



Request for Proposals for Waste Reduction Business Assistance Services

Release Date: August 11, 2022
Proposals Due: September 15, 2022

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StopWaste/Alameda County Waste Management Authority
1537 Webster Street
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www.StopWaste.org
www.StopWaste.org/Rules

I. *Introduction*

For over two decades, StopWaste has provided assistance to businesses, institutions, and multifamily properties (hereafter referred to as businesses or organizations) to reduce solid waste sent to landfills. The core focus of the program is to provide free education and personalized technical assistance to help Alameda County businesses comply with state and local recycling and composting requirements. Since 2012, the priorities of the program have been to support businesses with signing up for recycling and compost collection service, and helping them sort materials in the proper bins, which was in alignment with state laws AB 341 and AB 1826, as well as the local Alameda County Mandatory Recycling Ordinance (MRO).

Effective January 2022, California state law, SB 1383—implemented in Alameda County as the Organics Reduction and Recycling Ordinance—adds new rules for businesses. In addition to recycling and composting, businesses must now place color-coded and labeled recycling and compost bins next to all garbage bins, and some businesses that generate surplus edible food must also recover and donate that food to feed people.

The program also offers services beyond compliance with laws to promote upstream waste prevention and reuse, including assistance such as helping sites make the switch to reusable food ware and reusable transport packaging. The program also provides support with ongoing maintenance and enhancement of existing recycling and composting programs, identification of markets for hard to recycle materials, and cost savings analyses. With new SB 1383 food recovery requirements for selected food generators, assistance setting up or expanding food donation programs will also be a component of the program.

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

II. *About the Agency*

StopWaste is a joint powers authority working on behalf of 17 member agencies in Alameda County and serving 1.7 million citizens. We are a public agency governed by the Alameda County Waste Management Authority, the Alameda County Source Reduction and Recycling Board, and the Energy Council. Since 1976, StopWaste has advanced the responsible use of resources through strong partnerships with local governments, businesses, and community organizations. We work to contribute to a healthy, thriving community that is resilient to climate change, driven by people who are empowered to use resources and energy in a way that is good for their communities, our local economy, and the planet.

At our core is a holistic approach that prevents waste and conserves energy while also advancing healthy environment, economic investments, climate action, inclusive communities, and water savings. Our wide-ranging services include technical assistance, grants and incentives, community engagement, public outreach campaigns, market development, and ordinance enforcement. We are directed by our long-term Aims of Capacity Building, Equity, Partnership, Regeneration, Mindset, and Evaluation (see descriptions at www.StopWaste.org).

III. *Background*

State law SB 1383 and the Organics Reduction and Recycling Ordinance (ORRO) took effect on January 1, 2022 and expands upon the previous Mandatory Recycling Ordinance (MRO) which had been in effect since 2012. The following table provides an overview of the rules under SB 1383/ORRO, with the new rules marked in orange. Green “Xs” indicate rules that had already been in effect under the MRO:

Requirements	Businesses	Multifamily Properties	Single-Family Residents
Have recycling & compost service	X	X	X
Sort right	X	X	X
Provide information annually + during move-in / move-out	X	X	
Provide color-coded and labeled indoor bins	X	X	
Periodically check bins	X	X	
Provide feedback	X		
Recover & donate surplus edible food	X		

SB 1383/ORRO is being implemented in Alameda County in partnership with StopWaste, its member agencies, along with their franchised haulers, and the Alameda County Department of Environmental Health (ACDEH). StopWaste’s primary role is to provide outreach and education, technical assistance, and conduct selected enforcement activities on behalf of its member agencies. The ACDEH is providing education and compliance monitoring at permitted commercial edible food generator sites in the county by integrating the SB 1383/ORRO food recovery requirements into their existing food safety inspections. More information can be found at www.StopWaste.org/Rules.

Alameda County has approximately 20,000 franchised commercial garbage accounts and 7,000 multifamily accounts. Of the commercial accounts, approximately 1,600 are covered by the edible food recovery requirements (defined as Tier 1 and Tier 2 commercial edible food generators under SB 1383). Efforts in this contract are meant to build upon the outreach and assistance that has been provided at no charge to thousands of businesses (of all sizes) in previous years to increase subscriptions to compost and recycling service, provide training and resources to support proper sorting at businesses and multifamily properties across the county, and to help food generating businesses comply with the requirements to recover and donate surplus edible food.

Selected contractor(s) will contact and offer assistance to commercial and/or multifamily account holders to help them implement successful waste reduction, recycling and composting programs to comply with SB 1383/ORRO. The majority of the assistance is anticipated to be provided to commercial accounts with a goal of spending on average a maximum of 1 to 5 hours per account for those that want assistance. Assistance will be provided to a limited number of multifamily property owners or managers and would focus on setting up or improving the infrastructure for organics collection programs, rather than significant 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 and

coordination of information with StopWaste staff. The selected contractor(s) will be expected to track their efforts conducted under the Business Assistance Program and may be asked to use StopWaste's CRM as their primary tracking tool (training and access would be provided by StopWaste). The CRM also includes service level information provided by franchised haulers for the majority of accounts and historical information about technical assistance or previous Mandatory Recycling Ordinance enforcement to inform the team's compliance assistance.

IV. Description of Services Required – Tasks and Deliverables

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

The selected consultant(s) will be required to conduct the following tasks in one or both of two program support focus areas: A.) SB 1383/Organics Reduction Recycling Ordinance and Reusable Transport Packaging and/or B.) Food Recovery.

Tasks for Both Focus Areas:

1. Provide waste reduction program implementation assistance via phone, email, virtual video meetings, and in-person;
2. Prepare brief recommendations for next steps in program implementation, such as service level changes including cost implications, how to access free support tools, as needed;
3. Provide information 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;
4. Help identify client waste prevention opportunities and refer to other support materials or Agency programs such as food waste reduction and food recovery/donation, as appropriate;
5. At least a portion of outreach should be prioritized for BIPOC businesses as well as businesses that produce the types of surplus edible food that food recovery organizations prefer.
6. Coordinate assistance activities with member agency staff, other Agency consultants, and hauler representatives as needed;
7. Collaborate with Agency staff to develop and incorporate meaningful program evaluation to understand the outcomes of the assistance activities.
8. Facilitate team meetings or calls (such as brief bi-weekly video calls with project manager, quarterly team meetings);
9. 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.

Tasks for Specific Focus Areas:

A. SB 1383/Organics Reduction Recycling Ordinance and Reusable Transport Packaging

1. Reach out to businesses and multifamily account holders, most often as a result of a direct request for assistance or proactive contacting of accounts as a follow-up to enforcement letters mailed out for lack of compost or recycling service. 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, recyclable containers, surplus edible food (for donation), food waste and other compostable materials, transport packaging (such as boxes, pallets, and pallet wrap), and food service ware;
3. 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 Re:Source Tool at <https://resource.stopwaste.org/> is an available resource);
4. Assist businesses and multifamily accounts with adjusting collection services and configuring recycling and organics collection indoor bins and signage to fulfill SB 1383/ORRO requirements;
5. Conduct employee or janitor presentations/trainings for client recycling and organics programs (sometimes done in coordination with local haulers and/or Member Agency staff);

B. Tasks for the Food Recovery Focus Area

1. Respond to referrals from ACDEH and/or StopWaste staff of businesses or institutions that require assistance with edible food recovery compliance including but not limited to locating a food recovery partner, establishing contract(s) or written agreement(s) with a food recovery organization, and/or starting a food donation program;
2. Provide outreach to Tier One and Tier Two Commercial Edible Food Generators (CEFG), such as Wholesale Food Vendors and Food Distributors that are not inspected/permitted by the Alameda County Department of Environmental Health to establish an edible food recovery program and track donations through record keeping to fulfill SB 1383/ORRO requirements;
3. Provide best practices for safe food handling, packaging and transport that's relevant for the range of Tier One and Tier Two CEFG's including ACDEH and StopWaste collateral and tools. Address any misconceptions about the safety of donating surplus food by addressing date labeling, and concerns about donor liability.

4. Conduct food waste audits for a selected number of Food Recovery Organizations to help food recovery partners establish baseline for food waste generated, food loss reasons, and monitor potential donation dumping by donors over time. Provide train the trainer approach for FROS to conduct ongoing audits.
 5. Assist with gathering information from Tier One and Tier Two Generators as needed for edible food recovery capacity planning.
 6. Research, test, and document multi-tactic approach to technical assistance and outreach and document results, as well as follow-up survey work to assess impact.
 7. Upon request, attend virtual meetings of the Alameda County Food Recovery Network to stay apprised of food recovery work in Alameda County.
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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 (tracked in the CRM upon request);
- c. Program evaluation, and;
- d. Annual report (may be submitted in Microsoft PowerPoint or Word).

V. Minimum Requirements

The following minimum requirements, listed by focus area, are expected for the selected contractor(s):

Focus Area A – SB 1383/Organics Reduction Recycling Ordinance and Reusable Transport Packaging:

- 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.

Focus Area B – Food Recovery:

- A. Demonstrated ability to identify food donation, recycling, composting and/or waste prevention opportunities for businesses and institutions;
- B. Experience assisting businesses with starting and/or improving on-site food waste prevention or food recovery programs and/or experience recovering edible surplus food from large donors including regular communication, outreach and donor training experience;
- C. Demonstrated ability to work collaboratively with a range of public and private stakeholders and partners to setup and maintain food donation programs;
- D. Demonstrated knowledge and understanding of the food recovery landscape in Alameda County including non-profit and faith-based organizations operating in the county, their organizational needs and opportunities to strengthen food recovery donor activities.
- E. Experience providing training to employees or volunteers who are or who will be responsible for implementing an organization's food waste prevention and/or food donation program;
- 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 and/or other methods of program evaluation that can be utilized to measure progress of program components in a practical and meaningful way.
- C. Experience with and ability to customize program support to diverse communities, such as BIPOC-owned or managed businesses or non-profit organizations.
- D. Ability to provide or sub-contract for language services for training or other communications in Spanish, Chinese and other languages if needed.
- E. A range of areas of expertise that pertain to the Scope tasks can be supplied by the sum total of the team proposed, including food recovery, recycling, organics collection and waste prevention tasks.

- F. Experience in working with businesses and community organizations on waste reduction programs under a mandatory recycling setting.
- G. Experience with establishing food donation programs, rescuing donated food, or working with community-based food recovery organizations. Demonstrated understanding of the complexities, challenges and opportunities in the food recovery space.
- H. Experience with one or more of the Agency's Aims and Guiding Principles (see www.StopWaste.org/about-stopwaste/who-we-are/aims-and-guiding-principles for more information).

VII. Submittal Requirements

Proposals may be submitted for focus area A, B, or both and should indicate that on their submittal. Please also submit the following information:

- A. Summary of the organization, 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 multifamily property owners and managers to comply with SB 1383/ORRO, 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) and an estimated number of accounts that will be reached or assisted.

Proposers can, if deemed appropriate, suggest different levels or types of assistance for multifamily 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 organization, 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 organization, 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. If applicable, describe how the project incorporated equity considerations or otherwise has a connection to StopWaste's Aims or Guiding Principles.

- e. 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., Thursday, September 15, 2022.**

Email proposals to: RFQ@stopwaste.org with the subject line clearly marked as "Waste Reduction Business Assistance Services." Upon submittal, you will receive an automatic confirmation of receipt. If you do not receive this confirmation, please immediately contact Rachel Balsley at rbalsley@stopwaste.org and include a copy of the proposal.

Proposals received after 4:00 p.m. on September 15, 2022 will **not** be accepted.

IX. RFP Schedule

Release of RFP.....	August 11, 2022
Proposals Due	September 15, 2022
<i>Proposals are due by 4:00 p.m. and will not be accepted after this time.</i>	
Notification of Interviews, if required	by September 30, 2022
Short List Interviews, if required.....	Week of October 3 or October 10, 2022
Notification of Contract Award.....	by October 21, 2022
Contract Start.....	on or after November 15, 2022

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. Cassie Bartholomew, Program Manager, is the contact on the food recovery focus area and can be reached at cbartholomew@stopwaste.org or 510-891-6516. 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 tasks for focus area A, B, or both. The successful consultant team(s) 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. Organization(s), firm(s), or individuals, 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.

It is anticipated that StopWaste and the selected organizations, firms, or individuals will negotiate professional services contract(s) for the time period of November 15, 2022 to December 30, 2023. Approximately \$225,000 is allocated this project for FY 2022/23 for the first year of the contract(s). The contract(s) may be renewed for up to 4 additional contract terms, pending project funding in future years. It is uncertain whether project funding in future years 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.

Appendix 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, 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/Organization: _____

Signature: _____

Date: _____