



Request for Qualifications for:

**Contractor for Stop Food Waste Cooking
Demonstrations and Editorial Content**

Release Date: June 26, 2020

Qualifications Due: July 17, 2020

About the Agency

StopWaste helps Alameda County's businesses, residents and schools waste less, recycle better and use water, energy and other resources efficiently. We're a public agency governed by the Alameda County Waste Management Authority, the Alameda County Source Reduction and Recycling Board, and the Energy Council. Our work helps people make better decisions everyday about the products they buy, the resources they use, and the stuff they throw away. Our member agencies include 15 city and county governments and two sanitary districts in Alameda County.

Programmatic Context

StopWaste's Food Waste Reduction project focuses on reducing wasted food generated in food service, schools, and households by providing training and technical assistance, media and outreach, food-saving tools, and food waste reduction grants through programs such as the Smart Kitchen Initiative (Food Service), Smart Cafeteria Initiative (K-12 schools), and Stop Food Waste campaign. The Stop Food Waste campaign is the county's first residential campaign focused on reducing wasted food in households by promoting food saving tips and tools across the food cycle—from how we plan, buy, store, and prepare our food, to food scrap composting, to the utilization of compost and its return to our farms, landscapes and gardens.

Description of Services

The Agency is seeking contractors or organizations to provide Alameda County residents with access to free or low-cost food saving demonstrations and editorial content covering topics that include meal planning, food preparation, and storage. These virtual and/or in-person workshop cooking demonstrations, blog posts, and articles, will aim to build people's life-long skills in managing food in the kitchen, storage and preparation that maximize the life of their food (while reducing waste) and instill confidence in the kitchen to cook more and utilize the food they have at home. During this unusual time when Alameda County residents are being asked to shelter-in-place, the Agency recognizes that our residents and households may benefit from accessible educational material focused on increasing cooking and kitchen management skills that can help reduce waste while stretching their grocery budget and making food last longer.

StopWaste is seeking individuals, organizations, businesses and/or non-profits that have demonstrated expertise in 1) facilitating or hosting food-related workshops and demonstrations, and/or 2) expertise in writing blog posts, articles, or general editorial content that address meal planning, shopping, storage and preparation to save money, reduce food waste and minimize disposable packaging. Given the shift towards more virtual forms of education and outreach due to COVID-19 impacts, special attention will be given to candidates that can demonstrate expertise in using web-based platforms and forums, though this is not a requirement for application. Applicants with prior experience and knowledge of conducting outreach (virtual or in-person) to individuals and/or diverse communities in Alameda County about food system issues, nutrition education, etc. will be given preference. In addition, StopWaste is seeking expertise on a range of culturally relevant foods and recipes that reflect the diversity of our

communities in Alameda County. Applicants with experience in any of the topic areas listed below are encouraged to submit qualifications documenting their proficiency and demonstrating their experience.

A. Meal Planning and Shopping/Kitchen Management (ex. How to shop effectively/on a budget/using what you have at home)

B. Food Storage and Preservation

C. Food Preparation and Planning

D. Creative Cooking (ex. Cooking with leftovers, simple substitutions)

E. Cooking with Families/Kids

F. Cooking for one, or a small household

G. Other (ex. Knife skills, one pot cooking, etc.)

Requested Qualifications:

- Cooking and menu-planning skills
- The ability to effectively communicate with and teach to a range of audiences through virtual and/or in-person workshops/demos
- Familiarity with and confidence in communicating with audiences representing the diverse social, economic, and cultural backgrounds of Alameda County residents
- Eagerness and willingness to engage the public and answer questions relating to the demo or content presented
- Proven ability to work independently and exercise good judgment in a variety of environments and situations
- Possess broad knowledge of sustainable food systems and other social and environmental issues
- Flexibility and creativity, ability to “think on your feet” and find appropriate solutions to unique challenges
- Strong verbal and written communications skills
- Strong organizational and time-management skills
- Must have access to all cooking equipment necessary for each demo
- Access to kitchen and video equipment (can be a smartphone or laptop with a camera for live streaming) for conducting virtual demo (most likely via Zoom or similar platform)
- Willingness to learn new digital platforms, if not digitally savvy
- Willingness to incorporate tools, tips and recipes from Stop Food Waste Campaign and website: stopfoodwaste.org

Submittal Requirements

Firms or individuals responding to this RFQ must provide:

1. Examples of three (3) presentations, blog posts, or articles that best demonstrate the individual or organization’s expertise. Explain the role the individual or firm played in each presentation. Examples may include work previously involving StopWaste.
 - A. Describe elements of presentation and creative materials developed. Provide a client reference for each project, including the client reference’s name, title, employer, email and phone number.
 - B. Provide websites and/or video samples, if available, for presentations submitted; if content was published online or sent in a newsletter, include a digital copy or link.
2. A summary of the organization or individual proposing to provide services. Please indicate which of the services in the Description of Services section you or your firm wants to be considered for (1) facilitating or hosting workshops and demonstrations, and/or (2) expertise in writing blog posts, articles, or general outreach materials, and include brief resumes for the primary contact and key personnel.
3. A professional fee schedule for the primary contact and the key personnel identified above who would be working on Agency projects.
4. Appendix A: Required Contract Elements: Professional Services Agreement including Insurance Requirements and Conflict of Interest. (attached)

Unless specified in the submittals, the Agency will assume that the professional fee schedule will include any costs associated with complying with the Agency’s insurance requirements as specified in Appendix A of this RFQ. The Agency will also assume that any work product developed as a result of contracting with Agency will become the property of Agency.

Application Deadline and Instructions

Release of RFP:	June 26, 2020
Qualifications Due:	July 17, 2020, 5pm PST
Short list Interviews (virtual):	July 23-24, 2020 (Tentative)
Notification of Selected Contractor(s):	July 29, 2020 (Tentative)

The deadline for application submittal is **5:00 p.m., Friday, July 17, 2020**. Qualifications received after 5:00 p.m. on July 17, 2020 will **not** be accepted.

Submittal

One copy of the qualifications should be emailed to:

RFQ@StopWaste.org with the subject line clearly marked **“Contractor for Stop Food Waste Cooking Demonstrations and Editorial Content RFQ.”**

Upon submittal, you will receive an automatic confirmation of receipt. If you do not receive this confirmation, please contact **Holly Mayne** at **hmayne@stopwaste.org**.

Format

The most qualified candidates will be invited to interview. Depending on the responses to this RFQ and the short list interview, the Agency will select more than one firm or individual to be placed on the prequalified vendors list.

Attachments

Appendix A: Required Contract Elements

Attachment A - Required Contract Elements

Professional Services Agreement including Insurance Requirements and Statement of Economic Interest

It is a requirement of StopWaste that any individual or firm selected to provide professional consulting services must be able to comply with the terms of our professional services agreement (attached), which includes the following insurance requirements:

- A. **Comprehensive general liability insurance:** Insurance Services Office Form CG 00 01 covering CGL on an "occurrence" basis including products and completed operations, personal & advertising 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. If a general aggregate limit applies, either the general aggregate limit shall apply separately to this project/location (ISO CG 25 03 or 25 04) or the general aggregate limit shall be twice the required occurrence limit.
- B. **Automobile Liability:** ISO Form Number CA 00 01 covering any auto (Code 1), bodily injury and property damage liability insurance covering owned, non-owned (Code 9), rented, and hired (Code 8) cars. The combined single limit for bodily injury and property damage shall at least \$1,000,000.
- C. **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. Neither Contractor nor its carrier shall be entitled to recover any costs, settlements, or expenses of workers' compensation claims arising out of this agreement. The Employer's Liability policy shall be endorsed to waive any right of subrogation against the Agency, its employees or agents.
- D. **Professional Errors and Omissions Liability Insurance.** The limit of liability shall be at least \$1,000,000. If the policy is written on a "claims made" basis, Contractor must maintain required coverage for a period of three years after the expiration of this agreement. Contractor may satisfy this requirement by renewal of existing coverage or purchase of either prior acts or tail coverage applicable to said three-year period.

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 <http://www.fppc.ca.gov>

Please sign the statement below to indicate that you and your firm understands and will comply with the terms of the Authority's professional services agreement including the required insurance policies and will submit a Statement of Economic Interest Form if requested by Authority staff.

I have reviewed and will comply with the terms of the Authority's professional services agreement and certify that my firm has the ability to obtain the required insurance policies and submit the Statement of Economic Interest Form.

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

Name: _____

Title: _____

Firm: _____

Signature: _____ Date: _____