

STAFF REPORT

To: SBWMA Board Members
From: Monica Devincenzi, Recycling Outreach and Sustainability Manager
Date: May 28, 2009 Board Meeting
Subject: Future Services Public Education RFQ Update

Recommendation

This is an informational item only, and does not require an action.

Background

SBWMA staff issued the Request for Qualifications (RFQ) for Roll-Out of New Collection Services Education and Promotion Campaign on April 24, with responses due May 26. SBWMA is pleased to inform the Board that there were a total of 14 responses received by the deadline. The firms who responded are listed below:

- Burson-Marsteller
- Creative Solutions
- Gigantic Idea Studio
- Groove 11
- Jeffrey/Scott Agency
- LOOK Design
- MIG
- Motivo Advertising & Marketing Communications
- Orloff/Williams
- Pacifico
- PMC
- Singer Associates/Public Affairs Associates
- Team SHO (Solem Associates, Hope Road Consulting & Ogilvy)
- The Peterson Group

A Review Panel comprised of Recycling and Facility Management Subcommittee members, SBWMA staff and SBWMA consultant will be evaluating the proposals, conducting interviews and recommending the top three firms to be short-listed. The Review Panel's recommendation will be presented before the Board at its June 25th meeting.

Fiscal Impact

The SBWMA FY0809 budget has \$80,000 (within the "Residential Outreach Programs" line item) allocated for outreach strategy development for future services; this consisted of \$20,000 in outside consultant costs and \$60,000 for stipends awarded for the short-listed public education firms. Staff projects that \$20,000 will be spent in FY0809. Staff plans to include \$60,000 in the FY0910 budget to cover the full cost of stipends for the successful Phase 2 firms as these funds will not be spent this fiscal year.