



*Mayor Martin J. Walsh*

**Request for Information**

Informing the City of Boston's planning process for programs and communications for fostering sustainable behavior through representative survey data

**Issued by:**

The City of Boston  
Environment Department  
Greenovate Boston

**RFI Issue Date:** September 24, 2019, 10:00 am EST

**RFI Closing Date:** October 22, 2019, 5:00 pm EST

**Inquires:**

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**GREENOVATE  
CITY of BOSTON**

*Mayor Martin J. Walsh*

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Dear Bostonians, Academics, Philanthropists, and Environmentalists:

Over the past five years, Greenovate Boston has been connecting Boston residents with information about how the City of Boston (the “City”) is addressing climate change and what actions they can take that align with and support our climate action goals.

Now, we want to take the next step.

This fall, we are launching a new marketing strategy to take a more strategic, and behavior change oriented approach. In tandem with piloting strategies to change behavior, we want to base the broad-scale rollout of this program on representative survey data on the barriers and benefits of implementing each climate action we are promoting to various groups within the City.

Our end goal with this survey component of our behavior change strategy to fully understand what would motivate or prevent residents across demographics and neighborhoods from taking action to lower their carbon footprint and better prepare for the impacts of a changing climate.

The purpose of this RFI is to give the City a picture of who (an academic institution, philanthropic organization, etc.) may already be collecting and interpreting this data, or who may have an interest in partnering or supporting the collection of this information in the future.

Sincerely,

The City of Boston



The City is seeking information from interested parties for a potential citywide, representative survey pertaining to the barriers and benefits of Boston residents taking action to address climate change. Respondents should focus on how their recommendations would be authentically representative, with a strong emphasis on racial equity.

The purpose of this Request for Information is for the City to understand who is currently collecting representative data on individual climate action and/or who may be interested in collecting representative data about climate action in Boston in the future.

While specific contracts are out of the scope of this solicitation, the City hopes to gain a comprehensive understanding of options currently available to inform our growing strategic behavior change initiative. The City will use this gathered information to explore the possibility of a Memorandum of Understanding (MOU) or Request for Proposals (RFP). Respondents to this RFI can help shape this process, and therefore may be in a stronger position to collaborate with the City on individual climate action in the future.

## **Background**

The recently released IPCC Special Report: Global Warming of 1.5 (October 2018) and the Fourth US National Climate Assessment (November 2018) confirmed the urgency with which we need to address the climate crisis.

Globally, cities like Boston are leading on climate action. While many of these commitments require policy and regulatory action on the part of local governments, the City also realizes that individual lifestyle choices have the potential to profoundly impact the success or failure of its climate goals. Many of the technical solutions for addressing climate change will not be possible without public engagement.

Greenovate's primary motive is to empower individuals living in Boston to take action on climate to support the success of our carbon neutrality and climate resilience goals. In order for us to be effective and strategic in this effort, we must understand the barriers for our residents in taking sustainable actions so that we can directly address those barriers from a programmatic and marketing standpoint.

## **Our goals**

Greenovate Boston will release data-driven climate action campaigns that strategically target the root of the barrier to action for Boston residents. For the City to do so in an effective, equitable, and sustainable way, we need to understand the perspective of all Boston residents -- not just those with the greatest access or interest in "traditional" environmental action.

We are setting targets for our new campaigns. In five years, we hope to reduce individual carbon emissions by 20 percent, and in 10 years, we hope to reduce by 45 percent. According to our 2017 GHG Inventory, individuals choices account for 50 percent of Boston's carbon emissions.

### **Our commitment**

We are committed to supporting only those equitable climate actions that will improve public health and build a better City for future generations.

## **2.0 Responses & RFI Responses**

Please provide information and recommendations on how the City can uncover the barriers and benefits to taking action on climate change using accurate and representative survey data of resident behavior in Boston. This could include, but is not limited to, a literature review, observations, focus groups and--most important--representative survey work.

The City may ultimately complete its own representative survey, but the purpose of this process is to identify other groups, including but not limited to, universities and philanthropic organizations the City might partner and collaborate with who may already be doing survey work in this area..

When formulating your response please consider the following process and questions:

1. How do you ensure representative data? We would specifically be curious to know what your strategies would be for hearing from immigrant and non-english speaking groups, young people, the homeless, and the disabled. Specifically, would you survey people under 18? What are the legal ramifications of doing so? Would you translate your survey?
2. Do you conduct survey work outside of the City?
3. Would you oversample in certain neighborhoods? Why or why not?
4. What would you need from the City to partner in a survey process?
5. How much would the process cost?
6. How long would the process take?
7. Are there certain climate and sustainability related behavior changes that merit consideration? Example actions we are already planning pilot campaigns for include:
  - a. Sign up for a Mass Save Energy Assessment
  - b. Install an Air Source Heat Pump
  - c. Sign up for the City's trash application
  - d. Replace all incandescent light bulbs with LED
  - e. Bring your own coffee mug
  - f. Unsubscribe from unwanted junk mail

## RFI Contact

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## Timeline

The table below includes relevant events and deadlines for this RFI:

| Event                                 | Date and Time |
|---------------------------------------|---------------|
| RFI Release Date                      | 9/24/2019     |
| Teleconference for Interested Parties | 10/8/2019     |
| Respondent Information Due Date       | 10/22/2019    |

The City of Boston may change these dates at its sole discretion.

The teleconference is not mandatory for respondents but will serve as an opportunity to walk through the RFI document and answer any questions.

## Responses

Please submit your response to this RFI via email to [peyton.jones@boston.gov](mailto:peyton.jones@boston.gov) by 5pm Boston local time, Tuesday, October 22, 2019. Within the email please use the following subject line: "(Respondent Organization's Name) - Response to Greenovate's Behavior Change Survey RFI." Responses can be in any format that the respondent believes best captures your ideas, plans or other information you believe could be important or useful to the City.

## Appendix 1: (Disclosure)

This RFI is for information and planning purposes only and shall not be construed as a solicitation or as an obligation on the part of the City to issue any competitive procurement or award a contract.

The City will not award a contract on the basis of responses to this RFI nor otherwise pay for the preparation of any information submitted, for any vendor presentation, or the City's use of such information.

All responses to this RFI will be on public record under the Massachusetts' Public Records, Law, Mass. Gen. L. ch. 66 s. 10, regardless of confidentiality notices to the contrary.

By submitting, applicant authorizes the City of Boston to publicize, refer to, and use your application as it sees fit.