

Response to comments

SAM Studies Proposal FP6

Mobile Businesses, Stormwater Source Control, and Multi-Jurisdiction Coordination

King County and Aspect Consulting

6 August 2020

Comment: additional detail on budget. *Full comment:* lacks rational/hours/billable amount per task for budget

Response: see expanded budget table (attached), which provides a brief rationale/explanation of the activities for each deliverable to be performed by each project partner and a summary of costs by task.

Comment: pilot program timing. *Full comment:* timing of the pilot program...will lessons learned feed back into the final report?

Response: Yes, lessons learned from the pilot program will be incorporated in the final report. This is indicated in the proposal under the Task 6 description of deliverables.

Comment: unlicensed businesses. *Full comment:* How do unlicensed businesses play into this study?

Response: We expect that unlicensed businesses will be a significant area of focus of the project, especially in Task 3 where business lists will be generated, sorted, and parsed and in Task 6 as part of mobile business outreach during the pilot program. The process of generating business lists will include data sources that we expect will capture some unlicensed businesses from crowd-sourced information, such as business reviews in Google maps. The number and types of unlicensed businesses and the process of identifying them will be included in the technical memorandum of Task 3, and the outreach to them during the pilot program by participating jurisdictions will be summarized in the report of Task 6. These points of contact with unlicensed businesses will also help provide recommendations for how to get mobile businesses licensed.

Comment: ESRI tool available to all jurisdictions? *Full comment:* if municipalities don't have ESRI business data, could this study still be applicable to their jurisdictions' collection database? Would you have to do the same process and study for each jurisdiction to get comparable results?

Response: The project will create and use a process to capture and sort business listing data from various online sources (Task 3). Based on preliminary research, we expect that some of the business data will be provided as a product for a fee by ESRI, Google, or others. For purposes of this project, the business listing development process will not be prepared as a stand-alone software tool; rather, the process will be used by project staff to develop the business lists for selected areas including south King County where the pilot program will occur. The technical memorandum summarizing the business listing

development will include recommendations for how the process could be refined and used more widely by municipal staff based on the outcomes and success of the process in this study. It is expected that generating mobile business listings in other jurisdictions can be done using the process developed here with a user-friendly interface that would be developed as a separate project.

Comment: *Full comment:* Should DOR be part of the TAC, they may have mobile business questions too

Response: Yes! We have already been in touch with a “data sharing” contact at DOR who works with individual cities on business licensing. We will follow-up with them to try to get an appropriate DOR representative to join the TAC.

Comment: Progress reports are not required to be quarterly

Response: Comment noted. The project team thinks that quarterly invoices are appropriate for this project to balance reporting effort with communication and coordination. Progress reports will accompany invoices and be based on deliverable.

Budget Table for proposal for *Mobile Businesses, Stormwater Source Control, and Multi-Jurisdiction Coordination* SAM studies project

Deliverable No.	Deliverable	Aspect		King County		Total Cost
		Cost	Activities/Rationale	Cost	Activities/Rationale	
1a (i-v)	TAC meeting agenda and minutes	\$9,313	Prepare for and attend 5 TAC meetings, agendas and minutes, presentations of technical materials by additional staff at 3 meetings	\$1,800	Attend 5 TAC meetings	\$11,113
1b (i-viii)	Quarterly status reports	\$15,217	Prepare and transmit 8 quarterly status reports with invoices (Aspect to King County); project coordination	\$5,326	Prepare and transmit 4 semi-annual progress reports and invoices (King County to Ecology); project administration	\$20,543
	Task 1 total	\$24,530		\$7,126		\$31,656
2a	Draft survey to permittees	\$7,154	Prepare draft survey, review with TAC, send to permittees, collate data	\$1,166	Review draft memorandum, help coordinate reviews from TAC	\$7,154
2b	Technical memorandum of survey results	\$5,830	Evaluate survey data, write memorandum of survey findings			\$6,996
	Task 2 total	\$12,984		\$1,166		\$14,150
3a	Draft technical memorandum of business list development process	\$25,342	Obtain business listings data; develop and test procedure for parsing and sorting of business data; develop mobile business list; prepare documentation of procedure; write draft memorandum on business listing development	\$602	Review draft memorandum, help coordinate reviews from TAC	\$25,342
3b	Final technical memorandum of business list development process	\$3,008	Revise draft memorandum per comments from TAC			\$3,609
	Task 3 total	\$28,350		\$602		\$28,951
4a	Data request of Ecology of annual report IDDE data	\$832	Prepare data request for 2020 IDDE annual report data from Ecology			\$832
4b	Draft report of mobile business IDDE data	\$24,506	Organize and evaluate mobile IDDE data; analyze for mobile businesses; write draft memorandum	\$1,520	Review draft memorandum, help coordinate reviews from TAC	\$24,506
4c	Final report of mobile business IDDE data	\$7,598	Finalize memorandum with additional data analysis per TAC comments			\$9,118
4d	Database of mobile business IDDE incidents	\$6,938	Prepare draft and final database of mobile business IDDE data as reported by permittees			\$6,938
	Task 4 total	\$39,874		\$1,520		\$41,394
5a	Draft Best Practices guidance document	\$29,835	Background research of best practices across jurisdictions; find and develop marketing materials and technical assistance information for use in outreach to mobile businesses prepare draft best practices document	\$1,334	Review draft best practices document, help coordinate reviews from TAC	\$29,835
5b	Final Best Practices guidance document	\$6,671	Prepare final best practices document based review by TAC			\$8,006
	Task 5 total	\$36,506		\$1,334		\$37,841
6a	Pilot program plan	\$14,833	Prepare for pilot program: planning document, business lists, meetings among jurisdictions	\$2,967	Attend and help plan meetings among jurisdictions	\$17,799
6b	Outreach materials for pilot program	\$5,361	Prepare outreach and marketing materials for participating jurisdictions			\$5,361
6c	Draft report on pilot program outcomes	\$27,492	Implement pilot program; support coordination among jurisdictions; survey of participants; draft memorandum of pilot program outcomes and lessons learned	\$1,582	Review draft report, help coordinate reviews from TAC	\$27,492
6d	Final report on pilot program outcomes	\$7,910	Finalize memorandum per comments from TAC and pilot program participants			\$9,492
	Task 6 total	\$55,595		\$4,548		\$60,144
7a	Project schedule	\$2,391	Finalize project schedule based on contracting date			\$2,391
7b	Presentation to Stormwater Work Group	\$5,573	Prepare and co-present on project outcomes to the SWG at project end	\$1,102	Help prepare and co-present to the SWG	\$6,675
7c	2-page fact sheet	\$2,988	Prepare fact sheet to summarize project findings, outcomes, and resources			\$2,988
7d	Presentation to other group	\$2,841	Prepare and give a presentation to another group (permit coordinators, local source control partnership, etc.)			\$2,841
	Task 7 total	\$13,793		\$1,102		\$14,895
	TOTAL	\$211,633		\$17,398		\$229,031