



# **REQUEST FOR PROPOSAL**

**For**

**RESIDENTIAL NEWSLETTER PRODUCTION  
INCLUDING RESEARCH AND DEVELOPMENT, GRAPHIC  
DESIGN, PRINT MANAGEMENT AND MAILING  
SERVICES**

**ISSUED: MAY 30, 2017**

**PROPOSALS DUE: JUNE 30, 2017**

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**I. INTRODUCTION AND BACKGROUND**

The Central Contra Costa Solid Waste Authority (CCCSWA) dba RecycleSmart is a local government joint powers authority, whose member agencies include: The Towns of Danville and Moraga, and the Cities of Lafayette, Orinda, and Walnut Creek and surrounding unincorporated Central Contra Costa County.

RecycleSmart is responsible for managing the solid waste programs for its member agencies, including developing and implementing programs that enable its member agencies to meet or exceed the State policy goal of 75% recycling, composting, or source reduction of solid waste by year 2020. RecycleSmart has a franchise agreement with Republic Services for the collection, transfer, and disposal of residential and commercial solid waste and for the collection of all recyclables. Processing and sales of recyclables is franchised with Mt. Diablo Recycling.

**II. SCOPE OF SERVICES**

	<b>Tasks (Approximately a 2-month process per quarterly newsletter)</b>
1.	Project Initiation and Ongoing Coordination
2.	Research and Development
3.	Content Development and Editing
4.	Design and Layout Development
5.	Design Development of Digital Newsletter
6.	Print Management and Production
7.	Mailing Services

*Note: The Scope of Services above outlines various tasks. Those tasks serve as guidelines and any additional activities recommended by the proposer are welcomed.*

**III. REQUEST FOR PROPOSALS**

RecycleSmart is seeking proposals from qualified firms that can produce a robust 5-6-page newsletter and come with creative ideas and out-of-the-box thinking that will catch the eye of the customer and encourage them to recycle more. A quarterly residential print and electronic version newsletter will be distributed to 64,000 single-family homes. And a quarterly residential print newsletter to approximately 14,000 multi-family tenants using the majority of the single-family home articles and adding a few more tailored to apartment/condo residential services.

**PLEASE SUBMIT COSTS FOR DEVELOPMENT OF SINGLE FAMILY HOMES NEWSLETTER AND SEPARATELY THE COSTS FOR AN MULTI-FAMILY/APARTMENT/CONDO RESIDENTIAL NEWSLETTER.**

Services will include article research and development, graphic design including illustrations and photography, and print brokering and mailing services. Newsletters frequently contain infographics to represent complex data, processes, or ideas visually. Our newsletter is an effective way of educating our customer base about solid waste reduction and increasing recycling and composting by use of our recycling programs we offer.

The successful firm will provide “turn-key” services, meaning the firm will be responsible for all phases of article development, graphic design, illustration, printing and delivery services for each publication. Online electronic versions will also be included for the RecycleSmart website [www.RecycleSmart.org](http://www.RecycleSmart.org). Submittals to RecycleSmart are considered public information and will be available for public review upon request after the RFP process has concluded and CCCSWA Board of Directors has selected a firm. RecycleSmart may, at its sole discretion, enter into contracts with multiple qualified proposers.

**IV. ANTICIPATED PROJECT TIMELINE**

<b>Action</b>		<b>Approximate Date</b>
1.	Request for Proposal (RFP) issued	May 30, 2017
2.	Deadline for submission of Proposal to RecycleSmart	June 30, 2017
3.	RecycleSmart staff reviews Proposals	Week of July 3, 2017
<b>Tentative Schedule</b>		
4.	RecycleSmart staff interviews Proposers (optional)	Week of July 10, 2017
5.	Staff selection and Provider Notification	Week of July 17, 2017
6.	Provider Services Agreement submitted for approval by the CCCSWA Board of Directors	July 27, 2017
7.	Provider begins development of newsletter(s)	July 28, 2017

**V. EVALUATION CRITERIA**

Proposer’s qualifications and specialized knowledge of subject matter	40 Points
Proposed design example of a RecycleSmart residential newsletter as well as additional work samples of previous newsletter development by Proposer	30 Points
Experience in the RecycleSmart service area	20 Points
Cost	10 Points

**VI. TERM OF AGREEMENT**

The term of the agreement will be for three years, with potential for a (2) two-year extension.

**VII. AGENCY CONTACT**

Questions regarding the RFP, or its process, require a written submittal. Send questions to Janna McKay at [janna@recyclesmart.org](mailto:janna@recyclesmart.org) by **June 23, 2017 at 5:00 pm**. If requested, all questions and responses may be shared with other proposers.

## VIII. PROPOSAL SUBMISSION DEADLINE

**All proposals must be received on June 30, 2017 by 5:00 p.m. at the address listed below. Late proposals will not be accepted. Post marks will not be accepted. Incomplete proposals will not be considered. It is the responsibility of the proposer to ensure that the RFP responses and work samples arrive in a timely manner.**

## IX. SUBMITTAL INFORMATION

Submit three (3) hard copies of the proposal to:

**Janna McKay  
RecycleSmart  
1850 Mt. Diablo Blvd., Suite 320  
Walnut Creek, CA 94596**

Hand carried proposals may be delivered to the address above ONLY between the hours of 8:00 a.m. and 5:00 p.m., Monday through Friday, excluding holidays observed by the agency.

Review all elements of this RFP carefully. Proposals that do not adequately address the items requested may be considered non-responsive.

## X. REQUIRED INFORMATION

To be considered responsive to the RFP, your proposal must provide the following:

- A. Letter of Introduction/Body of Proposal.** Include background information on the company, company office location, company office phone number and company website address. Describe the experience, qualifications and any other vital information of all key personnel who may be assigned to perform services described in this RFP. Key personnel include owners, partners, managers, associates, and other professional staff who will perform work and/or services on this project. Please provide resumes on all staff.
- B. Experience and Qualifications.** The successful firm(s) responding to this RFP shall demonstrate that it has the appropriate professional and technical background, as well as access to adequate resources to fulfill the stated scope of services and timeline for completion.
- C. Costs.** Proposer must submit costs based on each task to be completed (under Scope of Services), including those recommended by the proposer. Please use care when calculating the costs of the publication, as the firm will be expected to produce and deliver each of the quarterly newsletters at the proposed cost. Costs will include all of RecycleSmart's edits and changes up to final approval to print. The proposer must submit an hourly fee schedule for all staff members who would be involved in the performance of the tasks outlined in this RFP. Please identify work that will be subcontracted and include a list of the subcontractors' key personnel and hourly bill rates. In addition, please clearly identify sub-consultant costs, travel expenses, markups and other pertinent costs. Please note additional information regarding costs below.

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- D. Samples of Work.** Include samples of similar work produced for other applicable clients. Samples will not be returned.
- E. Previous Projects.** Provide relevant information on projects performed over the past three (3) years that are similar in scope or related to the services requested in this RFP.
- F.** Staff contacts and phone numbers for the companies listed as past or current clients shall be included in the proposal. A description of the services rendered and samples of materials developed should be included for those projects that are most comparable to the services requested in this RFP.
- G. References.** List of at least three references with contact information, who are clients for whom you have done similar work in the past.

**XI. PROPOSER'S COSTS**

Any costs incurred by a proposer in the preparation of a response to this RFP are the sole responsibility of the proposer.

**XII. EVALUATION OF PROPOSALS**

The proposals will be evaluated by RecycleSmart staff and will be based on the Proposal Evaluation Criteria list on Page 5 of this RFP.

**XIII. ACCEPTANCE OR REJECTION OF PROPOSAL**

RecycleSmart reserves all its rights and options including, without limitation:

- To accept or reject any portion of the proposal;
- To reject any and all proposals that fail to meet the requirements of this RFP;
- To accept proposals that are, in the judgment of the agency, in the best interest of the agency;
- To request clarification from any respondent;
- To reject any and all non-responsive proposals;
- To waive irregularities in any proposal that the agency may elect to waive;
- To reject all proposals without cause; or
- To issue subsequent requests for new proposals.

**XIV. IN-PERSON PRESENTATIONS**

Depending upon the responses to this RFP, RecycleSmart may elect to hold evaluative interviews/presentations. However, the agency reserves the right to select a vendor(s) based on an evaluation of the written proposals received and references, thereby eliminating oral interviews.

## **XV. AWARD OF CONTRACT**

RecycleSmart reserves all its rights in this RFP process, including not selecting a provider/contractor through this process.

## **XVI. INSURANCE REQUIREMENTS**

### **a. Minimum Scope of Insurance.**

Coverage shall be at least as broad as:

1. Insurance Services Office form number GL0002 (Ed. 1/73) covering Comprehensive General Liability and Insurance Services Office form number GL 0404 covering Broad Form Comprehensive General Liability; or Insurance Services Office Commercial General Liability coverage ("occurrence" form CG 0001).
2. Insurance Services Office form number CA 0001 (Ed. 1/78) covering Automobile Liability, code 1 "any auto" and endorsement CA 0025.
3. Workers' Compensation insurance as required by the Labor Code of the State of California and Employers Liability insurance.
4. Errors and omissions liability insurance appropriate to Consultant's profession.

### **b. Minimum Limits of Insurance.**

Consultant shall maintain policy limits of no less than:

1. General Liability: \$1,000,000 combined single limit per occurrence for bodily injury, personal injury and property damage. If Commercial General Liability Insurance or other form with a general aggregate limit is used, either the general aggregate limit shall apply separately to this project/location or the general aggregate limit shall be twice the required occurrence limit.
2. Automobile Liability: \$1,000,000 combined single limit per accident for bodily injury and property damage.
3. Worker's Compensation and Employer's Liability: Worker's compensation limits as required by the Labor Code and Employers Liability limits of \$1,000,000 per accident.
4. Errors and Omissions Liability: \$1,000,000 per occurrence.

### **c. Deductibles and Self-Insured Retentions.**

Any deductibles or self-insured retentions must be declared to and approved by RecycleSmart. At the option of RecycleSmart, either: the insurer shall reduce or eliminate such deductibles or self-insured retentions as respects RecycleSmart, its Board, each Member Agency and its City or Town Council or its Board and their officers, employees

and agents; or Consultant shall procure a bond guaranteeing payment of losses and related investigations, claim administration and defense expenses.

**d. Other Insurance Provisions.**

The policies shall contain, or be endorsed to contain, the following provisions:

1. General Liability and Automobile Liability Coverages.

- i. RecycleSmart, its Board, each Member Agency and its City or Town Council or its Board and their officers, employees and agents are to be covered as insured as respects: liability arising out of activities performed by or on behalf of Consultant; products and completed operations of Consultant; premises owned, occupied or used by Consultant; or automobiles owned, leased, hired or borrowed by Consultant. The coverage shall contain no special limitations on the scope of protection afforded to RecycleSmart, its Board, each Member Agency and its City or Town Council or its Board and their officers, employees and agents.
- ii. Consultant's insurance coverage shall be primary insurance as respects RecycleSmart its Board, each Member Agency and its City or Town Council or its Board and their officers, employees and agents. Any insurance or self-insurance maintained by RecycleSmart, its Board, each Member Agency and its City or Town Council or its Board and their officers, employees and agents shall be excess of Consultant's insurance and shall not contribute with it.
- iii. Any failure to comply with reporting provisions of the policies shall not affect coverage provided to RecycleSmart, its Board, each Member Agency and its City or Town Council or its Board and their officers, employees and agents.
- iv. Consultant's insurance shall apply separately to each insured against whom claim is made or suit is brought, except with respect to the limits of the insurer's liability.

2. Worker's Compensation and Employer's Liability Coverage.

The insurer shall agree to waive all rights of subrogation against RecycleSmart, its Board, each Member Agency and its City or Town Council or its Board and their officers, employees and agents for losses arising from work performed by Consultant for RecycleSmart.

3. All coverages.

Each insurance policy required by this clause shall be endorsed to state that coverage shall not be suspended, voided, canceled by either party, reduced in coverage or in limits except after thirty (30) days' prior written notice by certified mail, return receipt requested, has been given to RecycleSmart.



e. **Acceptability of Insurers.**

Insurance is to be placed with insurers with a Best's Key Rating Guide rating of no less than A: VII.

f. **Verification of Coverage.**

Consultant shall furnish RecycleSmart with certificates of insurance and with original endorsements effecting coverage required by this clause. The certificates and endorsements for each insurance policy are to be signed by a person authorized by that insurer to bind coverage on its behalf. All certificates and endorsements are to be received and approved by RecycleSmart before work commences. RecycleSmart reserves the right to require complete certified copies of all required insurance policies at any time.

g. **Safety and Accidents.**

Consultant shall comply with all laws and industrial safety standards. Consultant shall perform the work in full compliance with applicable state and federal safety requirements including, but not limited to, Occupational Safety and Health Administration requirements, and shall assume sole and complete responsibility during the course of completion of the assignment for safety of Consultant's employees and subcontractors' employees. If a death, serious personal injury, or substantial property damage occurs in connection with the performance of this Agreement, Consultant shall immediately notify RecycleSmart's Executive Director by telephone.

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