

STATE OF ALABAMA

DEPARTMENT OF CONSERVATION & NATURAL RESOURCES

REQUEST FOR PROPOSALS

For

Survey regarding WMA Hunting Trends

Using License Year 2010-2011 Sales

Enclosed is a request for proposal to prepare, conduct, and analyze a survey of 2010-2011 Alabama WMA License Buyers and other license buyers for the State of Alabama, Department of Conservation & Natural Resources. The request for Proposal (RFP) will be available at <http://www.outdooralabama.com/about/> on January 10, 2011. If necessary any RFP Addendums will be posted on this same website. Proposals must be submitted in writing to the address indicated below and received no later than January 25, 2011. Each proposal must include one original and one electronic copy. It is anticipated the contract will be awarded on or around April 15, 2011.

If you have questions or need additional information, please contact Ray Metzler at ray.metzler@dcnr.alabama.gov.

Alabama Department of Conservation and Natural Resources
Wildlife and Freshwater Fisheries Division – Attn. Ray Metzler
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334-242-3620

**REQUEST FOR PROPOSALS
FOR
CONSERVATION AND NATURAL RESOURCES
Hunting License Buyer Survey**

1. Purpose. The Alabama Department of Conservation and Natural Resources (DCNR) is requesting proposals from firms interested in developing, conducting, and analyzing the results of a survey regarding the attitudes and behaviors of Alabama hunting license buyers in regards to Wildlife Management Area practices (see “**Scope of Services**”). The procurement of the services that are the subject of this Request for Proposals (RFP) is not subject to the competitive bidding requirements of Section 41-16-20, Code of Alabama (1975). This RFP is issued in accordance with the requirements of Alabama Act No. 2001-956, Section 4(4). This RFP is not an offer to contract but seeks the submission of proposals from interested professional service providers that may form the basis for negotiation of a professional service contract or contracts. *DCNR reserves the right to reject any or all proposals and to solicit additional proposals if that is determined to be in the best interests of the State of Alabama.*

2. Scope of Services. This project consists of working with staff from the DCNR to develop a survey instrument and conduct a survey of: 1) 2010-2011 Alabama WMA Hunting License buyers (approximately 40,000) to determine their attitudes, behaviors, and trends regarding the WMA system, and 2) 2010-2011 Alabama Hunting License buyers who did not purchase a WMA license (approximately 180,000) to determine their attitudes, behaviors, and trends regarding the WMA system. The proposal should utilize sampling and statistical procedures to meet a 95% confidence interval.

DCNR will provide an electronic database of a randomly sampled subset of the total population of license buyers for utilization in this survey. The consultant will conduct the survey, analyze the survey results and provide DCNR with a full report to be utilized by the DCNR in future decision making processes regarding the management and operations of the WMA system. The survey must be completed, reviewed and approved by the State by August 27, 2011. The consultant will maintain full and accurate records. DCNR shall have access to such records during normal business hours to examine and make transcripts and to inspect all program data, documents, proceedings, and activities. The consultant shall provide a report detailing the survey methodology and survey results.

3. Overview of Needs for Survey. DCNR operates 35 WMA’s throughout Alabama and sells approximately 40,000 licenses to WMA deer and turkey hunters annually. Changes within Alabama regarding accessibility, demographics, and regulations have impacted the use patterns of our WMA system. We believe it is critical to the future management and utilization of wildlife resources on WMA’s that we better understand what factors affect hunting WMA’s in Alabama.

The department sells recreational hunting and fishing licenses by two methods- electronic and manual. The majority of licenses are sold electronically and licensee data is available in an electronic file format. A portion of these electronic sales are sold through a home internet site and email addresses are available on those sales. The remaining licenses are sold manually through license books. The licensee data from these sales is not in an electronic format and must

be retrieved from a copy of the license. Each book has three copies of the license; the original goes to the customer, a copy is sent with monthly sales reports and a copy remains in the books for audit purposes. Telephone numbers are not collected in any of the license information, manual or electronic. Home Addresses are collected in all license sales.

4. Qualifications. Consultant must be staffed with personnel that are knowledgeable and experienced in the requirements of developing, performing, and analyzing surveys. Resumes for the key individual(s) who will be assigned to complete the work should be included with the proposal.

The consultant must include a valid copy of the current license to do business in the State of Alabama. Either of the following is acceptable. 1) "Certificate of Authority" issued by the Secretary of State to a foreign entity to transact business in the State of Alabama, 2) "Certificate of Existence" issued by the Secretary of State to an entity that is incorporated in the State of Alabama, or 3) A Business License issued by a probate judge in the state of Alabama.

The consultant must include the completed Disclosure Statement as required by Act 2001-955, State of Alabama for proposals exceeding \$5,000.

The consultant must provide an overview of all services they are providing or can provide to their customers. At least three references of surveys rendered for state or federal government must be disclosed along with pertinent contact information (contact name, telephone number, email address).

5. Experience. The consultant must have completed a minimum of five (5) state or federal surveys of the scope described above in Section 2. Experience with surveys for counties or cities are not acceptable.

6. Fees. Proposals must disclose and include any and all fees, costs or expenses to be charged for the services described in the Scope of Services, Section 2. Failure to provide a complete listing of all fees, costs and expenses to be charged will result in the disqualification of the professional service provider submitting the proposal. Final payment will occur within 30 days after the receipt of the survey results.

7. Proposal Contents. Proposals must describe the methodology used for the survey, a timeline for the project, how the survey will be conducted, sample of questions to be asked, and what to expect in the contents of the final report. The consultant will submit one (1) written and one (1) electronic copy of the proposal (MS Word and Excel and/or Adobe Acrobat software that is supported by Windows XP).

8. Personal Information. All personal licensee information that may be reviewed, including, but not limited to taxpayer identification number, social security number, name, address, shall be treated as strictly confidential as to comply with all applicable state and federal laws. Failure to comply with this confidentiality requirement may require sanctions, up to and including termination of any Contract awarded from this ITB.

9. Other. None of the required services may be subcontracted or assigned. Any contract awarded/issued shall be governed by, and interpreted in accordance with the Code of Alabama 1975, as amended.

The following paragraphs will be incorporated into the contract awarded pursuant to this RFP.

1. Certification Regarding Debarment, Suspension, and Other Responsibility Matters
The Consultant certifies to the best of its knowledge and belief that it and its principals:
 - (a) Are not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from covered transactions by any Federal department or agency.
 - (b) Have not within a three year period preceding this agreement been convicted of or had a civil judgment rendered against them for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (Federal, State, or local) transaction or contract under a public transaction; violation of Federal or State antitrust statutes or commission of embezzlement, theft, forgery, falsification or destruction of records, making false statements, or receiving stolen property;
 - (c) Are not presently indicted for or otherwise criminally or civilly charged by a government entity (Federal, State, or local) with commission of any of the offenses enumerated in paragraph (b) of this certification; and
 - (d) Have not within a three-year period preceding this agreement had one or more public transactions (Federal, State, or local) terminated for cause or default.

2. It is agreed that the terms and commitments contained herein shall not be constituted as a debt of the State of Alabama in violation of Article 11, Section 213 of the Constitution of Alabama, 1901, as amended by Amendment Number 26. It is further agreed that if any provision of this contract shall contravene any statute or Constitutional provision or amendment, either now in effect or which may, during the course of this contract, be enacted, then that conflicting provision in the contract shall be deemed null and void. Except for mediation as provided in paragraph 5, the consultant's sole remedy for the settlement of any and all disputes arising under the terms of this agreement shall be limited to filing of a claim with the Board of Adjustment for the State of Alabama.

3. It is expressly understood and mutually agreed that any commitment of funds herein shall be contingent upon the receipt and availability of funds under the program for which this Agreement is awarded.

4. In the event of the proration of the fund from which payment under this contract is to be made, the contract will be subject to termination.

5. For any and all disputes arising under the terms of this contract, the parties hereto agree, in compliance with the recommendations of the Governor and Attorney General, when considering settlement of such disputes, to utilize appropriate forms of non-binding alternative dispute resolution including, but not limited to, mediation by and through the Attorney General's Office of Administrative hearings or where appropriate, private mediators.

6. The awarded vendor must comply with the Federal Funding Accountability and Transparency Act (FFATA).