

# **REQUEST FOR PROPOSALS**

## **Pretesting and Implementing an Alaska Saltwater Sport Fishing Economic Survey**

**Actual Issue Date: April 8, 2005**

**Deadline for submission: April 29, 2005**

## **Proposal Schedule**

**April 8, 2005** Request for proposals issued and distributed

**April 15, 2005** Deadline for written questions

**April 20, 2005** Responses to written questions will be provided

**Deadline for submission of proposals**

**Proposals may be submitted by mail or e-mail**

**Faxed proposals will NOT be accepted**

**April 29, 2005**

**One (1) original should be submitted to:**

**Pacific States Marine Fisheries Commission**

**ATTN: Dave Colpo**

**205 SW Spokane, Suite 100**

**Portland, OR 97202**

**Tele: (503) 595-3100**

**E-mail to [dave\\_colpo@psmfc.org](mailto:dave_colpo@psmfc.org)**

**May 6, 2005**

**Project finalists selected**

## **Request for Proposals**

### ***Pretesting and Implementing an Alaska Saltwater Sport Fishing Economic Survey***

The Pacific States Marine Fisheries Commission (PSMFC) and the Alaska Fisheries Science Center (AFSC) are requesting proposals for a survey research project that collects information to estimate the economic value of saltwater sport fishing trips in Alaska and understand the factors that affect participation in, and demand for, these trips. The survey will collect stated and revealed preference information to allow estimation of recreational demand and to assist in understanding angler preferences for different types of fishing opportunities.

AFSC will develop the questionnaire. The contractor will be responsible for (a) setting up focus groups and cognitive interviews to pretest the survey; (b) providing suggestions and assisting in improving the questionnaire design, format, and wording; (c) administering a small, formal pretest implementation and the full implementation; (d) entering and cleaning the data; and (e) writing a summary report. The project will be managed by an economist at AFSC (the AFSC project manager).

There are two main tasks associated with this survey research project. The first is to conduct focus groups and one-on-one cognitive interviews to pretest the survey instrument, which includes recruiting participants and making arrangements for facilities and personnel to assist in conducting the focus groups and interviews. The second is to administer the formal pretest and final survey implementation. This task includes printing questionnaires, envelopes, cover letters, and all other supporting materials, administering the survey, entering survey data, and writing a report.

**We are seeking proposals for Task 1 and Task 2 collectively. Due to fiscal year budget and timing limitations, however, we are only able to obligate funds to cover Task 1 with this Request for Proposals at this time.**

#### **Task 1**

##### **Survey Pretesting Activities (May 2005 – September 2005)**

Pretesting activities consist of focus groups and cognitive (one-on-one) interviews. Pretesting activities should be spaced out to allow sufficient time between them to revise the survey materials; however, all pretesting should be completed by the end of September 2005.

#### **Focus Groups**

The contractor will arrange for focus groups in two cities (two focus groups per city) that will be used to evaluate and improve preliminary survey materials, principally the survey instrument. The focus groups will occur in one city in Alaska (Anchorage or Juneau) and in Seattle, WA. In each city, the contractor will set-up two two-hour focus group sessions, either to be held on the same night with a half-hour break between sessions, or on consecutive nights with one focus group session per night. The focus groups will be moderated by the AFSC; however, the

contractor will make arrangements for a focus group host to be present to check in participants, handle logistics, and disburse incentives. Since input from focus groups will be used to modify the survey materials, the focus groups in Alaska and Seattle should be scheduled at least a week apart for changes to the testing materials to be made.

**Recruiting.** The contractor is responsible for recruiting the focus group participants. Each focus group session should include 9 participants, although it is expected that approximately 12 persons will need to be recruited to show to ensure 9 actually participate.<sup>1</sup> Focus group participants should be recruited from residents near each focus group location who saltwater fished in Alaska during 2003 or 2004. Individuals who have purchased a fishing license to fish in Alaska are identified in the Alaska Department of Fish and Game (ADF&G)'s Fish License data file, portions of which will be provided for the purpose of recruiting participants. The Fish License data file includes names and mailing addresses of all sport anglers who purchased a fishing license in Alaska, but no telephone numbers. It is expected that the contractor will recruit participants by phone. Since the License Data file does not contain phone numbers, the contractor will need to utilize a telephone number lookup service to acquire phone numbers.

For the focus groups, eligible participants are those license holders who are at least 18 years or older and have fished in saltwater (i.e., in oceans or bays) in Alaska during 2003 or 2004 (approximately 50% of the license holders in each year). Additional screening based on fishing mode (by charter, by private boat, or by shore),<sup>2</sup> socioeconomic (e.g., income), or demographic (e.g., age) characteristics is likely to ensure the diversity of each group. The contractor will mail a reminder and directions to the facility one week in advance and contact recruited individuals by phone a day in advance of the focus group to remind them of their focus group participation and confirm the focus group time and directions to it. A preliminary telephone recruitment screening script will be provided by AFSC, which will be used by the contractor to develop a final telephone recruitment script. The reminder phone call script and mailing materials will be developed and implemented by the contractor. The contractor will also provide any participation incentives that are used.

**Test materials.** Survey materials to be tested in these focus groups will be developed by AFSC. Printing of focus group test materials will be handled by AFSC, although some limited printing may need to be done by the contractor. Each focus group session will test different survey materials.

**Facilities and amenities.** The facilities the contractor procures for the focus groups must be able to comfortably sit 10 persons (9 participants and 1 moderator) around a table. Preference is for facilities with adjoining observer rooms and built-in audio and/or video recording, and a separate waiting area, although these are not requirements. The contractor is also expected to provide light refreshments (soft drinks, bottled water, cookies, and other snacks), pens for use in the focus group, name tags for participants, and audio and/or video recording of the focus group sessions.

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<sup>1</sup> To adhere with the Paperwork Reduction Act of 1995, each focus group session is limited to 9 participants. If more participants show, they will be paid and dismissed. Each focus group session will test **different** survey materials.

<sup>2</sup> Sport anglers may fish by more than one mode.

**Host.** The contractor will provide a host to check in participants, coordinate with the focus group facility, fill out participant name tags, coordinate the logistics of focus groups with the AFSC moderator on the day of focus groups, and be responsible for recordings, refreshments, dismissing participants exceeding the maximum allowable number, and disbursing incentives at the conclusion of each focus group session.

**One-on-One Interviews**

The contractor will arrange for 4 to 6 cognitive interview sessions, two in Alaska and up to four in cities in the continental U.S. Each session will consist of one-on-one interviews with 9 participants. These interviews will take two forms: verbal protocols (talk aloud) interviews and self-administered with follow-up interviews. All interviews are expected to take approximately one hour. For the verbal protocols, the participant is asked to give a verbal account of what they are thinking and reading as they fill out the survey, which is followed by a short debriefing interview. The self-administered with follow-up interviews will involve the participant filling out the survey (between 20-30 minutes), followed by a debriefing interview (30-40 minutes). The contractor will conduct some, if not all (cost permitting), of the interviews, with the balance being conducted by the AFSC project manager.<sup>3</sup>

**Locations.** Interviews in Alaska will be conducted in Fairbanks, and in Anchorage or Juneau, whichever city had not been chosen for the Alaska focus groups. To minimize costs, interviews in the two Alaska cities should be completed in a single trip (with a minimum of one travel day between interview sessions in different cities). The non-Alaska interview locations are confined to larger U.S. cities with sufficient numbers of sport anglers who have fished in Alaska during 2003 or 2004 to ensure a sufficient population from which to recruit. The following table contains a list of cities that are believed to have sufficient numbers of Alaska sport anglers.

*Table 1. U.S. Cities with 700 or more Alaska sport fishing license holders annually*

<b>West Coast Cities</b>	<b>Other Western U.S. Cities</b>
Sacramento, CA	Phoenix, AZ
Portland, OR	Denver, CO
Seattle, WA	Salt Lake City, UT
San Francisco, CA	Spokane, WA
San Diego, CA	Dallas, TX
	Houston, TX

At a minimum, the contractor will select at least one West Coast city from the list (Sacramento, Portland, Seattle, San Francisco, or San Diego) and one from elsewhere in the Western United States (Phoenix, Denver, Salt Lake City, Spokane, Dallas, or Houston).

**Recruiting.** The contractor is responsible for recruiting the cognitive interview participants. At each location, 9 Alaska sport anglers will be interviewed using talk aloud verbal protocols or

<sup>3</sup> Depending upon cost considerations, the AFSC project manager may conduct a portion of the interviews.

self-administered with follow-up debriefing interviews. As before, it is expected that approximately 12 persons will need to be recruited to show to ensure 9 actually participate. Cognitive interview participants should be recruited from adult residents near each interview location who fished in Alaska during 2003 or 2004. As for the focus groups, names and addresses of license holders in the cities where interviews are to take place will be supplied to the contractor, who must then procure phone numbers for recruitment. Unlike recruiting for the focus groups, interview participants do not have to have saltwater fished in Alaska to be eligible to participate. However, screening based on fishing mode (by charter, by private boat, or by shore), socioeconomic (e.g., income), or demographic (e.g., age) characteristics can be expected. The contractor is responsible for the initial recruitment, and all follow-up communications with the recruited participants. This includes mailing a reminder and directions to the facility one week in advance and contacting the recruited individuals by phone a day in advance of the interview to remind them of their participation and confirm the time and directions to the interview. A preliminary telephone recruitment screening script will be provided by AFSC, which will be used by the contractor to develop a final telephone recruitment script for recruiting participants to be interviewed. The reminder phone call script and mailing materials will be developed and implemented by the contractor. The contractor will also provide any participation incentives.

**Test Materials.** The interviewer guide delineating the issues and questions to address in the interviews will be provided by AFSC with input from the contractor. The survey instruments tested in the interviews will be developed by AFSC in conjunction with the contractor. The contractor will print the survey materials, review the survey instruments, and offer advice concerning wording and format issues.

**Facilities and amenities.** The contractor will procure facilities to hold the interviews. The facility will preferably have a waiting room for arriving participants and an interview room for each interviewer. Each interview room will accommodate one participant and the interviewer around a table. The contractor is expected to provide light refreshments (soft drinks, bottled water, cookies, and other snacks) in the waiting area, pens for writing, and audio recording of the interviews.

**Host and interviewer.** The contractor will provide a host to check in participants, coordinate logistics with the interview facility and the interviewers on the day of interviews, and be responsible for recordings, refreshments, dismissing participants exceeding the maximum allowable number, and disbursing incentives at the conclusion of each interview. The contractor will also provide an interviewer to conduct the interviews. As noted above, an interviewer guide will be provided that defines the issues to cover and the scope of the interview questions.

## Task 2

### Administering the Formal Pretest and Survey (October 2005 – May 2006)

The contractor is responsible for administering a small-scale survey implementation and the full survey implementation. Pending OMB approval, the final, formal pretest is expected to occur in October to November, 2005. The start date for this subtask may be postponed due to delays in getting OMB approval to conduct the data collection. Assuming the formal pretest is completed in November 2005, the final survey can be expected to begin in January 2006.

**Final survey administration steps.** The final survey implementation is expected to follow a modified Dillman Tailored Design Method<sup>4</sup> approach. Implementation will include an advance letter, an initial mailing, a postcard reminder, a second mailing, and a short follow-up phone interview.

- The **advance letter** will be sent 2-3 days prior to sending out the initial mailing.
- The **initial mailing** will be sent 2-3 days after the advance letter is sent. Each mailing contains a personalized cover letter, a questionnaire, an insert (described below), and a pre-addressed and postage-paid return envelope. This *first* mailing will be sent by first-class mail and will include a token pre-incentive to boost participation (provided by contractor).
- The **postcard reminder** will be sent a few days after the initial mailing.
- The **second full mailing** will be sent two weeks after the initial mailing is sent out.
- The **short telephone interview** will be conducted one week after the second full mailing. All individuals who have not returned the survey to date will be contacted, provided a valid phone number can be procured via reverse telephone lookup. Contacted respondents will be encouraged to fill out and return the questionnaire and sent a new questionnaire if the originals were lost. In addition to encouraging individuals to complete the survey and identifying and rectifying delivery problems, the interview will involve asking several attitudinal, behavioral, and socio-demographic questions that will assist in understanding non-response behavior. These phone interviews are expected to last up to 6 minutes.

It is important that the contractor maintain an accurate and timely database of respondents to minimize contact expenses and to avoid potential burden on respondents. Contractor suggestions for ways to enhance response rates are welcome. Contractor input is especially important with respect to envelope size, questionnaire booklet layout, and motivational language in cover letters.

**Pretest survey administration steps.** The formal pretest survey administration will parallel the final implementation survey administration, except a follow-up telephone interview step is

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<sup>4</sup> Dillman, Don A. *Mail and Internet Surveys: The Tailored Design Method*. New York: John Wiley and Sons, 2000.

omitted. The pretest survey will consist of an advance mailing, initial mailing, postcard reminder, and second full mailing. The administration of these survey steps will follow the same schedule as outlined for the full survey above.

**Sampling frame.** The formal pretest and final survey samples will be drawn from all individuals who purchased an Alaska state sport fishing license during 2005 (or 2006 if the survey implementation is delayed). Approximately 50% of license holders have Alaska addresses, and except for a few foreign addresses, the rest have other U.S. addresses.

**Sample size.** For the formal pretest, AFSC will provide the contractor with a random sample of 360 names and addresses; for the final survey, AFSC will provide the random sample of 4000 names and addresses. Half of the sample will be Alaska residents; the other half will be non-Alaska residents. About 10% of each of the samples drawn from the License data file is expected to be invalid names or addresses. As such, the effective samples sizes are expected to be 324 and 3600, respectively.

**Expected response rates.** The final survey should target at least a 60% response rate (2160 completed and returned surveys in the final survey from the 3600 in the “valid” sample size). The expected response rates at the various survey phases of the final survey are contained in the table below. The formal pretest is expected to achieve similar response rates for each survey phase that is implemented.

*Note:* The 60% targeted overall response rate from all survey phases in the final survey is a minimum, and the actual response rate will hopefully be higher. The contractor should base the bid on the response rates in Table 2.

*Table 2. Expected number of completes and response rate for final survey by survey phase.*

<b>Survey Phase</b>	<b>Completed and Returned Surveys</b>	<b>Response Rate (percent of sample size)</b>
Initial Mailing	1,080	30%
Postcard reminder	540	15%
Second mailing	360	10%
Follow-up telephone interview	180	5%
<i>Totals</i>	<i>2,160</i>	<i>60%</i>

**Survey material specifications.**<sup>5</sup> Printing of all survey materials is the responsibility of the contractor. Choice of paper types, colors, and quality are subject to AFSC approval.

**Insert.** An insert will be mailed with each survey mailing. The insert will be a double-sided 8.5”×11” page containing color maps of regions in Alaska (one on each side of the page). Electronic copies of the maps will be provided by AFSC. The contractor will format the page and print the inserts.

<sup>5</sup> Note we are open to any suggestions regarding the survey format, size, etc. that the contractor may have. Some of these protocols could change at the suggestion of the contractor.

**Questionnaire basics.** The questionnaire will be a 16-page booklet style survey, made from four 11”×17” pages double-sided, folded, and stapled on the spine (resulting in a booklet with sixteen 8.5”×11” pages). The paper used for the questionnaire will be high-quality book paper. Each questionnaire will have an individual identification number printed on it that uniquely identifies each respondent.

**Questionnaire versions.** There will be **20** different versions of the survey used in the final survey. Up to **6** survey versions will be used in the formal pretest. Each version will have a unique set of fishing trips that the respondent will be asked to choose from. These fishing trips are distinguished by differing attribute levels contained in tables describing them. AFSC will provide the contractor with a table that defines the attribute levels associated with each survey version. The contractor will randomly assign each respondent to one of the versions. In **all** follow-up mailings, the respondent will receive the same survey version. Thus, the contractor will need to track which version each respondent receives.<sup>6</sup> AFSC will provide the contractor with an electronic copy of the base survey (not every version) in Microsoft Word. The contractor is responsible for survey formatting.

**Letters.** The advance letter and survey cover letters will have the contractor’s address displayed. These letters will be individualized by using the respondent’s name, dated for the date it will be sent, and printed on letterhead using high-quality bond paper. The advance letter will be printed on NOAA letterhead that will be designed by the contractor. All correspondence should include a toll-free number for the contractor that the respondent can use for questions or comments. Letters will include a signature in contrasting ink (e.g., blue ink signature, black letter print).

**Envelopes.** Envelopes should be printed with “Address Correction Requested”. The return envelopes will be 9”×12” Business Reply Mail envelopes. All envelopes will be designed by the contractor.

**Name and address verification.** The contractor will verify for accuracy the names and addresses in the sample using a national address database.

**Follow-up telephone interview.** If no response is received after one week from the mailing of the second questionnaire, respondents will be contacted by telephone and encouraged to complete and return the survey (final survey only). Questions will also be asked to determine if the respondent is not eligible to receive the survey (e.g., the respondent did not purchase an Alaska state sport fishing license), and asked some classification questions that can be used to analyze non-response bias (e.g., income, age, gender, fishing experience, own a boat). Each respondent should be called up to 6 times before phone attempts are discontinued. The contractor will obtain the respondent’s phone number using a phone lookup service. AFSC will provide the contractor with a preliminary telephone script for use in the phone interview that

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<sup>6</sup> When the surveys are printed, a mail-merge type program will likely need to be used to create the different versions and place an indicator on the questionnaire that identifies which version it is. Because of the complexity of this set-up, it is vital that the contractor establish robust protocols for printing and tracking respondents and survey versions.

identifies the set of questions to be asked. From this script, the contractor will develop the final script for actual use.

**Handling of undelivered questionnaires.** Efforts will be made to correct mailing addresses of undelivered surveys. Address corrections will be allowed up to the date of the second mailing. On the date of the second mailing, all corrected addresses that have been received will be mailed a new advance letter, and then all of the aforementioned survey protocols will be followed.

**Handling respondent inquiries.** The contractor shall supply a toll-free number on each of the mailings. The contractor is responsible for handling respondent inquiries and questions. The AFSC project manager will work with the contractor to develop answers to inquiries or questions. The contractor shall inform the AFSC project manager about the nature and number of inquiries each week during the survey process.

**Data entry.** Data entry of the returned questionnaires will follow a two-tiered approach to ensure accuracy of results. Once received, a completed questionnaire will be logged in using the ID number, and run through a scanner to create a pdf of the questionnaire. Data will then be keypunched and verified. Each data element must be checked for data errors, reasonableness in falling within an acceptable range, and logic in relation to other data elements. The AFSC project manager will work with the contractor to develop these data checks. A logical system of data entry should be used that will also be used for the identification of non-responses to questions and questions that the respondent is asked to skip because they are not applicable.

**Examination of early returns.** The contractor will examine early returns from the first mailing for issues that can be addressed in the second mailing (e.g., add a clarification to the cover letter of the second mailing).

**Examination of formal pretest returns.** The contractor will examine returns from the formal pretest for issues that can be addressed in the full study. The contractor will send a copy of all the respondent-returned pretest surveys and the data to AFSC (see below for acceptable data file types). AFSC and the contractor will make recommendations about changes to the final study based on the results.

**Progress reports during implementation.** The contractor will provide a weekly progress report to AFSC by e-mail each Wednesday while the formal pretest and final surveys are in progress. The report shall contain the status of the survey, response rates, and discuss any problems or issues associated with the survey. The contractor will also send a list of the respondent questions or comments, organized by respondent identification number.

**Final data sets and report.** The contractor shall supply a DBF, MS Access, ASCII or SAS data file no later than 3 weeks after the completion of the final mailing in the formal pretest and 8 weeks after the completion of the telephone follow-ups and mailings for the final survey. The data file will include all coded responses to the questionnaire questions, plus respondent-specific data related to which mailings were sent, when the completed survey was received, whether attempts were made to contact the individual by phone, the date and disposition of each phone

attempt (busy, no answer, voice mail or answering machine, answered but not home, answered but refused, etc.), and responses to the phone interview.

1. Documentation of the transferred file shall include, but is not necessarily limited to, the following:
  - a. variable name
  - b. position
  - c. description
  - d. length
  - e. alpha-numeric description
2. The contractor shall deliver all of the completed questionnaires to AFSC. The questionnaires should be sorted by the respondents' identification number. The questionnaires will be delivered electronically as individual indexed (sorted by sample identification number) pdfs and in hardcopy.
3. The contractor shall also supply a final report no later than 8 weeks after the mailing of the final survey to the group of respondents for whom a change or forwarding address was received. The final report should contain the following:
  - a. List and describe the survey procedures that were implemented.
  - b. Attempted number of mail surveys, total, by state of residence, and by survey version.
  - c. An analysis of response rates by survey version, state of residence, boat owner and non-boat owner, income, age, gender, education, and fishing in the marine sport fishery.
  - d. Response rate to each mailing and by week.
  - e. A full enumeration of the telephone protocols and implementation.
  - f. Number of attempted and successful phone contacts and average number of attempts per successful contact.
  - g. Number of additional mailings (and completes) resulting from phone contact.
  - h. Other analysis or descriptive statistics that the contractor believes to be useful to easily identify problems with the data or that will assist in identifying the success of the survey.

AFSC will be responsible for the statistical/econometric analysis of the survey responses.

## Proposal Details

**Requested information.** Those wishing to submit a proposal should include the following information as part of their proposals.

1. A brief description of the focus group and cognitive interview services the contractor will provide. Include information about the locations and facilities of pretest activities, amount of participant incentives, number of personnel provided, what proportion of interview sessions will be verbal protocols versus self-administered interviews, and an approximate timeframe for pretesting activities. Also describe the extent cognitive interviewing will rely on the AFSC project manager's participation as an interviewer.
2. A brief description of the survey administration services the contractor will provide. Provide information about the pre-incentive included with the initial mailing, how the surveys will be printed, what survey design or formatting assistance can be offered, the type of telephone survey system that will be used (i.e., CATI or other), estimates of the number of non-respondents that will be contacted by telephone in the follow-up interview, and the estimated timeframe for completing the telephone contacts.
3. Specify how addresses will be verified and phone numbers procured for the samples.
4. A list of qualifications of key personnel involved in the project.
5. A brief statement of previous experience the firm has in conducting focus groups, cognitive interviewing, and mail and telephone surveys. List relevant work experience regarding recreational surveys, or conducting surveys in Alaska.
6. A breakdown of costs by major task (Tasks 1 and 2).
  - For Task 1, costs should be reported for the following categories: personnel, facilities (by location), pretest incentives, other operating expenses (incl. travel, equipment, supplies), administrative overhead, and total cost.
  - For Task 2, separate costs should be reported for the formal pretest and final survey implementation using the following categories: personnel, printing, mailing, telephone expenses (only for the final implementation), other operating expenses, administrative overhead, and total cost.
7. Specify any additional services the contractor will provide (e.g., additions to the final report, survey procedures and development, etc.).

**Selection criteria.** Proposal selection will be based on the following criteria:

1. Cost (50%)
2. Experience, expertise, and methods as discussed above in "Requested information" (50%)

**Submission deadline.** The deadline for submitting proposals to the Pacific States Marine Fisheries Commission is 5 p.m. Pacific on **April 29, 2005**. Selection results will be announced on or before **May 6, 2005**.

Proposals may be submitted by e-mail ([dave\\_colpo@psmfc.org](mailto:dave_colpo@psmfc.org)) or by mail to the following address:

Pacific States Marine Fisheries Commission  
ATTN: Dave Colpo  
205 SE Spokane, Suite 100  
Portland, OR 97202

**Information requests or questions.** Direct general questions to Dave Colpo at (503) 595-3100 or [dave\\_colpo@psmfc.org](mailto:dave_colpo@psmfc.org). Technical questions should be directed to Dan Lew at NOAA Fisheries at (206) 526-4252 or [Dan.Lew@noaa.gov](mailto:Dan.Lew@noaa.gov). Written questions can be submitted to PSMFC at the address or e-mails above by April 15, 2005. Responses to all written questions will be provided by April 20, 2005.