

**REQUEST FOR QUALIFICATIONS
FOR ROLL-OUT OF NEW COLLECTION SERVICES
EDUCATION & PROMOTION CAMPAIGN
QUESTIONS & ANSWERS #2
MAY 15, 2009**

Q1: *Is there an incumbent firm?*

A: As stated previously in Q&A #1 issued on May 4, 2009, the SBWMA is currently working with several firms for different scopes of services, and has worked with others in the past. They have been invited to participate in the RFQ, as well as a number of firms that the Authority has not worked with previously. All participants in this RFQ process will be evaluated strictly and equally based on their qualifications and the completeness of their response.

Q2: *What program is your website authored in (e.g., Flash, Dreamweaver, etc.)?*

A: The website was authored using multiple programs and hand-coding. Content Management Systems is in place for easy editing of pages. The site has the ability to upload and convert variety of formats into Flash movies, as well as a Flash image slideshow integration, and Google Analytics integration for visitor tracking.

Q3: *Can you identify the priority criteria of the communications program around the rollout of the new collection services? (which of the following is the highest priority objective for this program?)*

- 1. Building reputation for SBWMA as a forward-looking regional leader in providing collection services*
- 2. Getting the message out to key South Bay constituencies to drive participation*
- 3. Meeting specific targets in changing behavior/diversion rates to meet specific government/organization mandates*

A: The highest priority for this campaign is to inform all customers in the SBWMA service area about the new programs and services. The impetus behind these new programs is to make the services more convenient for customers and increase participation and diversion. Through these efforts, we hope to further our reputation as a forward-looking regional leader.

Q4: *Can you share some specific information about how the composting/food scraps program for SBWMA will be expanded? Will the priority be to educate about specific compost requirements or on broader awareness and education about new collection services? What is the plan for the compost generated by these compostable waste collection services; will it be reused in the region?*

A: Currently (with the exception of the City of San Carlos), single-family residents in the SBWMA service area can only set out yard trimmings (grass clippings, prunings, etc.) every other week. Through the future services, this program will be expanded to a weekly collection and include food scraps. The expanded program will be similar to the one already initiated by the City of San Carlos. Information on San Carlos' program can be found at www.RethinkWaste.org. The priority will include both a broader awareness and education about new collection services, as well as specific program requirements. Each Member Agency will have access to the compost generated from this program for its internal use, as well as public compost giveaway events.

Q5: *On page 2, #2 Introduction, regarding the Design Competition: The RFQ states that 3 short-listed proposers will be chosen to further develop and "flesh out" the concepts presented in their SOOs. We didn't see a section in the submittal requirements for including concepts or approach to the upcoming work, only descriptions of past work. Is an approach or basic concept expected in the RFQ response?*

A: No approach or basic concept is expected in the RFQ response. However, responses will be evaluated based on their qualifications which include samples of previous work. Proposers are encouraged to include samples that could be considered appropriate or fitting for services requested.

Q6: *For the Design Competition, does SBWMA expect to choose 3 finalists in each element, 3 firms overall or just 3 finalists in the Strategic Communications element (since the competition seems to most closely match that skill set)?*

A: The SBWMA anticipates choosing 3 firms overall.

Q7: *On Page 8, #6, Fee Structure, the RFQ asks for hourly rates and costs in a sealed envelope and to provide no other copies, yet the RFQ also asks for hourly rates by staff in Attachment C, Resumes section. Is it ok to list the same costs table in Attachment C that is in the sealed envelope?*

A: Yes.

Q8: *On Page 10, Question 7d, the RFQ asks to include up to two samples of work listed under question #6. Should it refer to question #4 instead?*

A: It can refer to either Question #6 or Question #4.

Q9: *In this preliminary RFQ are you looking for a sense of our creative concepts or more of a strategic overview that would lead to creative in the design competition?*

A: The RFQ will be used to determine both a firm's creative and strategic capabilities.

Q10: *In general, how have previous suppliers presented creative concepts to you - scripts, storyboards, computer comps?*

A: Creative concepts have been submitted in various formats, including those mentioned in the question. We do not have a preference on how the creative concept is presented, so long as the format is effective in delivering the concept.

Q11: *On the first page you list goal #1 to roll out the services by Jan 1, 2011. Phase 3 of the campaign will be completed and approved by the Board by Nov 19, 2009. Does this mean that the selected agency has 13 months to prepare for the launch? Or do you mean a launch in Jan 1, 2010?*

A: The roll out of the collection services will begin by January 1, 2011. However, the SBWMA will begin working with the final firm(s) selected following the approval by the Board to develop and produce the campaign. We anticipate that the first collateral items will be sent to businesses in late spring 2010 and residents during the summer 2010, with a bulk of the campaign launching in the fall of 2010.

Q12: *On the first page you list goal #2 to "encourage full participation of 90K residences and 10K business in the new programs." Do you have a specific goal in mind of, for instance, "50% of residences and 25% of business" actually participating one year after launch? Five years after launch? Do you have any specific, measurable goals in mind? Do you have data from other cities similar to your size and demographics on their level of active participation of these types of programs and what they did and how long it has taken them to get there?*

A: The SBWMA has not established a specific participation goal associated with the roll-out of these new services. Participation in the recycling programs is currently not mandatory, and will likely remain so for most sectors. We anticipate a 20%-30% increase in volume of recyclables and organics collected, and will primarily evaluate campaign success based on increases in recycling and organics tonnage (e.g., measured by pounds per setout) and contamination levels (i.e., what % of nonrecyclable material is placed in with separated recyclables or organics).

Q13: *Does the \$800,000-\$900,000 for "agency fees, campaign development, production, printing and distribution" also include media space as well? Also, is this budget for 12 months from launch or 18 months of the agency contract?*

A: The preliminary budget does include media space. This budget is based on the 18 months of the agency contract. The preliminary budget may be adjusted during contract negotiations.

Q14: *In Section 3, Scope of Services, under B. Creative Development Services, you reference "media planning services" which directly relates to paid media advertising. However, under Section 4, Desired Qualifications, under Media Relations, you reference "development of media plans" which seems to relate to public relations plans, rather than the traditional "advertising media plan." Just want to make sure that under this latter section, you are referencing public relations media plans and not advertising media plans.*

A: That is correct; Section 4 refers to public relations media plan. A component of Section 3B includes advertising, while Section 3C addresses public relations media plans.

Q15: *Can you elaborate on what you have done in the past and the measurement of its success or failure?*

A: The SBWMA encourages proposers to review our website for programs initiated in the past, including battery and cell phone curbside collection and IKEA partnership, San Carlos food scraps program, and E-Scrap events. Historically, we have evaluated their success based on participation levels, surveys and volume of material collected.

Q16: *Please confirm the following: the 30-page limit includes the cover letter and question responses, but it does not include resume appendices samples, sample descriptions or required attachments. Is that correct?*

A: The 30-page limit does not include the cover letter, resume appendices, samples, sample descriptions or required attachments.

Q17: *Does your estimated \$800-900K budget include the media buy?*

A: Yes, please refer to Question 13.

Q18: *Can you confirm that in Element 2 questions 2-6, you looking for examples of full, paid-media plans?*

A: No, questions 2-6 of Element 2 do not refer to paid advertising/media plans. Element 2 refers to your firm's ability to primarily promote the campaign through media/public relations. Please refer to Question 20.

Q19: *In element 1, can the same strategic plan be used for question 1 as well as question 7? And can you confirm that question 1 should address a specific case, and question 7 should address our strategic approach?*

A: Yes.

Q20: *In the media relations section, element 2, it is unclear if you are referring to paid (advertising) or non-paid (public relations). Do you mean both or one or the other?*

A: This section primarily refers to non-paid (public relations) media relations. A component can include paid advertising, however, we are interested in your firm's capabilities of promoting our programs through non-paid media avenues. Please refer to Question 18.

Q21: *Does SBWMA want to indicate how much (a percentage) of the budget should be spent on the various elements or range of services including broadcast, media relations, community outreach, online and social media components, etc. or is the breakdown of the campaign entirely open to our recommendations and design?*

A: The SBWMA has not established budget allocations at this time. Additional direction may be provided in Phase 3, however, the SBWMA will be looking to the selected firm(s) for recommendations and design of the campaign.

Q22: *How will SBWMA measure the success of the new campaign? Are their specific established objectives? For instance, a percentage increase in rates of recycled materials from specific communities, targets, increase in business participation and households; increase in types of materials collected?*

A: Please refer to Question 12.

Q23: *Do you have a specific breakdown or targets for specific communities to be reached? i.e. Demographic information of the communities served through SBWMA and recycling rates from various constituencies across these communities.*

A: The SBWMA encourages interested firms to do research as needed to better understand our Member Agencies.

Q24: *Can you share current rates of households/business who receive collection services, what's the participation rate? E.g., of the households who have collection services, what percentage are used?*

A: Based on our current service provider's reports, approximately 7,000 of the 10,000 businesses are participating in one of the existing commercial recycling programs. Please refer to the chart on the following table that has the most recent information on residential participation. Additional information can be found under "Contractor Monthly Reports" and "Contractor Quarterly Reports" at the following link:
<http://www.rethinkwaste.org/member-agencies/contractor-performance>.

2009 - Q1 RESIDENTIAL RECYCLING PARTICIPATION BY JURISDICTION 5.15.09

Number of Months: 3

	ATH	BEL	BURL	EPA	FC	HILLS	MP	RWC	SC	SM	FO	UNIN	WBSD	TOTAL
CURBSIDE RECYCLING														
Q1 2008														
Recycling Tons Diverted	345	671	746	213	680	461	826	1,511	971	1,832	174	562	243	9,234
Number of Homes	2,302	6,515	6,343	4,143	6,552	3,571	7,619	16,942	8,351	19,046	2,466	4,871	2,053	90,774
Pounds/Hhld/Month	99.8	68.6	78.4	34.2	63.2	86.0	72.3	59.5	77.6	64.1	46.9	76.9	78.9	67.8
Q1 2009														
Recycling Tons Diverted	317	616	662	210	587	438	761	1,313	903	1,629	168	529	213	8,346
Number of Homes	2,320	6,545	6,421	4,146	6,465	3,613	7,695	16,978	8,350	19,196	2,542	4,933	2,064	91,268
Pounds/Hhld/Month	91.1	62.7	68.7	33.7	60.6	80.9	65.9	51.6	72.1	56.6	43.9	71.6	68.7	61.0
PLANT MATERIAL														
Q1 2008														
Plant Material Tons Diverted	1,189	730	812	638	424	718	1,494	1,825	974	2,297	392	686	305	12,484
Number of Homes	2,302	6,515	6,343	4,143	6,552	3,571	7,619	16,942	8,351	19,046	2,466	4,871	2,053	90,774
Pounds/Hhld/Month	344.4	74.7	85.4	102.7	43.2	134.0	130.8	71.8	77.8	80.4	105.9	93.8	99.1	91.7
Q1 2009														
Recycling Tons Diverted	1,123	639	691	606	404	647	1,486	1,807	1,023	2,130	404	620	345	11,924
Number of Homes	2,320	6,545	6,421	4,146	6,465	3,613	7,695	16,978	8,350	19,196	2,542	4,933	2,064	91,268
Pounds/Hhld/Month	322.7	65.1	71.7	97.4	41.6	119.4	128.7	71.0	81.7	74.0	105.9	83.8	111.4	87.1

Note:
 Number of Homes includes single family homes and multi-family complexes with 4 or fewer units.
 2009 Number of Homes is subject to change in Q2.

5/14/2009

2009 Residential Recycle Rates.xls

Q25: *What electronic tools has SBWMA used in the past? What is the current SBWMA assessment or impression of the results and success from using electronic tools in the past?*

A: The electronic tools used by the SBWMA in the past have been very limited, namely to the website, and an occasional e-newsletter. We are highly interested in expanding our use of electronic tools.

Q26: *How many firms are actively participating in the RFQ process?*

A: The SBWMA is unable to disclose that information at this time.