



Monongalia County  
Solid Waste Authority

**Request for Proposals  
for  
Public Opinion Research Services**

**Proposals must be received no later than  
March 22, 2024**

**Questions in regard to this RFP  
may be emailed to:**

Lynn Castro  
MCSWA Administrator  
moncountyswa@gmail.com

**Monongalia County Solid Waste Authority**  
3788 Morgantown Industrial Park  
Morgantown, WV 26501  
(304) 292-3801  
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[www.monongaliacountyswa.com/](http://www.monongaliacountyswa.com/)



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## REQUEST FOR PROPOSALS Public Opinion Research Services

### Introduction

The Monongalia County Solid Waste Authority (MCSWA) is requesting proposals from qualified firms with experience in conducting public opinion research services to submit proposals to the MCSWA. The MCSWA has received funds from the West Virginia Department of Environmental Protection REAP grant to work with a selected firm to conduct public opinion research in Monongalia County, West Virginia.

### Organizational Background

The Monongalia County Solid Waste Authority is located in the northern part of West Virginia, south of Pittsburgh, PA. The MCSWA was created by the West Virginia Legislature on January 1, 1989, as a public agency in accordance with WV Code §22C-4-3. The purpose of the MCSWA is to protect the public health and welfare by providing for a comprehensive program of solid waste collection, processing, recycling, and disposal. Further, the MCSWA exists to establish programs based on source reduction, recycling, reuse, material recovery and lastly, landfilling.

The MCSWA has a volunteer five-member board of directors who are in charge of managing the powers and duties of the MCSWA. These board members are appointed by different agencies which include: the Secretary of the WV Department of Environmental Protection, the Monongalia County Commission, the board of supervisors for the Monongahela Conservation District, and the chairman of the Public Service Commission. The MCSWA has an Administrator responsible for conducting the business for the MCSWA under the direction of the Chairman and Board of Directors.

Currently, the MCSWA provides support to Monongalia County residents through education efforts, collection events (e-cycle, pesticide, and paper shredding) and by communicating through the MCSWA website, e-newsletter, and social media. In addition, the MCSWA supports, and collaborates, on a variety of solid waste efforts with other entities and stakeholders.

### Project Background

Since closing their recycling center in 2015, and after the MCSWA 2021 Comprehensive Litter and Solid Waste Control Plan (Comp Plan) update, the MCSWA realized the need for more up to date data and feedback from Monongalia County residents. To prepare for their 2025 Comp Plan update, the MCSWA wants to obtain baseline data of residents' attitudes, behaviors, and opinions regarding reducing waste, and various disposal and recycling methods, and other local efforts, to divert waste going to the landfill. The MCSWA seeks actionable and representative survey data to inform their 2025 Comp Plan, guide collaboration with stakeholders to address issues, and to maintain or continue progress in successful areas. The MCSWA plans to repeat the process in 5-years to compare data to the baseline, evaluate outcomes, address issues of concern, maintain successes and continue to plan as needed.

### Scope of Work

The Scope of Work will encompass working with the MCSWA Administrator and Board of Directors, developing a survey questionnaire, conducting a statistically valid representative sample survey of residents in Monongalia County, West Virginia, managing deployment of survey, monitoring data collection, measuring survey results, tabulating data, assessing in-depth analysis of the data including a breakdown of relevant subgroups, preparing, and delivering a detailed final report, presenting results, analysis and consulting with MCSWA on data. Deliverables should include the survey questionnaire, survey results, cross-tabulations of survey responses, summary memo of findings and an in-depth report of findings.



## Submittal Format

All proposals should be organized in the format shown below.

### Submittal Cover Sheet

Include the Request for Proposal title, submittal due date, the name, address, telephone, and email of the firm and point of contact for the proposal.

### Company Background

Provide information about the years in business, and experience with similar projects.

### Team Qualifications

Provide list of team members to be assigned to the project including their titles, and experience.

### Examples of Most Recent Work

Proposals should include the organization name, contact person, title, telephone number and email address of three references for similar projects, as well as a brief description of each project.

### Cost Estimate

Provide the cost estimate to complete this project by a breakdown of at least two proposed sample sizes, survey length and overall fee.

## Proposal Submission

Complete proposals must be submitted as outlined below. Proposals will not be considered if a firm fails to follow the specific proposal submission instructions. Firms should contact the WV Department of Environmental Protection REAP at 1-800-322-5530 to report their bid submission.

There two (2) ways for firms to submit their proposal:

1. Email with an **attached PDF**
2. US Postal Service (USPS)

### To Email Proposals

Firms **must** use **RFP Response: Public Opinion Research Services** in the Subject Heading of their email. Proposal must be a **PDF attachment**. Any Proposals arriving via email **after** Friday, March 22, 2024, will **not** be considered.

#### Email proposals to:

moncountyswa@gmail.com

SUBJECT HEADING: RFP Response: Public Opinion Research Services

Attn: Lynn Castro

### To Mail Proposals

Firms must use a **sealed** envelope and include **RFP Response: Public Opinion Research Services** on the front of the envelope. The proposals must **ARRIVE** by the due date, **March 22, 2024** (not postmarked). Any proposal arriving through USPS **after** Friday, March 22, 2024, will **not** be considered.

#### USPS Mail proposals to:

Monongalia County SWA

Attn: Lynn Castro

3788 Morgantown Industrial Park

Morgantown, WV 26501

## Selection Schedule

The MCSWA intends to follow the selection timeline below:

Advertisement of the RFP	March 6, 2024
Deadline for Proposal Submittal	March 22, 2024
Evaluation of Proposals and Selection of Firm Process	March 25, 2024 – April 5, 2024
Award of Contract	April 8, 2024
Target Project Start Date Initial Meeting	April 30, 2024

## Proposal Selection and Evaluation Process

Proposals will be reviewed by the Monongalia County Solid Waste Authority Board of Directors and Administrator and evaluated to determine which proposals best meet the criteria of the RFP. The final selection will be based on completeness, experience, and technical merit and not awarded on the basis of cost alone.

A firm must demonstrate that all criteria set forth herein are met. Proposals received will be evaluated on qualifications and responsiveness to the MCSWA objectives, including but not limited to:

- Experience of the firm, consultant and staff selected to provide the specified services
- Technical feasibility of proposal
- Technical qualifications, capability, and reliability of firm
- References
- Overall proposal submission

It should be emphasized that the MCSWA, as a public agency, is mandated to act in the best interest of the public at all times and to discharge its duties in a manner that is both responsive and equitable to all residents. Therefore, the MCSWA reserves the right to:

- Reissue the RFP should facts and/or circumstances arise which would warrant such action
- Supplement, amend, or otherwise modify this RFP
- Negotiate with firm for amendments or other modifications to firm's proposal
- Reject any or all proposals

All interested parties are encouraged to submit proposals to the RFP, as the award is not based solely on lowest cost proposal submitted. Total cost will be taken into consideration, but the consultant's capabilities, competence and capacity will be considered as well.

## Questions about the RFP

All inquiries and questions regarding this RFP should be emailed to Lynn Castro, MCSWA Administrator at [moncountyswa@gmail.com](mailto:moncountyswa@gmail.com).