

**MARIN COUNTY HAZARDOUS AND SOLID WASTE
MANAGEMENT JOINT POWERS AUTHORITY**

**DRAFT
REQUEST FOR QUALIFICATIONS (RFQ)
FOR
ZERO WASTE OUTREACH**



Issue Date: August 30, 2010

Response Due: October 1, 2010

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I. INTRODUCTION

Intent

The Marin County Hazardous and Solid Waste Management Joint Powers Authority (JPA) is soliciting qualification and information from experienced firms who have developed significant public outreach and education campaigns. The intent of this RFQ is to gather information on services of advertising consulting companies, ideally with some government experience, to increase awareness of current JPA programs and change consumption and disposal patterns within Marin. The information provided will be used to assist in defining the types of media and resources the JPA would like to utilize as well as assess the qualifications of each company in advertising, graphic design, social marketing, online advertising, media buys, web design, and public sector procedures.

Depending on the success of the program and availability of funds the JPA Public Outreach Campaign could continue for multiple years. Currently funds are only budgeted for fiscal year 2010-2011.

Response

The JPA is seeking responses that will identify applicant's strengths and examples of past work and success. The applicant should show abilities in conducting media buys, advertisement development, identifying target audiences, accessing social medium, ability to work within the public sector, and creative thinking. Additionally, the responses should describe any website content and design programming abilities.

Ideally the JPA is seeking responses for complete system that will target all sectors of Marin's population. The JPA would like to gather information about possible outreach programs that will be scalable, have ongoing impact, and relate to the JPA's waste reduction goals. The JPA is open to better ways of delivering its messages to audiences.

Format

This RFQ does not attempt to describe all intricacies and functions of the Zero Waste Outreach or the JPA's business processes. Instead the RFQ is designed to ask for information in a format that organizes the responses for analysis, while allowing responders a wide degree of flexibility in describing their agency's and plan's capabilities and functionality.

Selection Process

The responses to this RFQ will be used in the selection process; however, the JPA reserves the right, at its sole discretion, to request additional information, request demos or presentations, or to form test or pilot projects. Vendors who contract with the JPA are required to execute agreements and are required to comply with a variety of compliance requirements. Vendors are encouraged to review the JPA's website www.MarinRecycles.org for additional information.

A committee from the JPA staff and Board Members or consultants will make the selection among the proposals submitted.

The following criteria will be used to evaluate submittals and to develop a short list to interview.

- Experience and ability of proposed team.
- Familiarity with similar projects.
- Quality of RFQ response.

II. JPA STRUCTURE

Introduction

The Marin County Hazardous and Solid Waste Management Joint Powers Authority is an agency consisting of all 11 incorporated cities within Marin (Belvedere, Corte Madera, Fairfax, Larkspur, Mill Valley, Novato, Ross, San Anselmo, San Rafael, Sausalito, and Tiburon) and the County. The JPA was formed in an effort to comply with the requirements of the California Integrated Waste Management Act (AB 939) as a regional entity. Additionally, there are 12 special districts that franchise for refuse hauling services for a total of 23 agencies that participate in refuse hauling franchise agreements.

The JPA is funded through landfill tipping fees with an annual budget of \$ 2,275,470. Included in the JPA's annual budget is support for Marin's Household Hazardous Waste Facility in San Rafael, maintenance of two websites (MarinRecycles.org and MarinMax.org), recycling guides, public outreach, grant implementation, recycling events, AB 939 compliance programs, and the conducting of meetings.

The JPA contracts with the Marin County Department of Public Works for staffing , administration, and program implementation. In 2006 the JPA adopted a goal to increase the diversion of materials from the landfill to meet an 80% diversion goal by 2012 and Zero Waste by 2025, ensure that resources are used to their highest potential, reduce upstream waste, and reduce Marin's ecological footprint. The JPA has completed a Zero Waste Feasibility Study (available at MarinRecycles.org) and is beginning to develop new Zero Waste programs identified in the study, including increased community outreach

Current Solid Waste Infrastructure

Marin currently has 4 franchised hauling companies (Bay Cities Refuse, Marin Sanitary Service, Mill Valley Refuse, and Redwood Empire Disposal) operating throughout different areas of Marin and one public waste hauler (Tamalpais Community Services District) that operates in the Tamalpais Valley. Additionally, there are several other hauling companies that operate in Marin outside of franchise agreements. Each hauler has slightly different materials that are collected for recycling, composting, or hazardous waste disposal. Any outreach materials will need to be developed to be viable for all available levels of service.

The JPA funds a Household Hazardous Waste Facility in Central San Rafael. Novato has an additional Household Hazardous Waste Facility that is operated by the Novato Sanitary

District and only serves Novato residents. In addition the JPA and other agencies have related remote collection programs for Universal Wastes including batteries, fluorescent bulbs, sharps and pharmaceuticals.

III. INTEGRATION

The JPA requires a consultant that will evaluate current JPA outreach material, websites, local nonprofits, and education opportunities. A comprehensive outreach program will take into account the different levels of recycling service and the socioeconomic diversity within Marin to target audiences appropriately.

A simple message and use of various types of media should focus to reduce consumption and direct the community to available resources. The JPA's website will be undergoing a complete redesign and branding. The contractor should be aware that additional funding will be available for the redesign within this fiscal year. Firms that have web design staff should list design capabilities and recommend any changes that will compliment the outreach program. Waste reduction should be considered in development of any print materials.

IV. PREPARING A RESPONSE

Overview

Responders are to submit the requested information in the format specified below. Brochures and literature are welcome but should not be submitted in lieu of responding to the individual items below. If your response does not address all listed topics or program requirements, please note why a response is not listed, if the category is addressed in another way, or if the service can be easily provided by another contractor.

Respond by the Numbers

Please provide information on the numbered items below. Be sure respond by number and item in order. After each item number there is a description or examples of interest of the JPA. The responders are encouraged to provide any information that is pertinent to the item. Do not change the numbering sequence. If you are not responding to an item number, then indicate not offered, not applicable, etc. Responses should be limited to one page or less for each numbered item. A brochure or product demo is not acceptable, but can be referenced as supplemental material.

- 1) **Letter of Introduction:** Provide a letter of introduction with a brief description of your firm, experience in the industry, number of years developing advertising campaigns, primary client type, and a summary of possible media, products, and services offered. Include company name, address, contact name, title, phone number, fax number, and email address.
- 2) **Current Users and References:** Submit a list of current clients and contact information, references and include any clients with environmental backgrounds and community education goals. Include the name of the client, size of agency or firm and

a description of the campaign developed and results of said campaign (performance indicators).

- 3) **Methodology:** Provide a brief description of the overall outreach material development process. Please include details of how current resources will be catalogued, what will be required of JPA staff, how target audiences will be identified, types of media that will be used, possible messages, media buy process, etc.
- 4) **Integration with Current Programs:** Provide a description of how your methodology could be integrated with programs the JPA currently operates and how the plan will enhance and expand those programs. Include examples of successful integrations your firm has performed for other clients that may have similar environment oriented messages or goals.
- 5) **Implementation:** Provide an outline of your implementation approach and timetable. The timetable should provide all services within a year and identify JPA review opportunities, numbers and types of proposed advertisements, number of impressions, estimated impact of the program and estimates of associated costs.
- 6) **Estimated Cost:** The JPA has budgeted approximately \$200,000 for a one year outreach program. The majority of this funding will go towards this JPA ZW Outreach program. Some of these funds may be used for website or child education programs outside of the scope of a contract for Zero Waste outreach services. Please develop an estimated sample budget that will identify types of media costs and staff costs that will be incurred. Include a variety of recommended and optional programs that your firm can provide within a \$200,000 budget. Please identify any recommendations beyond the budget or for future budget years. Additionally, please describe any web design services and rates for services your firm offers, as the JPA will be updating MarinRecycles.org this fiscal year. The JPA is looking for a complete package that includes all price components such as staffing, support costs, and actual advertising costs.
- 7) **Support Services:** Provide a description of the ancillary services offered by your firm. Include social networking programs, online advertising, educational outreach, graphic design, multilingual capabilities, web design, programming and other support services.
- 8) **Additional Features:** Describe any additional features that distinguish your methodology from others.
- 9) **Additional Comments:** Add any comments you may have.
- 10) **Copies of Other Solicitations (Optional):** The JPA would appreciate copies of any government solicitations that you have received or responded to (blank and un-priced), or the name of the agency and contact that issued it. Please include suggestions on how the JPA could effectively prepare a future competitive solicitation.

V. SUBMITTAL INSTRUCTIONS

Paper Submittal

Submit three (3) double-sided copies of the proposal to the address listed below. All communication will be through email and directed to:

Michael Frost, Executive Director
Marin County Hazardous and Solid Waste JPA
c/o Marin County Department of Public Works
P.O. Box 4186
San Rafael, CA 94913-4186
mfrost@co.marin.ca.us

VI. ADDITIONAL INFORMATION

Asking Questions

If additional information is needed to assist in preparing a response please check our website at www.MarinRecycles.org, or please send an e-mail by September 15, 2010 with the subject of **Questions RFQ Zero Waste Outreach**, to: asoulard@co.marin.ca.us or call (415) 499-4298.

VII. DISCLAIMERS

Submitting a Response to the RFQ

Submission of the RFQ does not guarantee any future business with the JPA. The issuance of this RFQ does not constitute agreement by the JPA that any contract will actually be entered into by the JPA. The JPA reserves the rights to reject any and all information submitted and re-issue a new RFQ, Request for Bid, or Request for Proposals.

No Financial Responsibility

The JPA accepts no financial responsibility for any costs incurred by a firm in responding to this RFQ. Submissions of the RFQ will become the property of the JPA.

Property of the JPA

Responses to this RFQ become the property of the Marin County Hazardous and Solid Waste Management Joint Powers Authority and are subject to the California Public Records Act. This does not include the disclosure of a firm's net worth or information labeled by the firm as proprietary or confidential. In the event that the JPA is required to defend an action arising out of a Public Records request for any contents of a submittal marked "proprietary" or "confidential", respondent agrees to defend and indemnify the JPA from all costs and expenses resulting from such action.

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