



REQUEST FOR PROPOSALS

REQUEST FOR PROPOSALS FOR MANDATORY COMMERCIAL RECYCLING EDUCATION SERVICES FOR THE SONOMA COUNTY WASTE MANAGEMENT AGENCY

Proposals due 3:00 p.m. on July 18, 2011

Submit proposal to:

Patrick Carter, Waste Management Specialist
Sonoma County Waste Management Agency
2300 County Center Drive, Suite B100
Santa Rosa, CA 95403

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- Exhibit A-1: Scope of Services
- Exhibit A-2: Implementation Plan and Budget
- Exhibit B: Proposal Authorization and Acknowledgement Form
- Exhibit C: Form of Agreement

1. INTENT AND BACKGROUND

1.1 Definitions

This section contains definitions that are used throughout this RFP.

AGENCY:	The Sonoma County Waste Management Agency, a joint powers authority composed of the County of Sonoma and the nine incorporated jurisdictions within Sonoma County: Cloverdale, Cotati, Healdsburg, Petaluma, Rohnert Park, Santa Rosa, Sebastopol, Sonoma, and Windsor.
ARB:	The California Air Resources Board considers the formal adoption of the mandatory commercial recycling measure and retains ultimate oversight authority.
BUSINESS:	According to CalRecycle, at the time of issuing this RFP, businesses subject to the regulations are those that dispose of 4 cubic yards or more of solid waste per week.
CALRECYCLE:	The Department of Resource, Recycling and Recovery is responsible for solid waste management activities in California. The ARB Scoping Plan designates CalRecycle as the lead in development, implementation and compliance with the Regulation using the AB939 annual reporting process.
HAULER:	Franchised garbage companies operating in Sonoma County, namely North Bay Corporation and Sonoma Garbage Collectors.
MANDATORY COMMERCIAL RECYCLING MEASURE (REGULATIONS):	
	The California Air Resources Board (ARB) Scoping Plan for the California Global Warming Solutions Act of 2006 (AB 32, Núñez, Chapter 488, Statutes of 2006) was adopted with a Mandatory Commercial Recycling measure designed to achieve a reduction in greenhouse gas emissions of 5 million metric tons of carbon dioxide (CO ₂) equivalents by 2020 and beyond. Draft regulations developed by CalRecycle are expected to be adopted in fall 2011.
MULTIFAMILY:	According to CalRecycle, at the time of issuing this RFP, multifamily entities subject to the regulations are those with units of 5 or more, that dispose of 4 cubic yards of solid waste per week.
PUBLIC ENTITY:	According to CalRecycle, at the time of issuing this RFP, public entities subject to the regulation are those that dispose of 4 cubic yards of solid waste per week. Public entities include military installations, school districts, schools, federal, state, local, regional agencies or facilities, special districts, California State universities, universities of California and community colleges.

1.2 Overview of Requested Services

The Sonoma County Waste Management Agency (AGENCY) is seeking an agreement with a CONTRACTOR to complete at least the following: 1) conduct all research and collect pertinent information using the most up-to-date lists of businesses, multifamily and public entities in Sonoma County, subject to the

draft regulation, 2) input required information in an Access database, 3) mail a personalized letter to those businesses and/or conduct outreach and education to all or a subset of Sonoma County businesses, multifamily and public entities about ARB/CalRecycle's regulations and how to achieve compliance in advance of regulation-specified deadlines, 4) provide waste assessments technical assistance and follow-up to a certain number of business, multifamily and public entities subject to the regulation, and 5) report to the Agency Board of Directors and staff. CONTRACTOR must be able to provide the services detailed in Exhibit A-1 in both English and Spanish languages.

In developing the plan, the Contractor shall maximize the number entities reached considering time and budget constraints.

The AGENCY expects the funding amount to be approximately \$100,000 and expects CONTRACTOR to complete planning and implementation tasks by June 30, 2012. The funding source for this project is the City/County Payment Program, administered by CalRecycle. AGENCY reserves the right to withhold the Notice to Proceed until sufficient funding is received from CalRecycle.

Completion of Exhibit A-2 Implementation Plan and Budget by the PROPOSER will define the key parameters and Scope of Services requested by the AGENCY for this RFP.

1.3 Responsibility of Agency, Hauler and Contractor

The AGENCY will provide the following support to the CONTRACTOR as defined in Exhibit A-1: Scope of Services. Please note that although hauler support for these tasks will be requested, there is no guarantee of hauler participation.

2. GENERAL INFORMATION

The general guidelines for preparing a response to this RFP are explained in this section.

2.1 Questions

All questions pertaining to this RFP must be directed to:

Patrick Carter, Waste Management Specialist
Sonoma County Waste Management Agency
2300 County Center Drive, Suite B100
Santa Rosa, CA 95403
fax: 707/565-3701 e-mail: pcarter@sonoma-county.org

Questions must be submitted no later than 3:00 p.m. on **June 27, 2011**; no response will be made to questions submitted after this date. An addendum to this RFP will be prepared in response to any questions received. The PROPOSER is solely responsible for providing their email address and fax number by **June 27, 2011** to the contact above so that the addendum can be circulated as soon as available. The AGENCY cannot assure that every entity receiving a RFP will receive the addenda. All addenda shall become part of the Agreement documents, and all PROPOSERS are bound by such addenda, whether or not received by the PROPOSER.

2.2 AGENCY Contact for Information

All requests for additional information regarding this RFP should be directed to the AGENCY's Waste Management Specialist, noted above. Do *not* directly contact other AGENCY staff or members of the Board of Directors. Individuals or organizations that do so may be disqualified from further consideration. AGENCY will recognize only those responses to inquiries issued in writing by AGENCY in Addendum form as binding modifications to this RFP.

2.3 Appeals Process

Should any PROPOSER dispute the AGENCY's determinations and findings during the RFP process, such PROPOSER shall give the AGENCY written notice of the matter in dispute within five (5) days of PROPOSER's first knowledge of the decision or determination. The PROPOSER shall thereafter, within ten (10) days of PROPOSER's first knowledge of the AGENCY decision or determination in dispute, provide AGENCY with a complete and comprehensive "Statement of Dispute" that discusses all the reasons why the PROPOSER disputes the AGENCY's determination or decision and submit all documentary evidence relied on by the PROPOSER. The Statement of Dispute must meet the following conditions and requirements:

- a. The Statement of Dispute must contain a complete statement of the factual and legal basis for the protest.
- b. The Statement of Dispute must specifically refer to the specific portions of the RFP, which form the basis for the protest, and all documentary evidence relied upon.
- c. The Statement of Dispute must include the name, address and telephone number of the person representing the protesting party.
- d. The party filing the Statement of Dispute must concurrently transmit a copy of the initial protest document and any attached documentation to all other parties with a direct financial interest, which may be adversely affected by the outcome of the protest. Such parties shall include all other PROPOSERS, who shall have seven (7) calendar days to respond to the Statement of Dispute.

The AGENCY will review the Statement of Dispute, and may elect to hold an administrative hearing thereon, and may request PROPOSER to produce such further evidence as AGENCY deems material to a decision on the issue, after which time AGENCY will issue a determination which shall be final. The procedure and time limits set forth in this paragraph are mandatory and are the PROPOSER's sole and exclusive remedy in the event of protest and failure to comply with these procedures shall constitute a waiver of any right to further pursue the protest, including filing a Government Code Claim or legal proceedings. Failure to strictly follow this procedure shall waive any further rights to dispute the AGENCY's decisions and determinations made during the RFP process.

2.4 Confidentiality

AGENCY has made a determination in accordance with Section 6255 of the Government Code that all Proposals submitted in response to this RFP shall not be made public by AGENCY until the time AGENCY is considering award of a contract for the services. In addition, AGENCY has made a determination in accordance with Section 6255 of the Government Code that all PROPOSER proprietary financial information which is specifically identified by the PROPOSER as "confidential" shall not be made public by AGENCY and shall be returned to each PROPOSER, unless otherwise required by law. In the event a PROPOSER wishes to claim other portions of its proposal exempt from disclosure under the Public Records Act, it is incumbent upon PROPOSER to clearly identify those portions with the word "confidential" printed on the lower right-hand corner of the page, along with a written justification as to why such information should be exempt from disclosure. Blanket designations of "confidential" shall not be effective. However, AGENCY will make a decision based upon applicable laws. AGENCY shall notify PROPOSER of any requests for disclosure under the Public Records Act. If the PROPOSER wishes to prevent the disclosure of such material, the PROPOSER shall bear the sole burden of seeking review in a court of competent jurisdiction. In addition, PROPOSER shall defend and indemnify AGENCY from any claims and/or litigation relating to a claim of confidentiality.

Proprietary or confidential data must be readily separable from the proposal in order to facilitate eventual public inspection of the non-confidential portion of the proposal. The cost of services shall not be designated as proprietary or confidential information.

3. INSTRUCTIONS TO PROPOSERS AND PROCEDURES FOR SUBMITTAL

3.1 Submittal Rules

Proposals must be presented in accordance with the information requested in Section 4, Proposal Requirements. Other relevant information that the PROPOSER feels is appropriate may be included. The following rules shall apply:

1. All proposals shall be submitted in writing and be in accordance with the requirements of this Request for Proposals. No facsimile or emailed proposals will be accepted.
2. Three (3) copies of the proposal shall be submitted to the AGENCY no later than **3:00 p.m.** on the time clock located at 2300 County Center Drive, Suite B100, Santa Rosa, California, on **July 18, 2011**. The package of proposals must be clearly labeled on the outside with the name and the address of the firm submitting the proposal with the words: "Proposal for Mandatory Commercial Recycling Education Services" in the address. One of the copies of the proposal shall be unbound to allow for ease of copying. Proposals must be addressed and delivered to the AGENCY contact found in Section 2.1 above.
3. PROPOSERS shall label one of the copies "Original", which shall govern in the event of any inconsistency among copies of the proposal. This original copy shall be bound.
4. Each proposal shall be printed on 8 1/2" by 11" paper, double-sided where appropriate, or if larger paper is required, it must be folded to 8 1/2" by 11". Paper should be at least 30% post-consumer recycled content.
5. Each proposal shall include all information required by this RFP and any subsequent addenda.
6. Proposals received after the required submittal date will be rejected and will be returned unopened. The AGENCY will not, in any manner, be liable or responsible for any late delivery of proposals.

3.2 Evaluation Process

The AGENCY shall evaluate each proposal. All determinations with regard to the evaluation of proposals will be at the sole discretion of the AGENCY. Each proposal shall first be evaluated for completeness and for compliance with the requirements of this RFP. The AGENCY will then evaluate the benefit of the proposed services described in the proposal to the AGENCY and its citizens.

3.3 Rights of the AGENCY

PROPOSERS shall submit an appropriately signed Exhibit B – Proposal Authorization and Acknowledgement Form stating that the PROPOSER agrees with the rights of the Agency as described below. The AGENCY shall have the right to:

1. Award an agreement for services described in this RFP.
2. Reject all proposals and not award an agreement.
3. Reject any proposal.
4. Select a proposal other than the lowest cost/highest payment proposal.
5. If during the course of negotiations with a selected PROPOSER, the AGENCY determines in its sole discretion that an acceptable Agreement cannot be negotiated, the AGENCY reserves the right to suspend negotiations with that PROPOSER and begin negotiations with another PROPOSER. Also, the AGENCY reserves the right to undertake simultaneous negotiations of the final Agreement with

more than one PROPOSER.

6. Waive defects and/or irregularities in any proposal.
7. Request from any PROPOSER at any time during the evaluation process, clarification of any information contained in the proposal.
8. Request "Best and Final" offers.
9. Conduct interview(s) with any PROPOSER(s).
10. Negotiate terms and conditions that are different from those described in this RFP and Agreement.
11. Contact references provided and seek information from any client with which the PROPOSER has done business.
12. Take other such action that best suits the needs of the AGENCY and/or its citizens.

PROPOSERS are notified that the costs of preparing and submitting proposals and the risks associated therewith shall be borne solely by the PROPOSER. No compensation will be provided to PROPOSERS for work performed or costs incurred during the preparation, submittal or evaluation of Proposals neither for the negotiation or execution and delivery of an Agreement awarded as a result of this RFP.

4. PROPOSAL REQUIREMENTS

A proposal shall be complete and concise and should be prepared in substantial conformance with the format and order described below to assist in the review process. *A Proposal that omits or inadequately addresses any of the topics below may be rejected.*

4.1 Submission requirements:

Please submit the following information:

a) Complete the Letter of Submission:

The proposal must contain a submission letter that contains the PROPOSER's unconditional acceptance of the performance obligations set forth in the RFP. An officer of the proposing entity authorized to bind the PROPOSER to the proposal terms must sign this letter.

The Letter of Submission shall also include a description of the ownership of the proposing company, including, but not limited to:

- Official name and address. Indicate the type of entity and list its officers (e.g. corporation, partnership, sole proprietorship). Indicate the date and place of incorporation or organization.
- If entity is a joint venture, submit a current copy of the joint venture agreement or contract.
- Federal Employer I.D. Number
- Complete name, mailing address, phone number, fax number and email address (if available) of the person to receive notices and who is authorized to make decisions or represent the company with respect to this RFP.

b) Complete the form "Implementation Plan and Budget" (Exhibit A-2) specific to this project which includes budget allocations for two scenarios: 1) outreach to business, multifamily and public entities in Sonoma County subject to the draft regulations, and 2) outreach to all business, multifamily and public entities in Sonoma County. In addition, the proposer may also choose to provide an alternate plan that achieves compliance with the regulations but deviates from the Proposed Scope of

Services.

Regardless, please make sure that the total budget does not exceed \$100,000. The draft plan, once approved, will become your Scope of Work/Budget.

c) Qualifications and experience of firm.

The proposal should include the PROPOSER's experience relevant to the requested services and qualifications and resumes of key personnel that will be assigned to the management of the Agreement.

PROPOSER should provide a minimum of two (2) California governmental clients that the AGENCY may contact to conduct a reference check regarding provision of the proposed service.

If the PROPOSER cannot provide all of the information requested under Section 4.1.c. above, then the PROPOSER must provide descriptions of similar work performed for other clients. In either case, the description shall list the:

- Dates and a description of the services that were provided;
- Names and responsibilities of the team members involved with the referenced work; and
- Name, address, and telephone number of a contact person of each client who would be most familiar with the services provided.

d) Complete Exhibit B: Proposal Authorization and Acknowledgement Form

4.2 Insurance

The PROPOSER should demonstrate the ability to submit proof of the required insurance as set forth in the Agreement. Prior to award of the Agreement, the successful PROPOSER shall furnish the AGENCY with Certificates of Insurance clearly evidencing all required insurance and endorsements. The successful PROPOSER shall procure and maintain for the duration of the Agreement, insurance against claims for injuries to persons or damages to property which may arise from or in connection with the performance of the work hereunder by the successful PROPOSER, its agents, representatives, employees or subcontractors. If CONTRACTOR wishes to change specific insurance terms, these exceptions must be noted in Exhibit B.

4.3 Agreement for Mandatory Commercial Recycling Education Services

The selected PROPOSER must execute the Agreement and submit Exhibit B, acknowledging their willingness to sign the Agreement for Mandatory Commercial Recycling Education Services attached hereto as Exhibit C to this RFP, unless modified pursuant to the procedures set forth herein. PROPOSER shall identify in its proposal any proposed modifications to the Agreement for Education Services.

5. SCHEDULE

<u>Date</u>	<u>Action</u>	<u>Responsible Party</u>
June 20, 2011	Distribution of RFP	AGENCY
June 30, 2011	Submit Addenda Distribution Information	PROPOSER
June 30, 2011	Submit Written Questions	PROPOSER
July 18, 2011	Proposals Due (3:00 p.m.)	PROPOSER
August 17, 2011	Award of Agreement (tentative)	AGENCY

June 30, 2012

Work completed

PROPOSER

6. ATTACHMENTS

- Exhibit A-1: Scope of Services
- Exhibit A-2: Implementation Plan and Budget
- Exhibit B: Proposal Authorization and Acknowledgement Form
- Exhibit C: Form of Agreement

Exhibit A-1

Proposed Scope of Services

ABOUT THE SONOMA COUNTY WASTE MANAGEMENT AGENCY:

The Agency is the joint powers authority of the nine incorporated cities and the County of Sonoma. The specific focus of the Agency's efforts is waste diversion required by State law AB939 in the following categories: wood waste, yard waste, household hazardous waste, education and planning. The Agency is not a regulatory agency and participation in recycling by business, multifamily and public entities is voluntary.

Pertinent to this project, the Agency's programs include:

Eco-Desk Hotline 565-DESK(3375)—The Eco-Desk is a telephone based service answering questions about recycling, hazardous waste and other disposal issues. The Eco-Desk is comprised of an English language voice mailbox system where callers can listen to pre-recorded information before leaving a message. Calls are returned by the next business day. The Spanish Eco-Desk 565-3375 option #2 was added in October 2006. Spanish speaking callers are routed to a bi-lingual solid waste management specialist.

Web site www.recyclenow.org— Eco-Desk resources are available on-line through a database search function.

The Agency currently does not have a policy, ordinance or program in place regarding this proposed regulation.

ABOUT THE MANDATORY COMMERCIAL RECYCLING MEASURE:

Under the Regulations Scoping Plan, CalRecycle is the lead Agency for implementation and compliance with the measure. Under the draft Regulations, jurisdictions must implement a commercial recycling program by July 2012 that consists of education, outreach and monitoring, regardless if the jurisdiction has previously met the 50% per capita disposal target.

Education and outreach entails informing and notifying the businesses that are subject to the regulation, that they must recycle, and how they can recycle in their community. The proposed regulation does not require businesses or jurisdictions to track and report to CalRecycle actual collected tonnages as CalRecycle will be responsible for measuring and reporting diversion tonnages. Instead, while jurisdictions are not accountable if a business/multifamily/public entity chooses not to recycle, jurisdictions are responsible for reporting to CalRecycle in the existing AB939 Annual Reporting, the first report to CalRecycle about Sonoma County's implementation plan begins in 2014 and includes reporting for the last six months of 2012.

Key items to consider include which the Agency will be expected to report on to CalRecycle include:

1. The types of education/outreach/monitoring activities that are being implemented, and why those activities are what is needed to inform businesses of the state requirement and inform them of how they can recycle.
2. An explanation if activities are being phased in over time (for example, what is the rationale for phasing and what is the focus) and then updating in subsequent annual reports on how this is progressing.
3. How many businesses were identified as not recycling and how many were contacted via letter or in person to inform them of the state requirement to recycle and how they can recycle. And if available, the total number of businesses in the jurisdiction that are subject to the regulations.

To assist with planning, the Agency Board has received the following presentations/information which are accessible from the Agency's web site, meeting archive section

http://recyclenow.org/agency/packet_archives.asp:

- May 19, 2010 Agency meeting. Presentation from Yvonne Hunter, Institute for Local Government (ILG) about their Sample Commercial Recycling Ordinance prepared under a contract with CalRecycle. ILG is the research and education affiliate of the League of California Cities and the California State Association of Counties.
- August 18, 2010 Staff report Mandatory Commercial Recycling Measure Update.
- October 20, 2010 Presentation from Susan Warner, Salinas Valley Solid Waste Management Authority, about their mandatory commercial/multifamily recycling ordinance.
- November 17, 2010 Presentation from Patrick Quinn, Sacramento County Waste Management and Recycling Department, about their mandatory business/multifamily recycling ordinance.
- January 19, 2011, Staff report about Creating Enforcement and Compliance Elements for Commercial Recycling based on an ILG webinar.
- May 15, 2011, Staff report about Multi-family Outreach Best Practices based on an ILG webinar.
- June 15, 2011, Staff report about Understanding California's Proposed Commercial Recycling Regulations based on an ILG webinar.

Regulation timeline: The proposed Mandatory Commercial Recycling regulation has been postponed to a future Air Resources Board meeting. CalRecycle will notify stakeholders of the new Board meeting date as soon as it is determined.

For more information:

- CalRecycle's web site at <http://www.calrecycle.ca.gov/Climate/Recycling/default.htm>
- ILG resources www.ca-ilg.org/CommercialRecycling including commercial recycling case stories, sample ordinance, sample fliers in English and Spanish, and the archived webinar series.

DESCRIPTION OF SERVICES REQUESTED:

The Agency is seeking a Contractor to enter into an agreement of approximately \$100,000 with funding expiring June 30, 2012. The funding source for this project is the City/County Payment Program, administered by CalRecycle; AGENCY reserves the right to withhold the Notice to Proceed until sufficient funding is received from CalRecycle.

The Sonoma County Waste Management Agency (AGENCY) is seeking an agreement with a CONTRACTOR to complete at least the following: 1) conduct all research and collect pertinent information using the most up-to-date lists of businesses, multifamily and public entities in Sonoma County, subject to the draft regulation, 2) input required information in an Access database, 3) mail a personalized letter to those businesses and/or conduct outreach and education to all or a subset of Sonoma County businesses, multifamily and public entities about ARB/CalRecycle's regulations and how to achieve compliance in advance of regulation-specified deadlines, 4) provide waste assessments technical assistance and follow-up to a certain number of business, multifamily and public entities subject to the regulation, and 5) report to the Agency Board of Directors and staff. CONTRACTOR must be able to provide the services detailed in Exhibit A-1 in both English and Spanish languages.

The tasks completed through this contact will provide the basis for meeting CalRecycle's education, outreach and monitoring requirements. Below is a task list and proposed responsibilities among Agency staff, the selected contractor and the hauler. As noted previously, the hauler has not reviewed nor agreed to any item in this task list.

Task	Who is responsible			
	Agency	Contractor	Hauler	Notes
Database for basis and quantification				
Identify Sonoma County businesses, including public entities and multifamily units subject to the regulation.		●	●	In identification, assess language preference and potential infrastructure needs.
Set up Access (version 2003) database: Table/Form/Query in Access (may include as part of Eco-Desk database or stand-alone) to record each entity	●			Establish field names/categories in database.
Input data in Agency provided Access database Information may include name of business, mailing address, email address, primary contact, date contact made, type of contact, materials distributed, preferred method of communication, language preference and details about solid waste service.		●		
Stakeholder identification				
Meet with City/County officials regarding outreach opportunities (e.g., through business license renewal programs, regularly scheduled visits by city staff, etc.)	●	●		
Identify and contact local associations with member subject to the regulation (Manufacturers Group, Go Local, BEA, etc.)		●		
Contact enforcement officials (PRMD, restaurant inspectors, Weights and Measures, etc.) Set up meeting, produce fliers for distribution, provide staff support.		●		
Contact business license renewal offices and provide a fact sheet to distribute with licenses.		●		
Conduct on-site waste assessments				
Provide waste assessments and technical assistance to a certain number of business, multifamily and public entities subject to the regulation. This shall include information about (size and frequency of commercially collected garbage, recycling, and green waste), assessment of internal collection bins and service (if applicable), and a financial analysis of potential increased recycling/decreased garbage bin size and/or collection frequency.		●	●	Contractor work with hauler for any service related requests.
Education/outreach				
Prepare letter template based on CalRecycle/ILG template to entities subject to the law including local resources.	●			
Prepare outreach kits based on CalRecycle/ILG template and Agency artwork/resources. Kits may be tailored for	●	●		

different user groups-business, multifamily, public entities, etc. Kits may be translated into Spanish based on feedback obtained in the basis data.				
Prepare utility bill inserts for hauler newsletters, utility bills, disposal site customers, etc.	●	●	●	
Write and distribute at least one press release		●		
Print and mail Agency prepared letter to businesses, multifamily units and public entities subject to the regulation.		●		Prefer personal letter using the information recorded in the Access database. (Assume letter will use 4-color, no bleed on 100% postconsumer recycled content paper)
Phone/email/mail/visit on-site pertinent business owners, district multifamily/on-site property managers. Record contact and info distributed in provided Access database.		●	●	
Web site update on www.recyclenow.org to include Regulations and Compliance info for business entities.	●			Work with hauler to publish similar information on www.unicycler.com
Write case study articles for email listserve/website		●		Work with the Sonoma County Business Environmental Alliance if possible
Post to existing Agency Twitter and Facebook pages	●	●		
Submit newsletter articles for online publications (Manufacturers Group, etc.)	●			
Technical assistance				
Obtain and review city and county franchise agreements and integrate this project with any existing city or county programs, as appropriate		●		
Answer calls (English and Spanish) from businesses and multifamily complexes wanting more technical assistance.	●	●		Agency staff answers calls through the Eco-Desk and route calls to contractor or haulers.

Evaluation and Reporting				
Project evaluation includes follow-up communications with previously contacted businesses, multifamily, and public sector entities, and haulers to qualify and quantify the effectiveness of this project.	●	●	●	Information will be reported to CalRecycle over time.
Prepare a written report and present to the Agency Board on activities accomplished on this project.		●		

EVALUATION CRITERIA:

To enable the Sonoma County Waste Management Agency (SCWMA) to evaluate potential Education and Outreach Contractors, please address each of the items below. SCWMA staff will evaluate the Proposals based on completeness of answers to the items below and use of the following scoring criteria. Each item (1-8) will be scored with a maximum score of 100 points being possible. Proposals must score at least 75 points to be considered for the contract.

Exhibit A-2: Implementation Plan and Budget

Please provide brief answers to the following questions:

Question 1 (10 points): Methods for data collection

Please describe your approach in collecting the most current data, especially data related to solid waste services, for business, multifamily complexes, and public entities in Sonoma County.

Question 2 (15 points): Experience working with government staff and garbage haulers

Have you worked with government agencies before? Please describe.

Your response should include approaches and/or experience coordinating with the garbage companies, especially those in Sonoma County.

Question 3 (15 points): Experience and qualifications with education outreach programs

Please describe your qualifications and experience conducting English and Spanish language solid waste/recycling education and outreach programs.

Question 4 (15 points): Experience conducting solid waste assessments and analysis

Please describe your qualifications and experience conducting waste assessments, including your ability to conduct and perform financial analyses for increased recycling/reduced garbage needs.

Question 5 (5 points): Local or non profit business status

A maximum of 5 points will be given to Proposers who qualify as local and/or non-profit or partner with a non-profit for services proposed to be provided in connection with the SCWMA Education and Outreach Events. Please specify to which category below the Proposer qualifies.

Proposer is a 501(c)(3) Nonprofit Corporation or Association and has a business location in Sonoma County, California. **(5 points)**

Proposer is a 501(c)(3) Nonprofit Corporation or Association and does not have a business location in Sonoma County, California. **(3 points)**

Proposer is not a 501(c)(3) Nonprofit Corporation or Association but has a business location in Sonoma County, California **(2 points)**

Question 6 (10 points): Contractor staffing resources

Please explain your staffing capabilities in order to accomplish the tasks in your proposal by the requirement timeline, June 30, 2012. Also, address how this project can be accomplished considering existing workload. Include your ability to provide the requested services, including fluent speech and the ability to translate written materials, in both English and Spanish.

Question 7 (30 points): Outreach plan and budget

Please complete a sample outreach plan and budget specific to this project which includes budget allocations and lists in detail the outreach services proposed to be provided in connection with this project. Include staff time, materials, reporting, etc. Please provide a per unit price for waste assessments.

Include budget allocations for outreach to business, multifamily and public entities in Sonoma County subject to the draft regulations.

In addition, the proposer may also choose to provide an alternate plan that achieves compliance with the regulations but deviates from Exhibit A-1: Proposed Scope of Services.

Regardless in developing any plan, the Contractor shall maximize the number entities reached considering time and budget constraints.

Please make sure that the total budget does not exceed \$100,000. This draft outreach plan, once approved, will become your Scope of Work/Budget. In the event additional funding becomes available, please indicate the additional incremental cost for adding additional site consultations.

Question 8: Are there any exceptions or changes to the requested services or contract language

Does the Proposer have any exceptions or changes to the requested services or contract language? (An excessive number of requested changes to the contract language will be disfavored and may be a basis for non-awarding of the Agreement.)

Exhibit B
Proposal Authorization and Acknowledgement Form

NAME OF PROPOSER _____

ORGANIZATION _____

1. The undersigned is a Proposer under this RFP and possesses the legal authority to submit this Proposal.
2. The undersigned is authorized to conduct all negotiations for and legally bind the Proposer in all matters relating to this Proposal submittal.
3. The undersigned has reviewed, understands, is able to comply with and agrees to be bound by the conditions described in the Agreement for Professional Services (Exhibit C) and this RFP.
4. The undersigned certifies that this Proposal is irrevocable until _____, 2011 (minimum of 120 days from submittal).
5. The undersigned acknowledges that the Agency reserves the following rights and options related to proposals submitted in response to the RFP:
 - Award an agreement for services described in this RFP.
 - Reject all proposals and not award an agreement.
 - Reject any proposal.
 - If during the course of negotiations with a selected PROPOSER, the AGENCY determines in its sole discretion that an acceptable Agreement cannot be negotiated, the AGENCY reserves the right to suspend negotiations with that PROPOSER and begin negotiations with another PROPOSER. Also, the AGENCY reserves the right to undertake simultaneous negotiations of the final Agreement with more than one PROPOSER.
 - Waive defects and/or irregularities in any proposal.
 - Request from any PROPOSER at any time during the evaluation process, clarification of any information contained in the proposal.
 - Conduct interview(s) with any PROPOSER(s).
 - Negotiate terms and conditions that are different from those described in this RFP and Agreement.
 - Contact references provided and seek information from any client with which the PROPOSER has done business.
 - Take other such action that best suits the needs of the AGENCY and/or its citizens.

Form of Agreement

____ The undersigned has carefully reviewed the forms of Agreement contained in the RFP and is prepared to agree to the terms and conditions stated therein.

____ The undersigned has carefully reviewed the forms of Agreement contained in the RFP and is prepared to agree to the terms and conditions of the forms with the proposed modifications attached hereto. (Proposer must attach any proposed modifications to the forms of Agreement.)

Print Name: _____

Title: _____

Organization: _____

Telephone: _____

Facsimile: _____

E-Mail Address: _____

Signature: _____ Date: _____

Exhibit C

AGREEMENT FOR MANDATORY COMMERCIAL RECYCLING EDUCATION SERVICES

This agreement ("Agreement"), dated as of _____, 2011 ("Effective Date") is by and between the Sonoma County Waste Management Agency, (hereinafter "Agency"), and _____, a [include description of Contractor, e.g., "a California Corporation", etc., if appropriate] (hereinafter "Contractor").

RECITALS

WHEREAS, Contractor represents that it is duly qualified and experienced in Educational Outreach Services and related services; and

WHEREAS, in the judgment of the Board of Directors of Agency, it is necessary and desirable to employ the services of Contractor to perform targeted educational outreach to commercial and multifamily tenants.

NOW, THEREFORE, in consideration of the foregoing recitals and the mutual covenants contained herein, the parties hereto agree as follows:

AGREEMENT

1. Scope of Services.

1.1 Contractor's Specified Services. This Agreement is entered into for the purpose of establishing a contract for Mandatory Commercial Recycling Education Services. Contractor shall perform services as defined in Exhibit "A-1", Scope of Services.

1.2 Cooperation with Agency. Contractor shall cooperate with Agency and Agency staff in the performance of all work hereunder.

1.3 Performance Standard. Contractor shall perform all work hereunder in a manner consistent with the level of competency and standard of care normally observed by a person practicing in Contractor's profession. If Agency determines that any of Contractor's work is not in accordance with such level of competency and standard of care, Agency, in its sole discretion, shall have the right to do any or all of the following: (a) require Contractor to meet with Agency to review the quality of the work and resolve matters of concern; (b) require Contractor to repeat the work at no additional charge until it is satisfactory; (c) terminate this Agreement pursuant to the provisions of Article 4; or (d) pursue any and all other remedies at law or in equity.

1.4 Assigned Personnel.

a. Contractor shall assign only competent personnel to perform work hereunder. In the event that at any time Agency, in its sole discretion, desires the removal of any person or persons assigned by Contractor to perform work hereunder, Contractor shall remove such person or persons immediately upon receiving written notice from Agency.

b. Any and all persons identified in this Agreement or any exhibit hereto as the project manager, project team, or other professional performing work hereunder are deemed by Agency to be key personnel whose services are a material inducement to Agency to enter into this Agreement, and without whose services Agency would not have entered into this Agreement. Contractor shall not remove, replace, substitute, or otherwise change any key personnel without the prior written consent of Agency.

c. In the event that any of Contractor's personnel assigned to perform services under this Agreement become unavailable due to resignation, sickness or other factors outside of Contractor's control, Contractor shall be responsible for timely provision of adequately qualified replacements.

2. Payment.

2.1 Contractor shall be paid _____ for services rendered in accordance with tasks detailed in Section 1.1 above and in Exhibits A-1 and A-2, upon monthly submission of progress reports, verified claims and invoices, in the amount of ninety percent (90%) of the work billed and approved. Payments shall be made in the proportion of work completed based upon progress reports to total services to be performed. Payment for satisfactory performance includes, without limitation, salary, fringe benefits, overhead, and profit.

2.2 Monthly progress reports shall be submitted by Contractor and shall identify the basis for determination of the percentage of completion, the number of hours for the month, by job classification, spent on work completed, the percent of work completed during the month, and total percent of work completed.

2.3 Final payment of the ten percent (10%) retention corresponding to specific tasks may be paid at the discretion of Agency within thirty-five (35) days after completion of all work for that specific task, and submission of a verified claim and invoice, in triplicate.

3. Term of Agreement. The term of this Agreement shall be from _____ to _____, unless terminated earlier in accordance with the provisions of Article 4 below.

3.1 The Agency Board of Directors authorizes the Executive Director the ability to extend the term of the agreement by up to six (6) months provided that the payment amount, as defined in Section 2, is unchanged.

4. Termination.

4.1 Termination Without Cause. Notwithstanding any other provision of this Agreement, at any time and without cause, Agency shall have the right, in its sole discretion, to terminate this Agreement by giving ten (10) days written notice to Contractor.

4.2 Termination for Cause. Notwithstanding any other provision of this Agreement, should Contractor fail to perform any of its obligations hereunder, within the time and in the manner herein provided, or otherwise violate any of the terms of this Agreement, Agency may immediately terminate this Agreement by giving Contractor written notice of such termination, stating the reason for termination.

4.3 Delivery of Work Product and Final Payment Upon Termination.

In the event of termination, Contractor, within 14 days following the date of termination, shall deliver to Agency all materials and work product subject to Section 9.9 and shall submit to Agency payment up to the date of termination.

5. Indemnification. Contractor agrees to accept all responsibility for loss or damage to any person or entity, including but not limited to Agency, and to defend, indemnify, hold harmless, reimburse and release Agency, its officers, agents, and employees, from and against any and all actions, claims, damages, disabilities, liabilities and expense including, but not limited to, attorneys' fees and the cost of litigation incurred in the defense of claims as to which this indemnity applies or incurred in an action by Agency to enforce the indemnity provisions herein, whether arising from personal injury, property damage or economic loss of any type, that may be asserted by any person or entity arising out of or in connection with the performance of Contractor hereunder, but, to the extent required by law, excluding liability due to the sole

negligence or willful misconduct of Agency. If there is a possible obligation to indemnify, Contractor's duty to defend with legal counsel acceptable to Agency, exists regardless of whether it is ultimately determined that there is not a duty to indemnify. This indemnification obligation is not limited in any way by any limitation on the amount or type of damages or compensation payable to or for Contractor or its agents.

6. Insurance. With respect to performance of work under this Agreement, Contractor shall maintain and shall require all of its subcontractors, consultants, and other agents to maintain, insurance as described below:

6.1 Workers' Compensation Insurance. Workers' compensation insurance with statutory limits as required by the Labor Code of the State of California. Said policy shall be endorsed with the following specific language:

This policy shall not be cancelled or materially changed without first giving thirty (30) days' prior written notice to the Agency.

6.2 General Liability Insurance. Commercial general liability insurance covering bodily injury and property damage using an occurrence policy form, in an amount no less than One Million Dollars (\$1,000,000.00) combined single limit for each occurrence. Said commercial general liability insurance policy shall either be endorsed with the following specific language or contain equivalent language in the policy:

- a. The Agency, its Board of Directors and staff, is named as additional insured for all liability arising out of the operations by or on behalf of the named insured in the performance of this Agreement.
- b. The inclusion of more than one insured shall not operate to impair the rights of one insured against another insured, and the coverage afforded shall apply as though separate policies had been issued to each insured, but the inclusion of more than one insured shall not operate to increase the limits of the company's liability.
- c. The insurance provided herein is primary coverage to the Agency with respect to any insurance or self-insurance programs maintained by the Agency.
- d. This policy shall not be cancelled or materially changed without first giving thirty (30) days prior written notice to the Agency.

6.3 Automobile Insurance. Automobile liability insurance covering bodily injury and property damage in an amount no less than One Million Dollars (\$1,000,000) combined single limit for each occurrence. Said insurance shall include coverage for owned, hired, and non-owned vehicles. Said policy shall be endorsed with the following language:

This policy shall not be cancelled or materially changed without first giving thirty (30) days prior written notice to the Agency.

6.4 Professional Liability Insurance. Professional liability insurance for all activities of Contractor arising out of or in connection with this Agreement in an amount no less than One Million Dollars (\$1,000,000) combined single limit for each occurrence. Said policy shall be endorsed with the following specific language:

This policy shall not be cancelled or materially changed without first giving thirty (30) days prior written notice to the Agency.

6.5 Documentation. The following documentation shall be submitted to the Agency:

- a. Properly executed Certificates of Insurance clearly evidencing all coverages, limits, and endorsements required above. Said Certificates shall be submitted prior to the execution of this Agreement. Contractor agrees to maintain current Certificates of Insurance evidencing the above-required coverages, limits, and endorsements on file with the Agency for the duration of this Agreement.
- b. Signed copies of the specified endorsements for each policy. Said endorsement copies shall be submitted within thirty (30) days of execution of this Agreement.
- c. Upon Agency's written request, certified copies of the insurance policies. Said policy copies shall be submitted within thirty (30) days of Agency's request.

6.6 Policy Obligations. Contractor's indemnity and other obligations shall not be limited by the foregoing insurance requirements.

6.7 Material Breach. If Contractor, for any reason, fails to maintain insurance coverage which is required pursuant to this Agreement, the same shall be deemed a material breach of this Agreement. Agency, in its sole option, may terminate this Agreement and obtain damages from Contractor resulting from said breach. Alternatively, Agency may purchase such required insurance coverage, and without further notice to Contractor, Agency may deduct from sums due to Contractor any premium costs advanced by Agency for such insurance. These remedies shall be in addition to any other remedies available to Agency.

7. Prosecution of Work. The funding source for this project is the City/County Payment Program administered by CalRecycle; AGENCY reserves the right to withhold the Notice to Proceed until sufficient funding is received from CalRecycle. Performance of the services hereunder shall be completed within the time required herein, provided, however, that if the performance is delayed by earthquake, flood, high water, or other Act of God or by strike, lockout, or similar labor disturbances, the time for Contractor's performance of this Agreement shall be extended by a number of days equal to the number of days Contractor has been delayed.

8. Extra or Changed Work. Extra or changed work or other changes to the Agreement may be authorized only by written amendment to this Agreement, signed by both parties. Minor changes which do not increase or decrease the amount paid under the Agreement, and which do not significantly change the scope of work or significantly lengthen time schedules may be executed by the Agency's Executive Director in a form approved by Agency Counsel. All other extra or changed work must be authorized in writing by the Agency Board of Directors.

9. Representations of Contractor.

9.1 Standard of Care. Agency has relied upon the professional ability and training of Contractor as a material inducement to enter into this Agreement. Contractor hereby agrees that all its work will be performed and that its operations shall be conducted in accordance with generally accepted and applicable professional practices and standards as well as the requirements of applicable federal, state and local laws, it being understood that acceptance of Contractor's work by Agency shall not operate as a waiver or release.

9.1.1 Change in Information. Contractor shall notify Agency thirty (30) days prior to any change to the information provided pursuant to Section 10 of Exhibit A, Proposed Scope of Services, that is initiated by Contractor, or within seven (7) days of Contractor becoming aware of a change to the information provided pursuant to Section 10 of Exhibit A that was not initiated by Contractor.

9.2 Status of Contractor. The parties intend that Contractor, in performing the services specified herein, shall act as an independent contractor and shall control the work and the manner in which it is performed. Contractor is not to be considered an agent or employee of Agency and is not entitled to participate in any pension plan, worker's compensation plan, insurance, bonus, or similar benefits provided

to Agency staff. In the event Agency exercises its right to terminate this Agreement pursuant to Article 4, above, Contractor expressly agrees that it shall have no recourse or right of appeal under rules, regulations, ordinances, or laws applicable to employees.

9.3 Taxes. Contractor agrees to file federal and state tax returns and pay all applicable taxes on amounts paid pursuant to this Agreement and shall be solely liable and responsible to pay such taxes and other obligations, including, but not limited to, state and federal income and FICA taxes. Contractor agrees to indemnify and hold Agency harmless from any liability which it may incur to the United States or to the State of California as a consequence of Contractor's failure to pay, when due, all such taxes and obligations. In case Agency is audited for compliance regarding any withholding or other applicable taxes. Contractor agrees to furnish Agency with proof of payment of taxes on these earnings.

9.4 Records Maintenance. Contractor shall keep and maintain full and complete documentation and accounting records concerning all services performed that are compensable under this Agreement, as well as information provided pursuant to Section 10 of Exhibit A, Proposed Scope of Services, and shall make such documents and records available to Agency for inspection at any reasonable time. Contractor shall maintain such records for a period of four (4) years following completion of work hereunder.

9.5 Conflict of Interest. Contractor covenants that it presently has no interest and that it will not acquire any interest, direct or indirect, that represents a financial conflict of interest under state law or that would otherwise conflict in any manner or degree with the performance of its services hereunder. Contractor further covenants that in the performance of this Agreement no person having any such interests shall be employed by Contractor. In addition, if requested to do so by Agency, Contractor shall complete and file and shall require any other person doing work under Contractor and this Agreement to complete and file a "Statement of Economic Interest" with Agency disclosing Contractor's or such other person's financial interests.

9.6 Nondiscrimination. Contractor shall comply with all applicable federal, state, and local laws, rules, and regulations in regard to nondiscrimination in employment because of race, color, ancestry, national origin, religion, sex, marital status, age, medical condition, pregnancy, disability, sexual orientation or other prohibited basis. All nondiscrimination rules or regulations required by law to be included in this Agreement are incorporated herein by this reference.

9.7 AIDS Discrimination. Contractor agrees to comply with the provisions of Chapter 19, Article II, of the Sonoma County Code prohibiting discrimination in housing, employment, and services because of AIDS or HIV infection during the term of this Agreement and any extensions of the term.

9.8 Assignment Of Rights. Contractor assigns to Agency all rights throughout the world in perpetuity in the nature of copyright, trademark, patent, right to ideas, in and to all versions of the plans and specifications, if any, now or later prepared by Contractor in connection with this Agreement. Contractor agrees to take such actions as are necessary to protect the rights assigned to Agency in this Agreement, and to refrain from taking any action which would impair those rights. Contractor's responsibilities under this provision include, but are not limited to, placing proper notice of copyright on all versions of the plans and specifications as Agency may direct, and refraining from disclosing any versions of the plans and specifications to any third party without first obtaining written permission of Agency. Contractor shall not use or permit another to use the plans and specifications in connection with this or any other project without first obtaining written permission of Agency.

9.9 Ownership And Disclosure Of Work Product. All reports, original drawings, graphics, plans, studies, and other data or documents ("documents"), in whatever form or format, assembled or prepared by Contractor or Contractor's subcontractors, consultants, and other agents in connection with this Agreement shall be the property of Agency. Agency shall be entitled to immediate possession of such documents upon completion of the work pursuant to this Agreement. Upon expiration or termination of this Agreement, Contractor shall promptly deliver to Agency all such documents which have not already been provided to Agency in such form or format as Agency deems appropriate. Such documents shall be and will remain the property of Agency without restriction or limitation. Contractor may retain copies of the above

described documents but agrees not to disclose or discuss any information gathered, discovered, or generated in any way through this Agreement without the express written permission of Agency.

10. Demand for Assurance. Each party to this Agreement undertakes the obligation that the other's expectation of receiving due performance will not be impaired. When reasonable grounds for insecurity arise with respect to the performance of either party, the other may in writing demand adequate assurance of due performance and until such assurance is received may, if commercially reasonable, suspend any performance for which the agreed return has not been received. "Commercially reasonable" includes not only the conduct of a party with respect to performance under this Agreement, but also conduct with respect to other agreements with parties to this Agreement or others. After receipt of a justified demand, failure to provide within a reasonable time, but not exceeding thirty (30) days, such assurance of due performance as is adequate under the circumstances of the particular case is a repudiation of this Agreement. Acceptance of any improper delivery, service, or payment does not prejudice the aggrieved party's right to demand adequate assurance of future performance. Nothing in this Article 10 limits Agency's right to terminate this Agreement pursuant to Article 4.

11. Assignment and Delegation. Neither party hereto shall assign, delegate, sublet, or transfer any interest in or duty under this Agreement without the prior written consent of the other, and no such transfer shall be of any force or effect whatsoever unless and until the other party shall have so consented.

12. Method and Place of Giving Notice, Submitting Bills and Making Payments. All notices, bills, and payments shall be made in writing and shall be given by personal delivery or by U.S. Mail or courier service. Notices, bills, and payments shall be addressed as follows:

Agency: Sonoma County Waste Management Agency
Attention: Patrick Carter
2300 County Center Drive, Suite B 100
Santa Rosa, CA 95403
Phone: (707) 565-3687
FAX: (707) 565-3701

Contractor: Name
Attention:
Address: Phone:
City, State Zip Fax:

When a notice, bill or payment is given by a generally recognized overnight courier service, the notice, bill or payment shall be deemed received on the next business day. When a copy of a notice, bill or payment is sent by facsimile, the notice bill or payment shall be deemed received upon transmission as long as (1) the original copy of the notice, bill or payment is promptly deposited in the U.S. mail, (2) the sender has a written confirmation of the facsimile transmission, and (3) the facsimile is transmitted before 5 p.m. (recipient's time). In all other instances, notices, bills and payments shall be effective upon receipt by the recipient. Changes may be made in the names and addresses of the person to whom notices are to be given by giving notice pursuant to this paragraph.

13. Miscellaneous Provisions.

13.1 No Waiver of Breach. The waiver by Agency of any breach of any term or promise contained in this Agreement shall not be deemed to be a waiver of such term or provision or any subsequent breach of the same or any other term or promise contained in this Agreement.

13.2 Construction. To the fullest extent allowed by law, the provisions of this Agreement shall be construed and given effect in a manner that avoids any violation of statute, ordinance, regulation, or law. The parties covenant and agree that in the event that any provision of this Agreement is held by a court of competent jurisdiction to be invalid, void, or unenforceable, the remainder of the provisions

hereof shall remain in full force and effect and shall in no way be affected, impaired, or invalidated thereby. Contractor and Agency acknowledge that they have each contributed to the making of this Agreement and that, in the event of a dispute over the interpretation of this Agreement, the language of the Agreement will not be construed against one party in favor of the other. Contractor and Agency acknowledge that they have each had an adequate opportunity to consult with counsel in the negotiation and preparation of this Agreement.

13.3 Consent. Wherever in this Agreement the consent or approval of one party is required to an act of the other party, such consent or approval shall not be unreasonably withheld or delayed.

13.4 No Third Party Beneficiaries. Nothing contained in this Agreement shall be construed to create and the parties do not intend to create any rights in third parties.

13.5 Applicable Law and Forum. This Agreement shall be construed and interpreted according to the substantive law of California, regardless of the law of conflicts to the contrary in any jurisdiction. Any action to enforce the terms of this Agreement or for the breach thereof shall be brought and tried in the forum nearest to the city of Santa Rosa, in the County of Sonoma.

13.6 Captions. The captions in this Agreement are solely for convenience of reference. They are not a part of this Agreement and shall have no effect on its construction or interpretation.

13.7 Merger. This writing is intended both as the final expression of the Agreement between the parties hereto with respect to the included terms and as a complete and exclusive statement of the terms of the Agreement, pursuant to Code of Civil Procedure Section 1856. No modification of this Agreement shall be effective unless and until such modification is evidenced by a writing signed by both parties.

13.8 Time of Essence. Time is and shall be of the essence of this Agreement and every provision hereof.

IN WITNESS WHEREOF, the parties hereto have executed this Agreement as of the Effective Date.

AGENCY: SONOMA COUNTY WASTE MANAGEMENT AGENCY
By: _____
Chair

CONTRACTOR:
By: _____
Name: _____
Title: _____

APPROVED AS TO SUBSTANCE BY
AND CERTIFICATES OF INSURANCE
ON FILE WITH:

By: _____
Executive Director, SCWMA

APPROVED AS TO FORM FOR AGENCY:

By: _____
Agency Counsel