



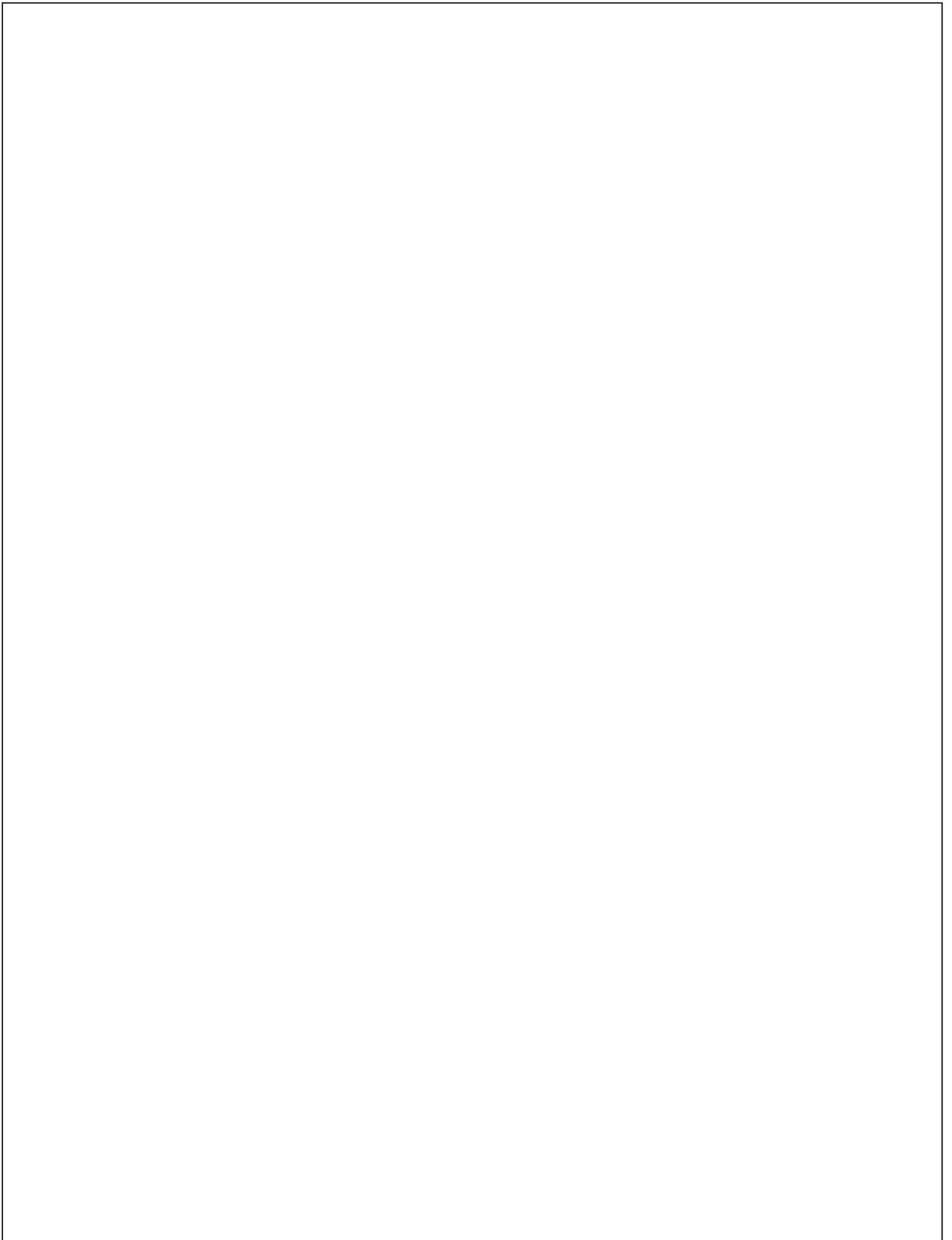
REQUEST FOR PROPOSAL

FOR

CLEAN RECYCLING OUTREACH

ISSUED: DECEMBER 18, 2019

PROPOSALS DUE: JANUARY 22, 2020



I. INTRODUCTION AND BACKGROUND

The Central Contra Costa Solid Waste Authority (RecycleSmart) is a local government joint powers authority whose member agencies include: 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-mandated goals of reducing and recycling solid waste. 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.

RecycleSmart currently uses a variety of outreach methods including, but not limited to:

- a. Website: RecycleSmart.org
- b. Newsletters for Single-Family and Multi-Family Residents
- c. Social Media: Facebook, Nextdoor Network
- d. Publication Advertising: Lamorinda Weekly, Danville, Alamo, Walnut Creek
- e. Brochures, Flyers, Posters, etc.
- f. Direct Outreach: Special Events, Chambers of Commerce, Schools Program

These efforts along with a unique package of waste reduction and recycling programs have garnered a 61% landfill diversion rate. In general, the agency’s single-family residential customers are utilizing our waste reduction and recycling programs at a high level.

Dramatic changes in Chinese and southeast Asian recycling markets have put significant pressure on local governments to increase the quality of their recycling stream. RecycleSmart needs to raise awareness of the need to clean recyclables before putting them in the recycling cart, and the need to keep non-recyclable items out of the cart. RecycleSmart is seeking a vendor to design outreach materials that would be used in print media and in a social media campaign, including design and messaging for truck signs.

II. SCOPE OF SERVICES

	Tasks
1.	On-site kickoff meeting with RecycleSmart staff to determine goals and objectives
2.	Development of the Project’s implementation plan
3.	Development of overall marketing concept and strategy for clean recycling campaign and print design

The Scope of Services for the project is for the marketing concept and outreach material design only. It does not include hard costs such as printing, distribution, etc. RecycleSmart envisions a 12-month campaign with four pieces of outreach.

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 interested in working with a company that has unique and innovative approaches to designing print media and social marketing for public agency programs.

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 approved the selected vendor contract. RecycleSmart may, at its sole discretion, enter into contracts with multiple qualified proposers.

IV. ANTICIPATED PROJECT TIMELINE

Action		Approximate Date
1.	Request for Proposal (RFP) issued	December 18, 2019
2.	Deadline for submission of Proposal to RecycleSmart	January 22, 2020
3.	Provider Services Agreement submitted for approval by the CCCSWA Board of Directors	February 27, 2020
4.	Work begins	March 2, 2020

V. EVALUATION CRITERIA

Proposer’s qualifications and responsiveness to RFP, including work samples	50 Points
Understanding of RecycleSmart services and service area audience and experience in Central Contra Costa/Bay Area customer base recycling outreach	30 Points
Costs	20 Points

VI. AGENCY CONTACT

Questions regarding the RFP, or its process, require a written submittal. Send questions to Jennifer Faught at jennifer@recyclesmart.org by January 17, 2020 at 5:00 p.m. All questions and responses may be shared with other proposers.

VII. PROPOSAL SUBMISSION DEADLINE

All proposals must be received no later than 5:00 p.m. on January 22, 2020 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.

VIII. SUBMITTAL INFORMATION

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

**Jennifer Faught
Central Contra Costa Solid Waste Authority
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.

IX. 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 proposed staff.
- B. Experience and Qualifications.** RecycleSmart is seeking proposers with expertise in print and social media for recycling outreach.

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, including those recommended by the proposer. 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 (if any), travel expenses, markups and other pertinent costs.
- D. Samples of Work.** Include samples of similar work produced for other 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/jurisdictions 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.

X. 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.

XI. EVALUATION OF PROPOSALS

The proposals will be evaluated by RecycleSmart staff and will be based on the Proposal Evaluation Criteria list on Page 4 of this RFP.

XII. 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.

XIII. IN-PERSON PRESENTATIONS

Depending upon the responses to this RFP, RecycleSmart may elect to hold evaluative interviews/presentations or telephone interviews. 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.

XIV. AWARD OF CONTRACT

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

Clean Recycling Outreach RFP

Questions & Answers:

Q: Is it acceptable to provide design samples on DVD/CD discs? If so, 1 or 3 copies?

A: Please refer to sections VI and VIII of the RFP regarding written/hard copies.

Q: Re: "Proposer must submit costs based on each task to be completed...":

Is the cost/estimate to be included with RFP specifically for the 12-month campaign with 4 pieces of outreach/or as recommended by designer?

A: We are requesting costs for a 12-month campaign with 4 pieces of outreach along with one design for a truck sign.

Q: Should estimates for items listed on Page 3, I a-f be included?

A: Please refer to the answer above.

Q: Is there a budget?

A: No.

Q: How many contracts will be granted?

A: Please refer to Section III of the RFP.

Q: The RFP lists Facebook and Nextdoor as the social media. Does this mean that you want the campaign limited to these two networks or are you also looking for a video for YouTube and Instagram Ads?

A: We currently utilize Facebook, Nextdoor, and Instagram.