



Filing Summary

Approval - Contract should be filed a minimum of 10 working days prior to the proposed start date of services.

Agency: 477 - Department of Fish and Wildlife
Filing Number:
Reference Number: 89530
Agency Contract Number: 22-20546
Filed By:
DES Decision Date:

Contractor Information

Legal Name Earth Economics
DBA
UBI
Address 107 N. Tacoma Avenue, Tacoma, WA USA 98403

Contract Information

Procurement Sole Source
Service Description CF Technical Research Services
Contract Purpose

The purpose of this contract is to provide WDFW with a dashboard and adaptive data tools to further enhance outdoor recreational experiences for Washington's residents and visitors. Under WDFW contract 21-18667 the Contractor provided WDFW with an analysis of statewide cellular datasets for Washington State to better understand the economic contribution of outdoor recreation in Washington. This contract will continue to maintain and update the dataset provided through that analysis, and make it available to WDFW and partner agencies the Washington Department of Natural Resources, the Washington State Recreation and Conservation Office, and Washington State Parks as a management tool to view public visitation.

Fund Source

Filing Number	Federal	State	Other	Total
This Filing		\$54,360		\$54,360
Contract Total				\$54,360

Contract Dates

Filed Date	Start Date	End Date
	09/01/2022	08/31/2026

Contacts

Jeffrey Hugdahl	(360)902-2230	jeffrey.hugdahl@dfw.wa.gov	In Process
Jeffrey Hugdahl	(360)902-2230	jeffrey.hugdahl@dfw.wa.gov	Processed

Current State Employees

Not Applicable

Former State Employees

Not Applicable

Filing Justification

Specific Problem or Need

What is the business need or problem that requires this contract?

This contract provides access and reporting on public lands visitation data utilizing cellular telephone datasets in order to prioritize maintenance, monitor recreation impacts, and direct resources for planning, management, and enforcement on public lands. Along with WDFW, Washington State Parks, the Recreation and Conservation Office and the Department of Natural Resources will also access this data and will pay a share of contract costs.

Sole Source Criteria

Describe the unique features, qualifications, abilities or expertise of the contractor proposed for this sole source contract.

WDFW, DNR, State Parks, and RCO partnered with the Contractor to conduct an economic contribution analysis of outdoor recreation on state-managed lands. The result of that study was a dataset that can be used by state agencies as a management tool to view public visitation. This contract continues to update, interprets and provides access to the datasets initial provided as a one-time deliverable under the earlier contract. The Contractor is the owner of the datasets, and serves as the "Creator" view of the Tableau dashboard, which allows for viewing and using the data in unique ways. As conductors of the initial study and owners of the resulting datasets, the Contractor is the sole organization able to provide this service for all of the involved state agencies.

What kind of market research did the agency conduct to conclude that alternative sources were inappropriate or unavailable? Provide a narrative description of the agency's due diligence in determining the basis for the sole source contract, including methods used by the agency to conduct a review of available sources such as researching trade publications, industry newsletters and the internet; contacting similar service providers; and reviewing statewide pricing trends and/or agreements. Include a list of businesses contacted (if you state that no other businesses were contacted, explain why not), date of contact, method of contact (telephone, mail, e-mail, other), and documentation demonstrating an explanation of why those businesses could not or would not, under any circumstances, perform the contract; or an explanation of why the agency has determined that no businesses other than the prospective contractor can perform the contract

WDFW contracted with Earth Economics (WDFW Contract #21-18667) to conduct an economic contribution analysis of outdoor recreation on state-managed lands. As a result of the study, Earth Economics is the sole subject matter expert for this particular work, as well as the owner of the dataset that the respective state agencies will need access to for use. No other organization is in possession of these datasets or the tools to properly manage the datasets for the uses required by WDFW and its partner agencies.

What considerations were given to providing opportunities in this contract for small business, including but not limited to unbundling the goods and/or services acquired.

This was not considered for this contract.

Provide a detailed and compelling description that includes quantification of the costs and risks mitigated by contracting with this contractor (i.e. learning curve, follow-up nature).

Any other vendor providing this service would need to acquire, analyze and provide interpretation of cellular telephone datasets that has already been accomplished by the contractor through an earlier contract with WDFW. This effort alone cost WDFW over \$100,000 in contractor costs. There would be no learning curve with this contractor, as they are the owner of the data and lead on the data tool, putting them as the sole subject matter expert for this work.

Is the agency proposing this sole source contract because of special circumstances such as confidential investigations, copyright restrictions, etc.? If so, please describe.

The contractor owns the datasets used to provide data to WDFW and its partner agencies through the proposed contract.

Is the agency proposing this sole source contract because of unavoidable, critical time delays or issues that prevented the agency from completing this acquisition using a competitive process? If so, please describe. For example, if time constraints are applicable, identify when the agency was on notice of the need for the goods and/or service, the entity that imposed the constraints, explain the authority of that entity to impose them, and provide the timelines which work must be accomplished.

N/A

Is the agency proposing this sole source contract because of a geographic limitation? If the proposed contractor is the only source available in the geographical area, state the basis for this conclusion and the rationale for limiting the size of the geographical area selected.

N/A

What are the consequences of not having this sole source filing approved? Describe in detail the impact to the agency and to services it provides if this sole source filing is not approved.

If this filing is not approved, the four respective state agencies (WDFW, DNR, State Parks, and RCO) would be unable to access up-to-date data from the study conducted in the previous contract (WDFW Contract #21-18667). The data represents a new way for state natural resource agencies to work together and interact. It also provides economic development tools and distinct management tools for those agencies to help with their important work. Using these data, state natural resource agencies will be able to determine local economic contributions and visitation, and work closely with local leaders using up-to-date visitation data. This work also allows land managers to prioritize maintenance, monitor recreation impacts, and direct resources for planning, management, and enforcement on state-managed public lands. The data also allow state agencies to complement the work of WA Tourism Alliance and see where visitors to state-managed public lands are coming from on a yearly basis. Without this contract, this tool will be unavailable to WDFW and its partners.

[Sole Source Posting](#)

Agency Website Information

Posted to Agency Website on 8/12/2022.

WEBS Information

Posted to WEBS on 8/12/2022.

Response(s) to Posting on WEBS

Time has NOT expired for responding to posting and will notify DES when time expires.

[Reasonableness of Cost](#)

Since competition was not used as the means for procurement, how did the agency conclude that the costs, fees, or rates negotiated are fair and reasonable. Please make a comparison with comparable contracts, use the results of a market survey, or employ some other appropriate means calculated to make such a determination.

Costs were calculated through a scope of work document submitted by Earth Economics for ongoing licensing and data management support. The costs are comparable to ongoing maintenance of other software applications.

[Attachments](#)

22-20546-payable goods and services contract may 2022 (4).docx - 66281kb

22-20546 legal notice aug 2022.docx - 37599kb

Are any documents being sent that are not attached via this system? No

Is the contract or amendment document attached or listed above? Yes