



**A Public Agency**

## REQUEST FOR QUALIFICATIONS (RFQ)

### PUBLIC EDUCATION AND OUTREACH

Issued: February 8, 2019

**Submission Deadline: March 8, 2019, 12:00 PM**

South Bayside Waste Management Authority (SBWMA) / RethinkWaste  
Attention: Julia Au, Recycling Outreach Programs Manager  
610 Elm Street, Suite 202  
San Carlos, CA 94070  
[jau@rethinkwaste.org](mailto:jau@rethinkwaste.org)

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## **1. BACKGROUND**

The South Bayside Waste Management Authority (SBWMA or RethinkWaste) is joint powers authority of twelve public agencies (Atherton, Belmont, Burlingame, East Palo Alto, Foster City, Hillsborough, Menlo Park, Redwood City, San Carlos, San Mateo, the County of San Mateo and the West Bay Sanitary District) in San Mateo County, California formed in 1982.

RethinkWaste is a leader in the delivery of innovative waste reduction and recycling programs and owns and manages the Shoreway Environmental Center, which receives all the recyclables, organics and garbage collected in its service area. RethinkWaste also provides strategic oversight, support and management of service providers that collect, process, recycle and dispose of materials for the 12 Member Agencies.

The mission of RethinkWaste is to cost effectively design, implement and manage innovative waste reduction and recycling programs and facility infrastructure that fulfills our fiduciary responsibilities to our Member Agencies while achieving community environmental and economic goals.

Through issuance of this Request for Qualifications (RFQ), RethinkWaste seeks an experienced and qualified firm to assist in developing and designing professional, targeted, compelling and demographically appropriate public education and outreach campaigns, print materials, electronic communications and other strategic communication tools. The campaign will be specifically geared towards residents (in single-family and multi-family homes) to re-educate them about the waste reduction services available to them, but may also include messaging around the proper handling of household batteries.

Submittals to RethinkWaste will be considered public records and will be made available for public review upon request after conclusion of this RFQ process and contract execution. Please refer to Section 4 for the specific scope of services being requested.

## **2. INTRODUCTION**

RethinkWaste, on behalf of its Member Agencies, is responsible for developing and implementing public outreach efforts to educate and engage nearly 435,000 residents, in 95,000 single-family households and over 11,000 commercial customers (including multi-family property owners/managers and their tenants) on all of the waste reduction programs and services available to them, as well as overall resource conservation and sustainability messaging. These programs include, but are not limited to, the residential and commercial recycle, compost and garbage collection programs. In addition, RethinkWaste has an extensive education program targeting schools and the general public through in-school presentations and tours of Shoreway Environmental Center.

Some recent outreach materials can be found our website:

<https://www.rethinkwaste.org/residents/multi-family-residences/property-owners-managers>

<https://www.rethinkwaste.org/batteries>

## **3. PURPOSE AND GENERAL CONDITIONS**

This RFQ provides information for interested firms to prepare a written response regarding their qualifications and approach to the proposed work.

**ADDENDUMS.** Should it be necessary for RethinkWaste to issue addendums during the proposal period, RethinkWaste will endeavor to notify the known holders of this RFQ. The addendums will be posted on RethinkWaste's web site for any interested parties to review. Proposals should include a notation that the firm is aware of all the addendums which have been issued and has incorporated their provisions in their proposal.

**ADDITIONAL INFORMATION.** RethinkWaste reserves the right to request additional information or clarifications from clients where it may serve RethinkWaste's best interest.

**ADDITIONAL SERVICES.** The Scope of Work describes the minimum work to be accomplished. Upon final selection of the firm, the Scope of Work may be modified and refined during negotiations with RethinkWaste.

**AWARD OF PROPOSAL.** RethinkWaste reserves the right to negotiate final terms with the selected firm, if any. Award may be made to the firm offering the most advantageous proposal after consideration of all evaluation criteria.

**COMPLIANCE WITH LAWS.** All proposals shall comply with current federal, state, and other laws relative thereto.

**CANCELLATION OF SOLICITATION.** RethinkWaste may cancel this solicitation at any time.

**COSTS.** RethinkWaste is not liable for any costs incurred by firms before entering into a formal contract. Costs of developing the proposals, or any other such expenses incurred by the firm in responding to this RFQ, are entirely the responsibility of the firm, and shall not be reimbursed in any manner by RethinkWaste. No reimbursable cost may be incurred in anticipation of award.

**IRREGULARITIES.** RethinkWaste reserves the right to waive non-material irregularities if such would be in the best interest of RethinkWaste as determined by the Executive Director.

**NON-DISCRIMINATION.** The firm represents and warrants that it does not and will not discriminate against any employee or applicant for employment because of race, religion, gender, color, national origin, sexual orientation, ancestry, marital status, physical condition, pregnancy or pregnancy related conditions, political affiliation or opinion, age or medical condition.

**OWNERSHIP.** All data, documents and other products used or developed during the RFQ process become the property of RethinkWaste upon submission.

**NO OBLIGATION.** The release of this RFQ does not obligate or compel RethinkWaste to enter into a contract or agreement.

**PROPOSAL, REJECTION OF.** RethinkWaste reserves the right to reject any or all proposals or any part of a proposal.

**PUBLIC RECORD.** All proposals submitted in response to this RFQ will become the property of RethinkWaste upon submittal and a matter of public record pursuant to applicable law.

REPRESENTATIONS. The firms understand and acknowledge that the representations made in their submitted proposal are material and important, and will be relied on by RethinkWaste in evaluation of the proposal. A firm's misrepresentation shall be treated as fraudulent concealment from RethinkWaste of the facts relating to the proposal.

RFQ PART OF AGREEMENT. Should an agreement be awarded, this Request for Qualifications may become part of the agreement between RethinkWaste and the successful firm.

SEVERABILITY. If any provisions or portion of any provision, of this Request for Qualifications are held invalid, illegal or unenforceable, they shall be severed from the Request for Qualifications and the remaining provisions shall be valid and enforceable.

VALIDITY. Proposal must be valid for a period of ninety (90) days from the due date.

#### **4. SCOPE OF WORK**

RethinkWaste hopes to launch campaigns in late Spring/early Summer of 2019. The RethinkWaste team is looking for a firm that will provide comprehensive public education and outreach services as outlined below:

- **Strategic Communications Planning/Campaign Development** – Assist with the development of strategic communications planning of campaigns promoting RethinkWaste residential and commercial services and a recently modified household battery recycling program.
- **Creative Development/ Production Services** – Provide creative development and production services for above programs and services in-house and/or work with subcontractors or other graphic/print vendors.
- **Multicultural Outreach** – Develop and implement outreach strategies and tactics for reaching non-English speakers. Translate and produce, as requested, advertising and collateral material into designated languages.
- **Community Engagement Methods** – Assist with the development of public engagement strategies that encourage public input and participation and encourage behavior change.
- **Online/Social Media** – Assist with the development of online/social media opportunities and build on existing programs to reach targeted audiences.
- **Media Buys/Placements** – Assist with the placements of media spots, including, print and online ads, bus/transit, among others. Direct costs for media may be paid for by RethinkWaste.
- **Satisfaction/Effectiveness Measurements** – Develop and incorporate instruments to measure the satisfaction and effectiveness/outcome of any public education and outreach efforts as directed.

#### **5. DESIRED QUALIFICATIONS**

RethinkWaste is seeking a firm with expertise in strategic communications planning, creative development and community engagement specifically targeting public education and outreach efforts for waste reduction and recycling programs.

The successful firm shall demonstrate that it has the appropriate professional and technical background as well as access to adequate resources to fulfill the stated scope of services. Any experience with similar projects for agencies similar to those of RethinkWaste should be noted.

**6. TERM OF AGREEMENT**

It is anticipated that RethinkWaste and the selected firm will enter into an agreement for a one-year term commencing April 1, 2019 and ending March 31, 2020.

**7. PROCEDURE FOR SUBMITTING QUESTIONS AND INQUIRIES**

All communications about this RFQ must be directed to Julia Au in writing via email at [jau@rethinkwaste.org](mailto:jau@rethinkwaste.org) by February 22, 2019 by 4:00 pm. RethinkWaste will provide a written response to all questions in the form of an Addendum to this RFP by February 25, 2019, if necessary.

**8. SUBMITTAL REQUIREMENTS**

Firms must submit sufficient information, as outlined below, for RethinkWaste to evaluate the firm’s qualifications. Selection will be based on a combination of the cover letter, firm and staff qualifications, cost, understanding of scope of work, delivery schedule, and references.

To be deemed responsive to this RFQ, the firm’s submittals must be received by e-mail only to [jau@rethinkwaste.org](mailto:jau@rethinkwaste.org) no later than March 8, 2019, at 12:00 p.m.

See below for anticipated RFQ Process and Firm Selection Timeline

ITEM	DUE DATE
RFQ Released	February 8, 2019
Deadline for Submitting Questions to RethinkWaste by 4:00 p.m.	February 22, 2019
RethinkWaste to provide written responses to questions, if necessary.	February 25, 2019
<b><u>Proposal Must Be Submitted via email by 12:00 p.m. to:</u></b> Julia Au RethinkWaste (650) 802-3509 <a href="mailto:jau@rethinkwaste.org">jau@rethinkwaste.org</a>	<b>March 8, 2019</b>
Review of submittals, selection and contract negotiations, including engagement of the Public Education and Outreach Subcommittee in the evaluation and selection process.	March 8, 2019 – March 29, 2019
Commence Project	April 1, 2019

Please label the email subject line “Response to RFQ—Public Education and Outreach”

Please include both a PDF version and the source file (e.g., Word or Excel file) of all documents submitted.

Submittals should be concise and responsive, based on these guidelines:

1. **Cover Letter** - A maximum two (2) page cover letter must be provided describing your firm, date established, main services, key qualifications and prior experience. The individual authorized to contractually bind the firm should sign the cover letter. Resumes for the proposed team and sub-contractors, if any, should be provided as an appendix.
2. **Description of Qualifications** – Describe the firm's qualifications, expertise and prior specific related experience, and proposed use of subcontractors (if any). RethinkWaste prefers that the firms explain their specific qualifications related to the anticipated scope of work in this section, and that a more general description of qualifications and experience be reserved for the cover letter.
3. **Approach** - A maximum five (5) page proposal shall describe the recommended approach to successfully execute the noted scope of work in a timely and cost-effective manner. The approach to the scope of work shall be of such detail to demonstrate the firm's ability to accomplish the project objectives. In this section, include a minimum of three (3) examples of similar projects/programs/campaigns they have worked on, the scope of work, timing, cost and list of staff that conducted the work. Any projects/programs/campaigns that included satisfaction/effectiveness measurement instruments and their outcomes should be clearly noted.
4. **References** – Provide the names and contact information of at least three (3) references for which similar services have been provided in the last three (3) years. Please include other public agencies if you have them.
5. **Costs** - A maximum two (2) page proposed budget shall provide the specific hours and costs for each project task and shall delineate the staff responsible for each and whether they will be done in-house or by sub-contractors and their hourly rate. All additional costs and contingency must be clearly delineated. RethinkWaste hopes to keep the entire project under \$50,000.
6. **Qualification Certification** – Complete Attachment A
7. **Client Reference Form** – Complete Attachment B
8. **Additional Attachments** - Firms are encouraged to include pertinent examples (i.e., three (3) minimum) that are similar in nature or content to the scope of services presented therein.

## **9. RIGHT TO CONTRACT FOR SELECTED SERVICES**

RethinkWaste, at its sole option, will select the firm which best fulfills the requirements and provides the best value to RethinkWaste.

RethinkWaste reserves the right to contract for selected services relating to this proposal from any firm, in part or in whole.

An evaluation panel will review all proposals submitted. Discussions may, at RethinkWaste's option, be conducted with any firm. Discussions may be for the purpose of clarification to assure full understanding of, and responsiveness to, the RFQ's requirements. Outreach firms shall be accorded fair and equal

treatment with respect to any opportunity for discussion and written revision of proposals. In conducting discussions, RethinkWaste will not disclose information derived from proposals submitted by competing firms. There will be no public opening and reading of quotes. Overall responsiveness to the RFQ is an important factor in the evaluation process.

The criteria used as a guideline in the evaluation will include, but not be limited to, the following:

- Qualifications and experience of the firm, including capability and experience of key personnel and experience with other public or private agencies to provide services for public outreach and education.
- Responsiveness to the RFQ process and general provisions and understanding of the Scope of Work as evidenced by submitted proposal.
- History of successfully performing services for public or private agencies.
- Ability to meet any necessary timelines or other requirements.
- References
- Costs

**Attachment A: Qualification Certification**

FIRM NAME	
ADDRESS	
TELEPHONE #	
CONTACT EMAIL	
CONTACT NAME AND TITLE	

**FIRM REPRESENTATIONS**

1. Firm additionally certifies that neither firm nor its principals are presently disbarred, suspended, proposed for disbarment, declared ineligible or voluntarily excluded from participation in this transaction by any federal department or agency, any California State agency, or any local governmental agency.
2. Firm certifies that they did not receive unauthorized information from any RethinkWaste staff member, contractor or Board Member during the RFQ response period except as provided for in this RFQ package or through formal addenda, if any, issued by RethinkWaste.
3. The firm certifies that they do not have any conflicts of interest, whether actual or perceived, and has disclosed any such work in its response to this RFQ.
4. The firm hereby certifies that the information contained in the Proposal and all accompanying documentation is true and correct.
5. Please check the appropriate box below:
  - If an *individual* submits a response to this RFQ, he or she shall sign it. If he or she is doing business under a fictitious name, the response shall so state.
  - If a response to this RFQ is submitted by a *partnership*, the full names and addresses of all members and the address of the partnership shall be stated and the response shall be signed for all members by one or more members thereof.
  - If a *corporation* submits a response to this RFQ, an authorized officer or officers of the corporation shall sign it in the corporate name.
  - If a *limited liability company (LLC)* submits a response to this RFQ, an authorized officer or officers shall sign it in the LLC's name.
  - If a response to this RFQ is signed by a *joint venture*, the full names and addresses of all members of the joint venture shall be stated and a representative of each individual entity shall sign it.

**Attachment A – Qualification Certification (continued)**

By signing below, the submittal pursuant to this RFQ shall be deemed a representation and certification by the client that they have investigated all aspects of the RFQ, that they are aware of the applicable facts pertaining to the RFQ process, its procedures and requirements, and that the client has read and understand the RFQ.

Authorized Representative Name: (Signature)
Authorized Representative Name: (Print name)
Authorized Representative Title and Entity: (Print title and entity)
Complete additional signatures below as required.
Authorized Representative Name: (Signature)
Authorized Representative Name: (Print name)
Authorized Representative Title and Entity: (Print title and Entity)
Authorized Representative Name: (Signature)
Authorized Representative Name: (Print name)
Authorized Representative Title and Entity: (Print title and entity)

