



Request for Proposals

Release Date: February 2, 2010

Cart Auditing/Sorting Services

StopWaste.Org is seeking firms with expertise in residential Cart Auditing and Waste Sorting to submit proposals for the implementation of a Recycle-to-Win Contest program for Alameda County.

I. About StopWaste.Org

StopWaste.Org is the “user friendly” name for the joint powers agency legally known as the Alameda County Waste Management Authority and the Alameda County Source Reduction and Recycling Board. StopWaste.Org is the Alameda County Waste Management Authority (the Authority) and the Alameda County Source Reduction and Recycling Board (ACSRRB) operating as one public agency. The Authority is comprised of the County of Alameda, each of the fourteen cities within the county, and two sanitary districts that also provide refuse collection services. The Authority offers many programs in the areas of public education, green building, Bay-Friendly landscaping, environmentally preferable products, waste reduction, and market development. For more information about StopWaste.Org, go to www.stopwaste.org.

II. About the Recycle to Win Contest Pilot

In 2010, StopWaste.Org will launch a “Contest” whose purpose is to encourage higher levels of participation in countywide recycling and food scraps diversion programs. StopWaste.Org will pilot a “Recycle to Win” contest for the residents of two member agencies, Dublin and Fremont.

The pilot Contest campaign will target single family residents and will encourage participation in recycling programs through outreach communications which promote the Contest. The pilot Contest program will provide incentives for residents to put the proper materials in each of the carts available to them. It will reward residents whose garbage does not exceed a threshold of recyclables. The Contest will occur over a ten week period between June 2010 and August 2010.

Following the pilot period, it is the intention that the Contest will roll-out to all Alameda County residences on a jurisdiction by jurisdiction basis and the services under this RFP will be refined to implement the Contest on a larger scale. In addition, the lessons learned from the pilot Contest will be used to develop and implement Contest components in the commercial sector in participating jurisdictions.

The scope of work for the project includes the following:

- Cart Auditing Services
- Cart Sorting Services
- Develop Commercial Contest Audit procedures.

III. Description of Services Required

StopWaste.Org is seeking the services of a qualified individual or team to conduct Cart Audits of the residential greenwaste, recyclable and garbage carts and conduct Cart sorts of randomly selected residential garbage carts over a ten week period.

Each week for five weeks a residential route will be randomly selected in each of the pilot jurisdictions. The randomly selected route will have Cart Audits conducted on the residential recyclable and greenwaste carts. The number of carts to be audited will be determined by negotiation between the Authority and the selected Contractor, and could range from a minimum of 100 up to the entire route depending on the specifics of the route selected, level of effort required to audit carts and minimum sample size to be statistically significant. Cart audits of the recyclable and greenwaste cart will be a lid-flip audit to verify the presence or absence of recyclables, contamination, and/or food scraps. The same five routes audited in the first five week period will be reaudited again in the second five week period.

Along the same route of the cart audits, “qualifying” garbage carts will be randomly selected for sorting. A “qualifying” garbage cart is one which the Contractor observes food scraps in the green cart, and recyclable in the recycling cart. The Contractor will collect the entire contents of the garbage cart at the residence leaving the cart behind, and take the contents to a predetermined location for sorting. The purpose of the garbage cart sorts is to separate the garbage into three categories, recyclables, organics and non-recyclable garbage and determine what the percentage each component is of the whole. The definition of recyclables and organics will be determined by the jurisdiction in which the sample is selected from. The logistics of garbage cart random selection, recovery and sorting are to be proposed by the Contractor in the work plan response to the RFP. The number and logistics of garbage carts selected to be sorted is a variable the Contractor should address in the Response to this RFP offering alternatives based on statistical significance and cost.

Schedule. The schedule for this project is to occur during a ten week period beginning June 6, 2010 and August 15, 2010. The start date may be adjusted if needed for a later start date up to June 20, 2010. A “test run” will occur one day in May to prove the logistical elements of the audits and sorts by the selected Contractor. Contractor is to recommend the date of the “test run” and make all arrangement for its execution. The Authority and City staff will observe and critique the “test run”. Development of Contest procedures for the commercial sector will occur during the same period as the pilot Contest in the residential sector is being implemented.

Green Cart Audit. The green cart audit will consist of flipping the green cart lid and making a visual observation of the cart contents with the specific intent of determining the presence or absence of food scraps and contamination. The Contractor will make a notation of the approximate amount of contamination and its type.

Recyclable Cart Audit. The recyclable cart audit will consist of flipping the recyclable cart lid and making a visual observation of the contents with the specific intent of determining the presence or absence of recyclables and contamination. The Contractor will make a notation of the approximate amount of contamination and its type if observed.

Garbage Cart Sort. As the green and recyclable cart audits are being conducted, the Contractor will randomly select a “qualifying” garbage cart to be sorted. The Contractor will randomly select a predetermined number of “qualifying” garbage carts to be sorted. The Contractor will take the contents of the carts to a central location to be sorted. The logistics of how the carts contents are collected, segregated from other cart contents, and sorted is to be addressed in detail in the work plan response of this RFP. The criteria for what qualifies as a “winning” cart for Contest purposes are yet to be determined and will be the responsibility of the Authority. It is

anticipated that sorting will occur at the transfer station nearest the jurisdiction from where samples were collected. It is anticipate the transfer stations in the vicinity of the two pilot jurisdictions will be used for the sorts and their cooperation and assistance will be arranged through the Authority and Member Agency. The Authority staff will initiate the dialogue with the transfer stations with final arrangement to be made by the Contractor.

Record Keeping. The project requires the accurate tracking of data collected during the audits. Data to be collected includes but is not limited to:

- the number of setouts of each type of the three carts, garbage, green and recyclables at each residences along the route
- the total number of houses on the route,
- the presence/absence of food scraps in the green cart,
- the presence or absence of green cart labeling in conjunction with the presence/absence of food scraps.
- The presence/absence of contamination, type and approximate amount if observed,
- Garbage sort date including the residential address of the selected “qualifying” cart.
- Other data as determined to be necessary for Contest implementation.
- The sort results, including anomalies in the waste stream.
- Commercial sector Contest specifications as assigned.

Marketing Support. During the course of the cart audits, the Contractor may be required to distribute Contest marketing materials. The Contest marketing materials may include cart hangers, labels and/or stickers, or informational materials provided to curious residents about the purpose of the audits. The Authority and the Contest marketing consultant will provide marketing materials. In addition to the above, the Contractor will be required to keep track of residences which receive marketing materials. At a minimum, two routes in each of the two jurisdictions will have test marketing materials distributed on them. The distribution will occur on the first half of the route being audited with the second half not receiving any marketing materials.

Route information including maps, route truck timing and route will be provided by the franchised hauler of the selected jurisdiction. All logistical elements are the responsibility of the Contractor including transportation, receptacles, safety gear, etc.

Commercial Contest Specification Development and Testing. During the course of the residential audits, the Contractor shall assist with the development of Contest specifications for application to the commercial sector. The anticipated level of effort for this task shall be reported separately in the cost proposal. Activities under this task could include but are not limited to, testing commercial auditing/sorting procedures, route development auditing strategy, random selection procedures, communication strategies, etc. As the specifications of the commercial Contest are yet undetermined, actual activities for this task will be performed on a time and materials basis and costs approved in advance to be reimbursable. The cost proposal must include the hourly rates of the Contractor staff who would participate in this task.

Final Report. A draft Final Report shall be required within 30 days upon completion of the tenth week of the pilot audit/sort work. A Final Report shall be required within 30 days of receipt of written comments from the Authority on the draft Final Report. Final payment shall be withheld until a Final Report is submitted and accepted by the Authority staff. The Final Report will include all of the following information:

- Summarized audit data by jurisdiction, collection day and cart type.
- Numerical and statistical analysis of audit and sort data by jurisdiction and route.
- Comprehensive audit data collected and observations made, including route information, original data worksheets signed by the project manager attesting to their accuracy and results of marketing efforts.
- Sorting results of qualifying garbage carts.
- Unlocked Excel file(s) with summary and detail tables by jurisdiction and route of all data collected.
- Lessons learned from Residential Contest implementation and recommendations.
- Commercial sector Contest specifications as assigned.

Cost/Level of Effort. The cost proposal for accomplishing the work plan will be based, in part, on the number of cart audits (residences on a route), the minimum statistical requirements for data analysis, the number of sorts conducted in each jurisdiction and the logistical requirements for the collecting and sorting the garbage cart sorts. One goal of this effort is to have the maximum number of audits and sorts for the least cost possible. The cost proposal need not be the same for each jurisdiction.

The Contractor should describe the sampling scheme that they think would work best to collect the desired data and accomplish the services sought by this RFP. At a minimum, costs for the following configurations of number of audits and sorts should be included in the cost proposal:

- 1 route audit (250 homes) / 10 randomly selected “qualifying” carts sorted per jurisdiction per week
- 1 route audit (250 homes) / 20 randomly selected “qualifying” carts sorted per jurisdiction per week.
- 1 route audit (250 homes) / 10 randomly selected “qualifying” carts sorted per jurisdiction alternating weeks.

		Total # of Audits	# of Sorts
Option 1	Weekly audits in each jurisdiction	5000	200
Option 2	Weekly audits in each Jurisdiction	5000	400
Option 3	Alternating week audits in each jurisdiction	2500	100
Option 4	Contractor Choice		
Option 5	Contractor Choice		

- Tasks as assigned. The cost proposal should list the hourly rate and level of effort of Contractor staff that would assist with the development of the commercial Contest specifications.

IV. RFP, Selection, and Contract Process

Release of RFP	February 3, 2010
Mandatory Pre-Proposal Conference 2:00 p.m.	February 25, 2010
Proposals Due	March 11 th , 2010
<i>Proposals are due no later than 5:00 p.m.</i>	
Short List Interviews	Week of March 22th, 2010
Notification of selected Firm/Individual	March 26th, 2010

Pre-Proposal Conference - Mandatory

Proposers must attend a pre-proposal conference on Thursday February 25th at 2:00 p.m. to be held at 1537 Webster Street, Oakland. All questions will be addressed at this conference and any available new information will be provided.

StopWaste.Org staff, will evaluate the responses to this RFP and select the most qualified firm/individual. Depending on the responses to this RFP and the short list interview, StopWaste.Org will select a Contractor team to assist Authority implement the Contest program.

V. Minimum Requirements

- A. Applicants must demonstrate how they meet the minimum requirements specified for each proposal element.
- B. Demonstrated ability to obtain insurance policies as specified in Attachment A: Required Contract Elements: Insurance Policies and Statement of Economic Interest.

VI. Submittal Requirements

Applicants must submit the following information:

- A. **Summary/Overview** - Summary of the Contractors experience/expertise providing the services sought by this RFP.
- B. **Work Plan and Work Plan Options** - A work plan for the services sought by this RFP including a brief description of the work that would be completed, the individual(s) that will lead the work, timeline and budget. Describe how the project team will fulfill the scope of work. The work plan should include details on logistics, resource needs, timing and implementation, coordination with hauler and Authority staff, and contingency planning. Describe options that will improve the success of the project, alternatives and expected effectiveness of the work plan.
- C. **Personnel** - Resumes of Project Manager and key personnel. The Project Manager will be a critical member of the project team and will need to coordinate closely with the two

jurisdictions, the franchised haulers in those jurisdictions, transfer station staff and the Authority. During the course of the pilot the Project Manager shall not be changed without financial penalty to the Contractor. The financial penalty shall not exceed 5% of the overall project cost should a change occur to be levied against the final payment. Identify all staffing needs and how they will be met.

- D. **Cost Proposal** – The cost proposal shall provide the not to exceed project cost. The cost proposal will breakdown costs into the following categories, labor, materials, logistics by work plan task. The cost proposal shall also include a list of the work plan options and their cost. The cost proposal shall also include the hourly rate schedule and level of effort for the Project Manager and the key personnel by work plan task assignment.

Unless specified in the submittals, the professional fee schedule will include any costs associated with complying with the insurance requirements as specified in Attachment A and logistical elements of the proposal.

- E. **References** - From recent applicable experience of the Project Manager and key staff, list two relevant projects and the customer, staff contact name, address, and telephone number for each. The two (2) examples should best demonstrate the individual's or firm's expertise. Examples may include work previously performed for StopWaste.Org.

Please limit the description of the three projects to one double-sided page per project.

1. Explain the role the individual or firm played in each project.
2. Describe the key deliverables of the project.
3. Cite one barrier that was addressed implementing the project.
4. Provide a client reference for each project who can provide information on the individual's or firm's participation in the project. Please provide the client reference's name, title, employer, and phone number.

- F. Signed copy of the attached letter titled, "Required Insurance Policies," (Attachment A).

VII. Application Deadline and Instructions

The deadline for application submittal is **4:00 p.m., March 11th, 2010.**

Submittal

One (1) original and one (1) copy of the proposal should be mailed or hand delivered to:

StopWaste.Org
1537 Webster Street
Oakland, CA 94612
Attention: Brian Mathews

OR

Proposals may be e-mailed to bmathews@stopwaste.org with the subject line clearly marked "**Cart Auditing/Sorting Services RFP**". Upon submittal, you will receive an confirmation of receipt. If you do not receive this confirmation within 48 hours, please contact Brian Mathews: bmathews@stopwaste.org or 510.891.6518.

Payment – Payment for the work will be made in multiple installments. The first installment will be paid upon execution of an agreement and shall not exceed 10% of the contracted amount. The second installment will be paid upon completion of the pilot/test sort and shall not

exceed 15% of the contracted amount. The third, fourth and fifth installments will be made at regular predetermined intervals during the provision of services and shall not exceed 20% each of the contracted amount. The final installment will be made upon completion of the services and shall not be less than 15% of the contracted amount. With the exception of the final payment, the above payment schedule and percentages are negotiable. Proposer should specify the desired distribution with the submittal of the Proposal.

Format - All materials and work samples are to be printed double-sided on 8-1/2" x 11" recycled content paper. Please do not submit plastic covers. Total proposal length not to exceed 15 sheets of paper.

Please note Faxed responses will **not** be accepted.

Responses to this RFP received after 4:00 p.m. on March 11th, 2010 will **not** be accepted.

The most qualified firms/individuals will be invited to interview during the week of March 22, 2010. Depending on the responses to this RFP and the short list interview, the Agency will select firms for implementation of Cart Auditing/ Sorting Services the week of March 26, 2010.

VIII. General Conditions

The contract for services will be between the selected Contractor and the Authority and is available in draft upon request. All materials submitted become the property of the Authority, and will not be returned. Funds awarded are public funds and any information submitted or generated is subject to public disclosure requirements. Respondents bear all costs associated with responding to this RFP, and Authority will provide no compensation for these costs.

The Authority reserves the right, at its sole discretion, to waive minor irregularities in submittal requirements, to request modifications of the proposal, to accept or reject any or all proposals received, to award full or partial funding of any request, and/or to cancel all or part of this RFP at any time prior to awards.

**For inquiries about this RFP, contact:
Brian Mathews (510) 891-6518 or via e-mail at bmathews@stopwaste.org**

