



Request for Proposals for Waste Reduction Business Assistance Services

Release Date: January 27, 2017

Proposals Due: March 3, 2017

Contact: Rachel Balsley, Senior Program Manager
(510) 891-6524 | RBalsley@StopWaste.org

StopWaste/Alameda County Waste Management Authority
1537 Webster Street
Oakland, CA 94612

www.StopWaste.org
www.RecyclingRulesAC.org

I. Introduction

StopWaste developed its Business Assistance Program about 20 years ago to work with businesses, public agencies and institutions (hereafter referred to as businesses or organizations) to reduce solid waste going to the landfill. The core focus of the program is to provide free waste reduction (including waste prevention, reuse, recycling and composting) education and personalized technical assistance to Alameda County businesses and help them to comply with the requirements in the Alameda County Waste Management Authority Mandatory Recycling Ordinance 2012-01 (MRO). The Program also offers services that promote waste prevention and reuse, maintenance and enhancement of ongoing recycling and composting programs, identification of markets for recoverable materials, cost savings analyses, and organics collection support at multi-family properties.

The purpose of this Request for Proposals (RFP) is to identify well qualified firms and/or individuals to work with Agency staff to provide waste reduction technical assistance services to Alameda County businesses, organizations and multi-family properties.

II. About the Agency

StopWaste is a public agency governed jointly by three Boards, the Alameda County Waste Management Authority, the Alameda County Source Reduction and Recycling Board, and the Energy Council. StopWaste is responsible for reducing the waste stream in Alameda County and supports local governments, businesses, schools and residents through source reduction and recycling, market development, technical assistance, and public education. StopWaste's jurisdiction covers each of the fourteen cities, two sanitary districts, and remaining unincorporated areas of the County. For more information about StopWaste, go to www.StopWaste.org.

III. Background

The Alameda County Waste Management Authority Mandatory Recycling Ordinance (MRO) was adopted in January 2012 to help meet the Agency's Strategic Workplan goal that by 2020, waste sent to landfills contains no more than 10% of materials that are easily recyclable or compostable. The Agency offers extensive compliance assistance but has also taken a strong enforcement approach. Regular inspections and resulting enforcement letters for non-compliance are used as attention getting devices to drive increased diversion. Approximately four years after enforcement began in January 2013, over 34,000 commercial inspections have been conducted and over 6,000 enforcement letters have been sent to commercial accounts found to be in violation of the MRO. Enforcement letters may be issued for violations including lack of recycling and/or organics collection service as well as violations for improper separation (businesses only). The Business Assistance Program is designed to support businesses and multi-family properties that require assistance complying with the Ordinance. More information about the MRO can be found at www.RecyclingRulesAC.org.

Alameda County has approximately 20,000 franchised commercial garbage accounts that are covered by the MRO, about 5,000 of which have 4 or more cubic yards of weekly garbage service. Efforts in this contract are meant to build upon the outreach and assistance provided at no charge to over 3,000 businesses (of all sizes) cumulatively in previous years. As part of Phase 2 of the MRO that began in July 2014, most accounts are also now subject to organics requirements if they generate significant quantities of food scraps. Approximately 5,000 commercial accounts have a food permit

and are thought to be significant quantity organics generators. Other businesses that do not have food permits may also be generating significant quantities of organics.

The main objective of the Business Technical Assistance contract has been to contact and offer assistance to at least 1,000 commercial or multi-family account holders annually with the goal of assisting at least 700 with diversion programs and MRO compliance. The majority of the assistance is provided to businesses with a goal of spending on average a maximum of 1 to 5 hours per account for those that want assistance. Assistance has been provided to a limited number of multi-family property owners or managers and has focused on setting up or improving the infrastructure for organics collection programs, rather than direct outreach performed to residents.

The Business Assistance Program team works in a custom-programmed Microsoft Dynamics Customer Relationship Management (CRM) software program for tracking of activities, generation of Waste Assessment Reports for businesses, and coordination of information with the MRO enforcement team. The selected contractor will be expected to use the CRM as their primary tracking tool. The Agency will provide CRM training and tablets for use in the field. The CRM also includes service level information provided by franchised haulers for the majority of covered accounts and historical information about MRO enforcement actions to inform the team's compliance assistance.

IV. *Description of Services Required*

Objectives

At the request of StopWaste staff, the selected firms or individuals will be required to deliver technical assistance services to numerous businesses, institutions and multi-family properties in Alameda County for waste reduction assistance.

The selected consultant(s) will be required to conduct the following tasks on an ongoing basis or as otherwise noted below:

Tasks

1. Reach out to potential businesses or multi-family account holders, most often as a result of a direct request for assistance or proactive contacting of accounts as a follow-up to MRO enforcement letters mailed out. Efficiencies may be gained by having primarily one or two team members make the majority of the initial contacts.
2. Perform waste reduction assessments at businesses and multi-family properties to assess the level of recyclables and organics (food scraps, compostable paper, and plant debris) in their garbage, identify opportunities to reduce target materials from the waste stream, including: recyclable paper/cardboard , food and beverage containers, food service ware, plastics, and organics;
3. Prepare brief waste reduction assessment reports (based on report templates) and recommend service level changes including cost implications, if appropriate for sites visited;
4. Provide waste reduction program implementation assistance via phone, email, and in-person;
5. Refer to member agency commercial franchised services to accurately convey the materials accepted in each commercial solid waste stream. As needed, assist business contacts with finding local markets for less common, potentially recoverable materials when allowable outside of franchise agreements (the Agency's vendor services database or "RecycleWhere" at www.StopWaste.Org/recycle is an available resource);

6. Conduct employee or janitor presentations/trainings for client recycling and organics programs (sometimes done in coordination with local haulers and/or Member Agency staff);
7. Provide information to potential and existing clients on Agency grant opportunities (such as the Free Indoor Food Scrap Bin Program), resources and publications, such as signage for recycling and composting programs including posters and stickers, compostable food service ware purchasing information;
8. Help identify client waste prevention opportunities and refer to other support materials or Agency programs as appropriate;
9. Coordinate assistance activities with member agency staff and hauler representatives as needed, including quarterly reports about activity in their jurisdiction (from report template in CRM);
10. Facilitate team meetings or conference calls (brief bi-weekly calls with project manager, every other month or quarterly team meetings);
11. Track activities and run reports using the CRM, including information on businesses contacted or assisted, stage of implementation, and progress toward meeting the above objectives.

Deliverables

Deliverables shall be considered those tangible resulting work products that are to be delivered to Agency staff, such as reports, draft documents, data, interim findings, training outlines, progress reports, meeting agendas and presentations, client recommendations reports and diversion progress reports. An initial meeting will be held with Agency Program staff to discuss Program scope, deliverables, and expectations. At a minimum, deliverables for this project shall include:

- a. Agendas for team meetings or conference calls;
- b. Activity tracking and recommendations for businesses (tracked in the CRM);
- c. Quarterly reports to member agency staff; and
- d. Annual Report (may be submitted in Microsoft PowerPoint or Word).

V. *Minimum Requirements*

- A. Demonstrated ability to identify recycling, composting and/or waste prevention opportunities for businesses and institutions;
- B. Significant experience assisting businesses with starting and/or improving on-site diversion programs;
- C. Demonstrated ability to work collaboratively with garbage haulers and recyclers to setup and maintain diversion programs;
- D. Experience providing training to employees or janitorial service contractors who are or who will be responsible for implementing an organization's diversion programs;
- E. Experience working in a service environment that is framed by municipal franchise agreements that include commercial recycling and organics collection services;
- F. Location in Greater Bay Area/Sacramento Area – Given the large number of Alameda County-based businesses assisted, it is preferred that key personnel employed by firms or individuals responding to this RFP be located in the Greater Bay Area/Sacramento Area.

- G. Ability to comply with the terms of the Agency's professional services agreement which includes obtaining the insurance policies listed in Attachment A.

VI. Preferred Contractor Attributes

- A. Track record of providing superior customer service while offering waste reduction services to businesses and/or multi-family properties.
- B. Experience in establishing and using metrics that can be utilized to measure progress of program components in a practical and meaningful way.
- C. Ability to provide or sub-contract for language services for training or other communications in Spanish, Chinese and other languages if needed.
- D. A range of areas of expertise that pertain to the Scope tasks can be supplied by the sum total of the team proposed, including recycling, organics collection and waste prevention tasks.
- E. Experience in working with businesses on waste reduction programs under a mandatory recycling setting.

VII. Submittal Requirements

Please submit the following information:

- A. Summary of the firm, partnership of firms, or individuals proposing to provide services, including name of the primary contact for this contract and list of key personnel who would be working on the project. Please include brief resumes for the primary contact and key personnel.
- B. A description of the work or tasks listed above, as well as other tasks that the proposers deem appropriate to assist commercial and multi-family property owners and managers to comply with the MRO, that would be completed by the proposed firm or individual, and any work that would be subcontracted to other professionals, if needed. Please include a proposed approach for meeting or exceeding the minimum objectives described in Section IV (Description of Services Required). Proposers can, if deemed appropriate, suggest different levels or types of assistance for multi-family properties or various classes of business accounts (e.g. below 4 cubic yards weekly garbage accounts versus 4 or more cubic yards garbage accounts, or cart customers versus front-load or larger bin account customers) or for certain business types or property types (e.g. single tenant versus multi-tenant/shared service settings).
- C. A cost proposal that includes the fee for service broken out by broad task categories, including, who will be performing the work, projected number of hours that person will work on each task/category and his/her hourly rate.
- D. Examples of three (3) projects that best demonstrate the individual's or firm's expertise as identified in Sections V and VI (Minimum Requirements and Preferred Contractor Attributes) above.

Please limit the description of the three projects to no more than one double-sided page per project.

- a. Explain the role the individual or firm played in each project.

- b. Describe the key waste reduction/sustainable business achievements of the project.
- c. Cite one barrier that negatively affected the achievements of each project.
- d. Provide a client reference for each project that 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.

E. Signed copy of the attached letter titled, "Required Contract Elements" (Attachment A).

VIII. Application Deadline and Instructions

The deadline for application submittal is **4:00 p.m., Friday, March 3, 2017.**

Proposals can be emailed in one PDF document to Rachel Balsley at rbalsley@stopwaste.org before the deadline.

Alternatively, four (4) copies of the proposals should be mailed or hand delivered to the offices of StopWaste, 1537 Webster Street, Oakland, CA 94612, Attention: Rachel Balsley.

All materials, except the signed letter titled, "Required Contract Elements," should be printed double-sided on 8-1/2" x 11" recycled content paper. Please do not submit plastic covers.

Faxed responses will **not** be accepted. Proposals received after 4:00 p.m. on March 3, 2017 will **not** be accepted.

IX. RFP Schedule

Release of RFP.....	January 27, 2017
Proposals Due	March 3, 2017
<i>Proposals are due by 4:00 p.m. and will not be accepted after this time.</i>	
Notification of interviews, if required	by March 20, 2017
Short List Interviews, if required	Week of March 27, 2017
Notification of Contract Award pending final Board approval.....	by April 14, 2017
Contract Start.....	July 1, 2017

Agency Contacts

The primary contact for this RFP is Rachel Balsley, Senior Program Manager, who can be reached at rbalsley@stopwaste.org or 510-891-6524. Michelle Fay, Program Manager, is an alternative contact and can be reached at mfay@stopwaste.org or 510-891-6539.

X. Evaluation and Contract Process

Proposals responding to this solicitation may be submitted by a team, a partnership of consulting firms, and/or individual(s) seeking to complete the scope of work. The successful consultant team will be selected based upon their qualifications and proposal to complete the scope of work.

Proposals will be assessed using criteria including the following:

- a. Firm(s) and key personnel qualifications and demonstrated ability to meet the Minimum Requirements and Preferred Contractor Attributes;
- b. The proposed approach to perform the tasks and meet or exceed the objectives described in Section IV Description of Services Required; and
- c. Cost.

An estimated range of \$350,000 to \$380,000 is expected to be budgeted for this project for FY 2017/18 with final contract amount determined upon final approval of the Board of Directors in May 2017.

It is anticipated that StopWaste and the selected firms or individuals will negotiate a professional services contract for the time period of July 1, 2017 to August 30, 2018 (14-month term with the majority of the technical assistance to occur by June 30, 2018). The contract may be renewed for up to 2 additional 14-month contract terms, pending project funding in years two and three. It is uncertain whether project funding in years two and three will have a reduced budget, which may change the scope significantly.

The Agency 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.

XI. *General Conditions*

All materials submitted become the property of StopWaste, 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 StopWaste will provide no compensations for these costs.

ATTACHMENT A:
REQUIRED CONTRACT ELEMENTS:
INSURANCE POLICIES AND STATEMENT OF ECONOMIC INTEREST

RFP for Business Technical Assistance Services
Released: January 2017

It is a requirement of the Alameda County Waste Management Authority that any individual or firm selected to provide Business Technical Assistance Services maintain the following minimum insurance during the term of the professional services contract.

The individual or firm selected as a consultant must obtain the following insurance policies:

- REQUIRED: Comprehensive general liability insurance, including personal injury liability, blanket contractual liability, and broad-form property damage liability coverage. The combined single limit for bodily injury and property damage shall be at least \$2,000,000.
- REQUIRED: Automobile bodily injury and property damage liability insurance covering owned, non-owned, rented, and hired cars. The combined single limit for bodily injury and property damage shall be not less than \$1,000,000.
- REQUIRED: Statutory workers' compensation and employer's liability insurance as required by state law with a limit of at least \$1,000,000 per accident for bodily injury or disease.
- Professional liability insurance. The limit of liability shall be not less than \$1,000,000. (Depending on the scope of services agreed to under the terms of a contract, this requirement may be waived at the discretion of the StopWaste staff.)

In addition, the individual or firm's project manager may be required to submit a Statement of Economic Interest Form (Form 700) as required by the State Fair Political Practices Commission. For a copy of a Form 700, please see the California Fair Political Practices Commission website at www.fppc.ca.gov.

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Please sign the statement below to indicate that you and your firm understand and will comply with the Alameda County Waste Management Authority's required insurance policy and will submit a Statement of Economic Interest Form if requested by Authority staff.

I have reviewed the "Required Contract Elements" information above and certify that my firm has the ability to obtain the REQUIRED insurance policies and submit the Statement of Economic Interest Form. The professional fee schedule submitted to the Authority includes any costs associated with complying with these insurance requirements unless otherwise noted in the documentation provided as required by this RFP.

I understand that failure to comply with any of these requirements will result in the Alameda County Waste Management Authority's refusal to enter into a contract for services with my firm.

Signature: _____ Date: _____
Name: _____
Title: _____
Firm/Team Name: _____