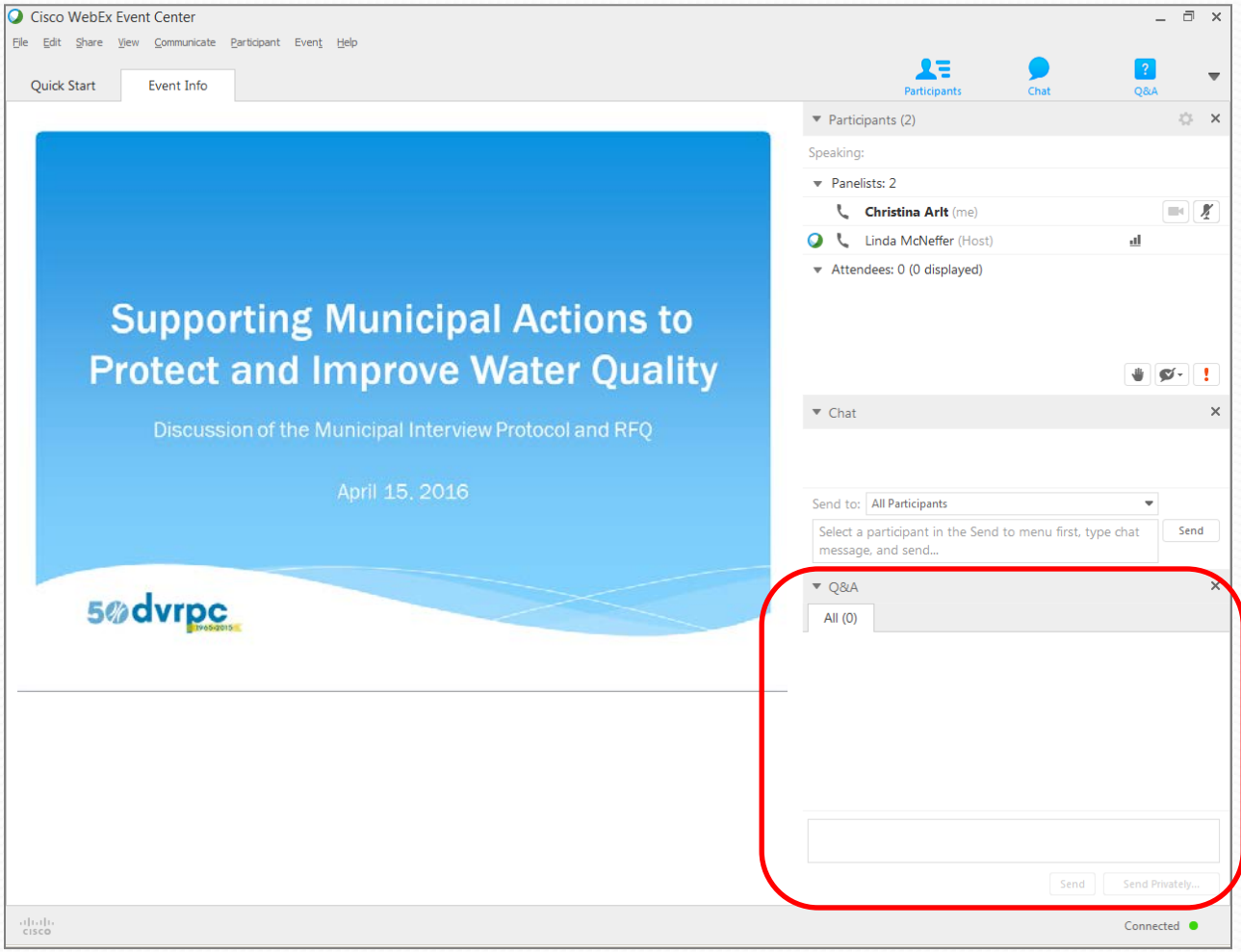
Participants

Testing Webinar Functions



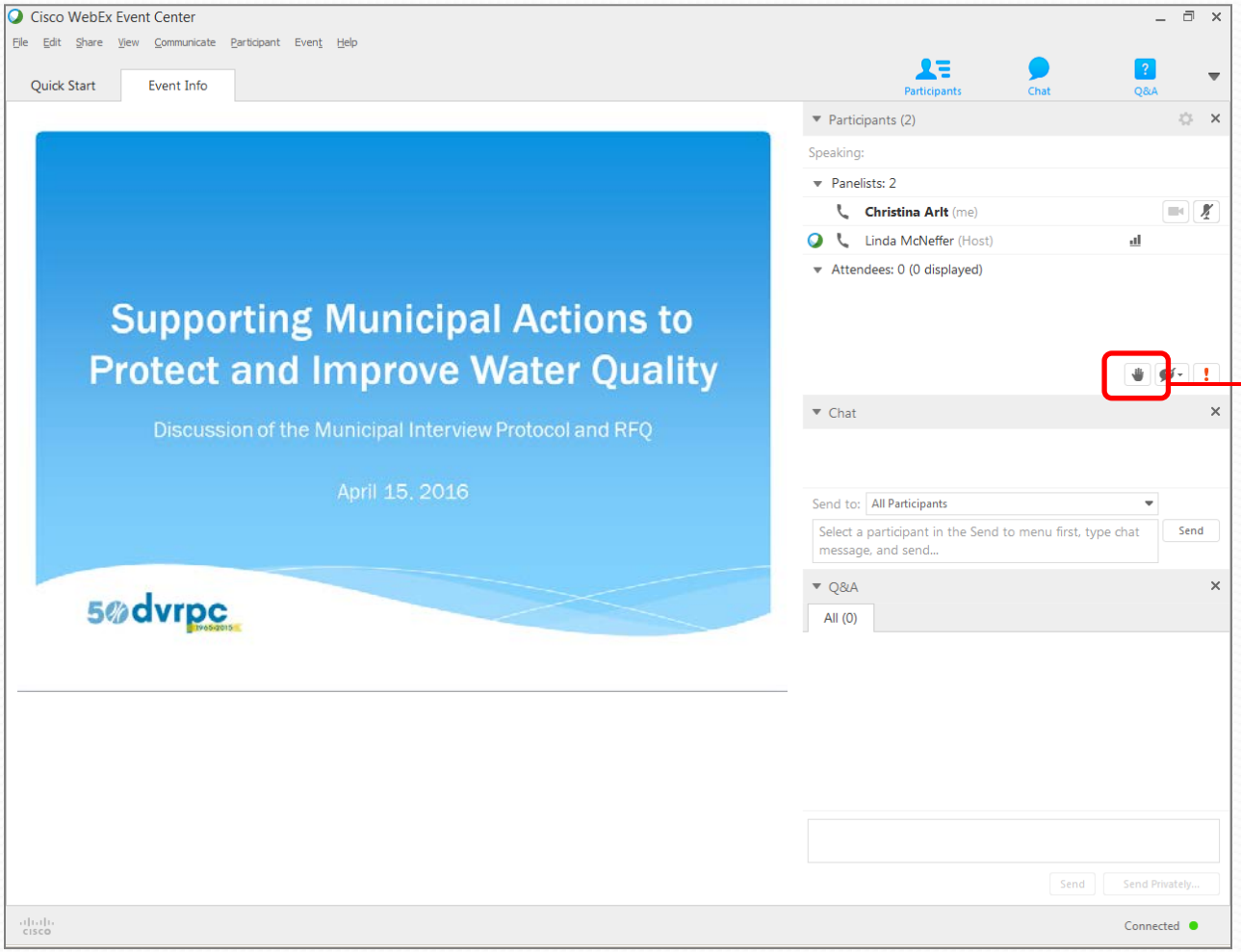
Chat Box

Testing Webinar Functions



Q&A Box

Testing Webinar Functions



Raise your hand

Purpose of this Project

- **Improve the ability of organizations to assist municipalities in their efforts to improve and protect water quality.**
- **Main research questions:**
  - What are the barriers to, and conditions of, success for municipal-based conservation practices
  - What municipal TA services are working?
  - How can they be replicated and improved?
  - Where and how could TA be more effective?

Project Timeline – July 2015 – Dec 2016

- **July 2015 to April 2016 :** MTAAP formation, knowledge sharing, and peer learning (Tasks 1 & 2)
- **Mar to Sept 2016:** Establish municipal interview protocol and conduct outreach (Tasks 3 & 4)
- **Sept to Dec 2016**: TA recommendations (Task 5)
- **Dec 2016**: Final report (Task 6)
- **Post Dec 2016**: Further Disseminate report

Purpose of Municipal Outreach Interviews and Case Studies

- We've spoken to the region's experts
- Better understand demands of municipalities and roles of different actors
- Determine what are perceptions and realities
- Identify barriers
- Identify conditions for success
- Determine unmet TA needs
- Identify incentives and test recommendations

Interview Methodology

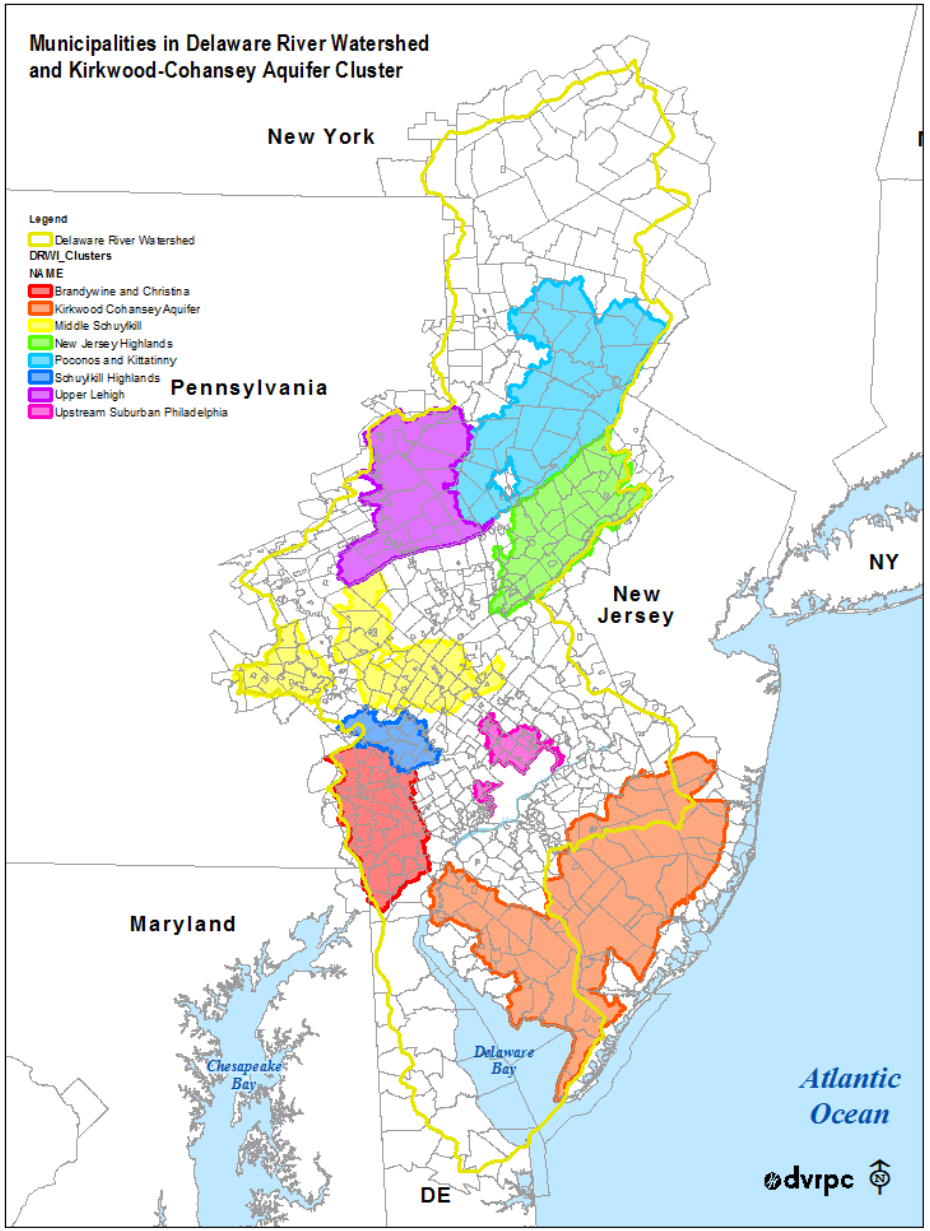
- Interview period May, June, July, and August
- Try to avoid interviewer bias by pairing interviewers and municipalities that have no previous history
  - Interviewers tend to listen for things they already agree with
  - Interview subjects self-edit, especially if they have a previous relationship
- Use Interview Protocol to create replicable process

Interview Methodology con't

- Thanks to 3/1 MTAAP Meeting, changes to methodology!
- Identify 50 municipalities to approach with goal of completing 20 case studies

Municipalities

- 843 potential municipalities
- ~50 will be targeted
- ~20 will become case studies



What is a Protocol?

- A combination of steps/directions, sample emails, scripts, and interview questions that allow a large team of interviewers to conduct outreach systematically and consistently.
- Protocol is overly detailed to provide guidance for new team members, BUT can allow for individualization, especially if interviewer is experienced.
- Can and should provide “Quality Assurance.”
- Every point of contact (initial email, phone call, follow-up email) is relationship building for all of us.

Interview Protocol

Step 1: Background Research on municipality compiled by DVRPC

Step 2: Introduction Email to Overview contact(s)

Step 3: Confirmation email that includes questions

Step 4: Interview #1 – Overview

Step 5: Thank you email to Overview contact

Step 6: Introduction Email to Deeper Dive Interview A

Step 7: Confirmation email that includes questions

Step 8: Interview #2 – Deeper Dive Interview A

Step 9: Thank you email to Deeper Dive Interview A

Steps 10+: Repeat Deeper Dive Interviews as necessary

Interview Protocol

- DVRPC asking for written feedback by Fri. 4/29
  - **Step 1**: Background Information
  - **Step 4**: Interview #1 – Overview
  - **Step 8**: Interview #2 – Deeper Dives/Follow-Up Interviews

Step #1: Background Information

- DVRPC gathers “Background Information”
  - How much can we determine without conducting an interview?
- Cannot be laundry list.
- What information would be useful to the interviewer to have before contacting municipality? Before conducting interview?
- If worthwhile, we can go back and collect more information. But what is the first cut?

Step #1: Background Information

- Questions?
- Comments?

Facilitating Dialogue on Municipal Actions to Protect and Improve Water Quality in the Delaware River Watershed
Municipal Case Study Interview Protocol
As of 4/7/2016

Step 1: Background Research for Municipal Case Studies

Basic information conducted/compiled by DVRPC in advance of interviews. Information must be of substance that one can find without contacting municipality.

Municipality

Population Information:
1990 Population
2000 Population
2010 Population
2015 ACS Estimate

Watershed, subwatersheds

In William Penn Foundation Watershed Cluster:
Yes No If Yes, which cluster: _____

Land Use Ordinances
Zoning Yes No If Yes, Date of Last Update/Revision: _____
[Details]

Subdivision (aka SALDO) Yes No If Yes, Date of Last Update/Revision: _____
[Details]

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Step #4: Overview Interview

- First interview with Municipal Manager (ideally)
- Final version of questions should be 10 or fewer
- Interview should be between 15-30 minutes
- Results will:
  - Identify if there's a "story" and what's the story. Example: TMDL spurred action, Multi-Municipal Planning, Elected Official is a champion
  - Identify who's the best person(s) to talk to for deeper conversations
  - All results will be aggregated and used!

Step #4: Overview Interview

- Questions?
- Comments?

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Municipal Case Study Interview Protocol
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Step 4: Interview #1 – Overview

Purpose: Conduct interview with main contact at municipality to answer overview questions about municipalities and water quality and identify particular topics for subsequent interviews. This initial contact will most likely (or ideally) be the Manager or Assistant Manager. Other overview interview subjects might include Secretary, Clerk, or Zoning Officer.

Interviewer will write up answers to questions submitted in an online form available at [link]. Interviewer can use this form to facilitate the interview or take notes as s/he wants to and submit answers afterwards.

[Script:
Hi (contact's name). Thank you for taking time to talk to me about (municipality). How are you doing?

I am [interviewer introduces her/himself].

The purpose of the overall study is to identify municipalities' technical assistance needs and develop possible incentives to help municipalities manage, improve, or protect water. The purpose of this quick interview is to identify who we should talk to in your community to have a deeper conversation about water quality issues, municipal needs, and possible incentives. Who knows your municipality well? Who knows the natural environmental? And who would be willing to talk with us for about a half an hour?

Before we start, I want to clarify that any information you share with me will be considered your own personal opinion and not the opinion of (municipality/organization). If you don't have an opinion or don't want to answer a question, we can always skip it. We will not directly quote you unless we have your permission. Most results of these interviews will be reported in the aggregate.

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Step #8: Deeper Dive Interview(s)

- Interview should be between 30-60 minutes.
- Combination of standard opening and closing questions
  - Results will be aggregated.
- Other Possible Questions by Topic
  - Ideally, pre-select group of questions based on Overview Interview.
  - Deep dive into “story.”
  - Gather information for a resulting case study.

Step #8: Deeper Dive Interview(s)

- Topics based on 3/1 MTAAP Small Group Discussions
- Topics identified so far:
  - Citizen Involvement
  - Elected Officials
  - Staffing
  - Crises/Trends
  - Testing Early Recommendations
- What topics are missing?

Step #8: Deeper Dive Interview(s)

- Questions?
- Comments?

Facilitating Dialogue on Municipal Actions to Protect and Improve Water Quality in the Delaware River Watershed
Municipal Case Study Interview Protocol
As of 4/7/2016

Step 8: Interview #2 – Deeper Dive Interview A

Purpose: Conduct interview with additional contacts to dive deeper into specific municipal actions and motivations.

Interviewer will write up answers to questions submitted in an online form available at [link]. Interviewer can use this form to facilitate the interview or take notes as s/he wants to and submit answers afterwards.

[Script:
Hi (contact's name). Thank you for taking time to talk to me about (municipality). How are you doing?

I am [interviewer introduces her/himself].

As I mentioned in my email, DVRPC is undertaking a research project, funded by the William Penn Foundation, to better understand what actions municipalities are doing to protect water quality in the Delaware River Watershed. The purpose of the overall study is to identify municipalities' technical assistance needs and develop possible incentives to help municipalities manage, improve, or protect water.

The purpose of this interview is to understand what your municipality is doing, what your municipality might want to do, and what your municipality's needs are. Depending on how many interviews we undertake for your municipality, we may write a case study specifically on your municipality. If we don't end up writing that case study, though, results of this interview will help us with the overall study and resulting recommendations.

Before we start, I want to clarify that any information you share with me will be considered your own personal opinion and not the opinion of (municipality/organization). If you don't have an opinion or don't want to answer a question, we can always skip it. We will not directly quote you unless we have your permission. Most results

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Municipal Outreach Timeline

- 4/29 – Please submit written comments on interview protocol to Alison Hastings (ahastings@dvrpc.org) or Christina Arlt (carlt@dvrpc.org)
- Mid-May – DVRPC finalizes interview protocol
- Mid-to-Late-May – DVRPC starts outreach process with consultants; tests interview protocol
- June/July – Conduct Interviews, Draft case studies
- August – DVRPC reviews draft case studies, identifies follow-up issues/questions
- August/September – Additional interviews/follow-up if needed; revise/finalize case studies

Interview Protocol

- Questions?
- Comments?

Facilitating Dialogue on Municipal Actions to Protect and Improve Water Quality in the Delaware River Watershed
Municipal Case Study Interview Protocol
As of 4/7/2016

Yellow color-coding means part of protocol is still under development.

Steps:
Step 1: Background Research on municipality compiled by DVRPC

Step 2: Introduction Email to Overview contact(s)

Step 3: Confirmation email that includes questions

Step 4: Interview #1 – Overview

Step 5: Thank you email to Overview contact
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Step 6: Introduction Email to Deeper Dive Interview A

Step 7: Confirmation email that includes questions

Step 8: Interview #2 – Deeper Dive Interview A

Step 9: Thank you email to Deeper Dive Interview A
—
Steps 10+: Repeat Deeper Dive Interviews as necessary

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Interview Protocol

- Please respond with written comments by **Friday, 4/29.**
  - Use track changes in the document emailed on 4/8
  - Rename the file to include your name
  - Email to ahastings@dvrpc.org

Request for Qualifications (RFQ)

DELAWARE VALLEY REGIONAL PLANNING COMMISSION
REQUEST FOR QUALIFICATIONS (RFQs)

William Penn Foundation
Municipal Actions to Protect and Improve
Water Quality in the Delaware River Watershed

Municipal Interviews and Case Studies

I. REQUEST FOR QUALIFICATIONS

The Delaware Valley Regional Planning Commission (DVRPC) is seeking assistance from qualified consultants (individuals or organizations; hereafter referred to as "consultants") to interview municipal officials, staff, and/or citizens involved with improving water quality in the Delaware River Watershed, and write case studies from the interviews.

Submission Date: All submissions pursuant to this RFQ must be submitted electronically to DVRPC no later than **5:00 PM on May 6, 2016.** All responses must be submitted via email to Etta Smith-Edwards, Purchasing Agent, at esmith@dvrpc.org. Responses should be in PDF format.

Proposals submitted after that time and date, or proposals that are non-responsive to the requirements of this RFQ, will not be considered.

All administrative questions should be directed to Etta Smith-Edwards via email at esmith@dvrpc.org. All technical questions should be submitted in writing via email to Christina Arlt, Senior Planner, carlt@dvrpc.org. NOTE: Questions regarding the content of and direction within the RFQ must be submitted no later than April 22, 2016, at 4:30 PM. All questions and answers will be posted on a rolling basis on DVRPC's "Consultant Opportunities" webpage at http://www.dvrpc.org/asp/Consultant/.

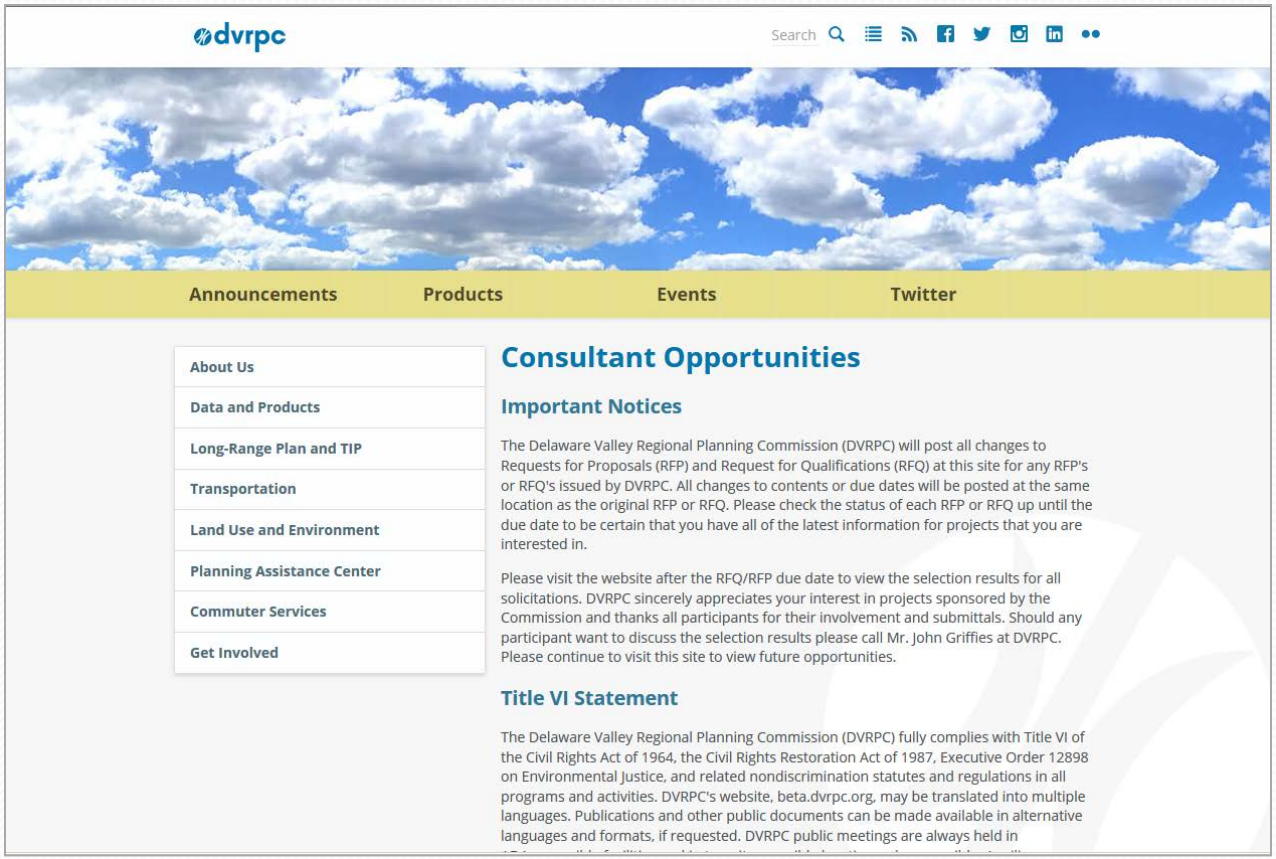
II. Background

From preserving large tracts of forested headwaters to enforcing riparian buffer ordinances, municipalities play a key role in maintaining and restoring water quality in the Delaware River Watershed. Implementation of conservation tools varies widely across the watershed's 800+ municipalities. Many different actors, from nonprofits to state agencies, assist municipalities in conservation, preservation, and restoration practices. There is also a growing body of scientific literature and research describing the benefits of these practices. However, many municipalities struggle with the codification, enforcement, and implementation of conservation tools.

In 2015, the William Penn Foundation awarded DVRPC a grant to work with a wide range of content experts and technical assistance providers to identify which types of technical assistance and support are most effective in helping municipalities implement water conservation tools and practices, and where these actions would best be deployed. DVRPC has formed a Municipal Technical Assistance Advisory Panel (MTAAP) to recommend how to better support and incentivize municipalities to implement conservation tools that improve water quality across the Delaware River Watershed.

Where is the RFQ posted?

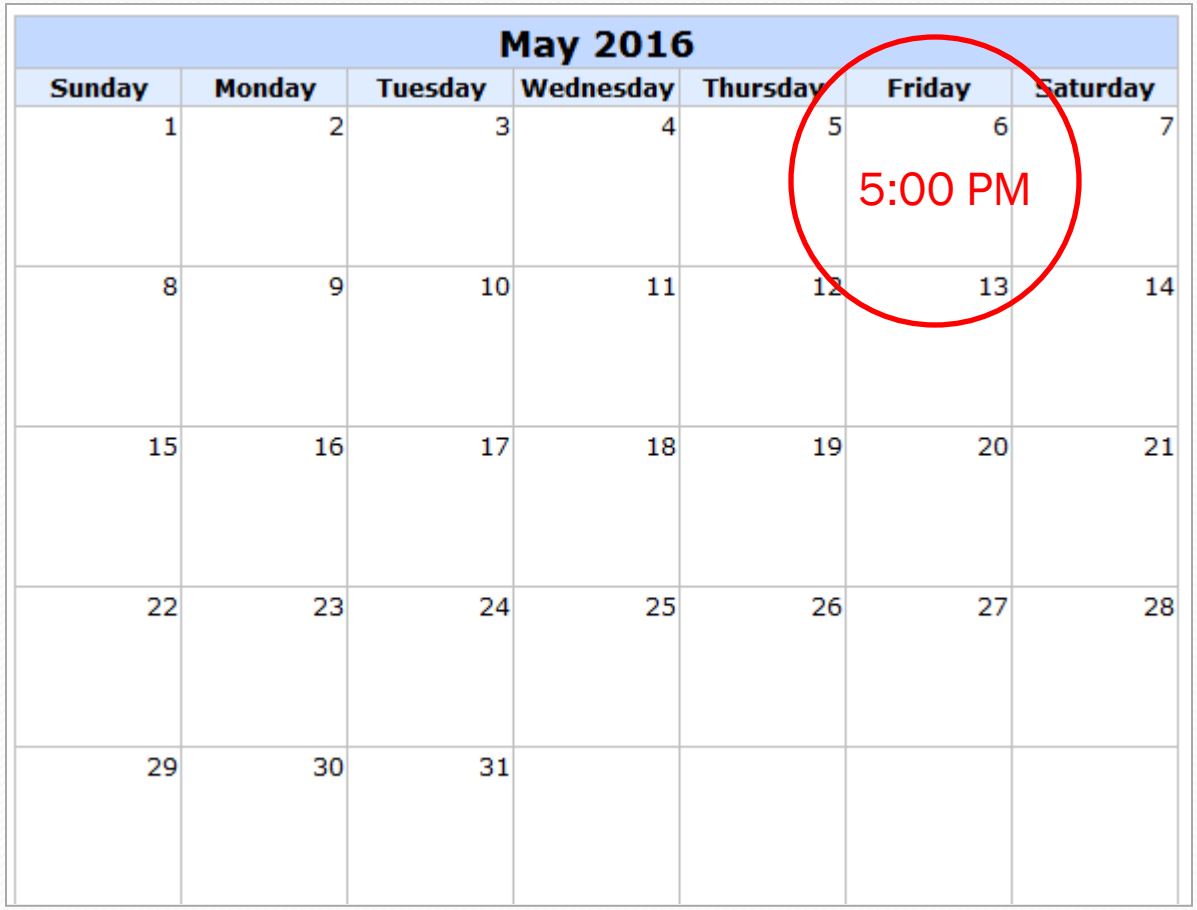
- http://www.dvrpc.org/Consultant/



RFQ Timeline

- Question Deadline:
  4/22/16 at 4:30 PM

- Submission Deadline:
  5/6/16 at 5:00 PM
  - Submit PDF to esmith@dvrpc.org



When will consultants be notified?

- Mid-May

May 2016						
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Scope of Work

- Conduct interviews with 2-5 individuals using the provided Interview Protocol
- Draft Case Studies using a provided template
- Conduct follow-up calls to clarify responses (as needed)
- Meet with DVRPC team 1-3 times to discuss interviews and case studies

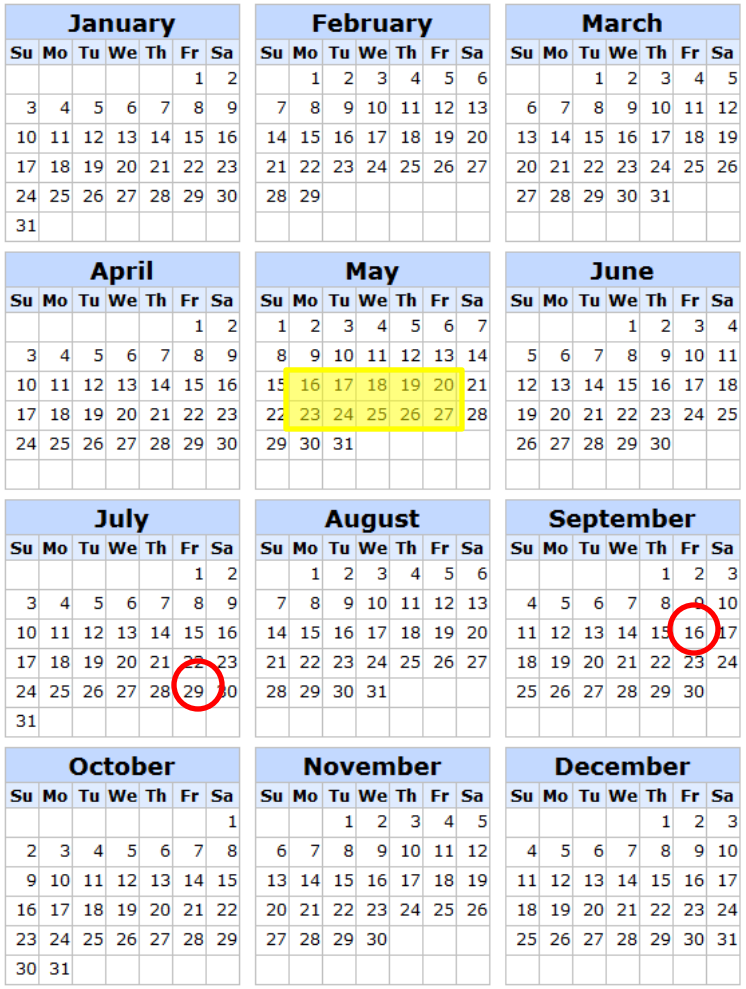
Deliverables

- Notes from all interviews
- A draft version of each case study
- A final version of each case study

Important Deadlines

- Draft Case Studies Due:
  July 29, 2016

- Final Case Studies Due:
  September 16, 2016



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July

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September

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November

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December

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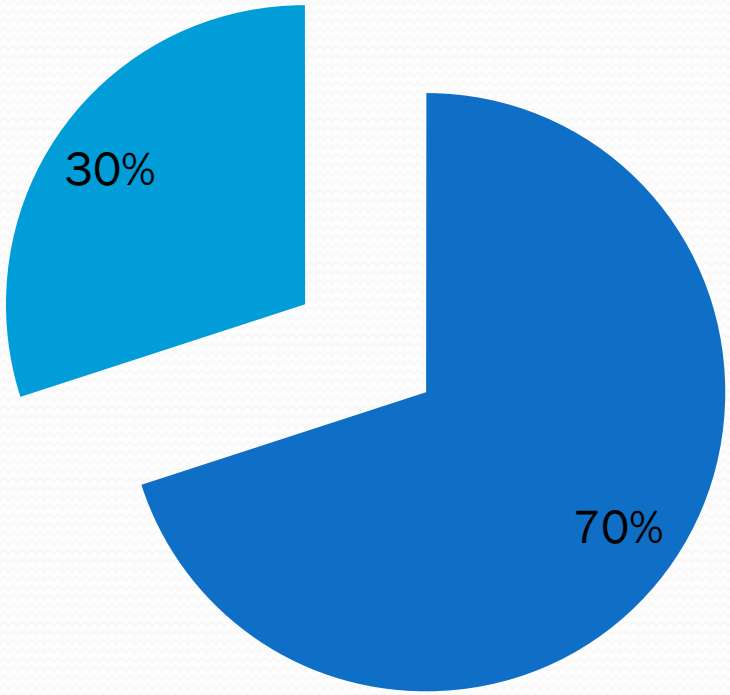
Submission Requirements

- Cover Letter with Contact Information
- Description of individual's or organization's specialized experience and technical competence
  - Case Studies
  - Municipal Planning
  - Environmental Science
- Two relevant projects and associated references
  - Name/Address/Phone number
- All-inclusive hourly rate for all proposed services

Appendices

- Resume of applicant(s)
  - No more than 2 pages/resume
- Short writing sample
  - Preferably a case study
- Budget
  - Not to exceed $5,000
- W-9 Form
- Disadvantaged Business Enterprise/Small Business Concern Involvement

Evaluation Criteria



Questions Received So Far

How many total municipalities/case studies are being including in this effort?

How many interviews does DVRPC intend to do overall?

How many consultants is DVRPC planning to short-list?

Does DVRPC plan to award the contract to only one consultant, or to a pool of consultants? If a pool, how many consultants does DVRPC anticipate awarding the contract to?

Are you looking to hire multiple consultants to do the work?

When referring to water quality in the RFQ, does this mean drinking water, runoff (TMDL), wastewater, or all of the above?

Is the dollar number listed in the RFQ ($5,000) a maximum per interview cost? Or does DVRPC expect to accomplish multiple interviews for that amount?

Does DVRPC have an acceptable billable rate, or range of rates, they would prefer?

Will the members of the MTAAP be given preferential treatment in the selection process?

Request for Qualifications

- Additional Questions? Please type them in the chat box or
  - Email administrative questions to esmith@dvrpc.org
  - Email technical questions to carlt@dvrpc.org

Thank you!

Project Updates:
http://www.dvrpc.org/WaterQuality/MunicipalActions/

RFQ Q&A Updates:
http://www.dvrpc.org/Consultant/

Alison Hastings
(215) 238-2929
ahastings@dvrpc.org

Christina Arlt
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