

REQUEST FOR APPROVAL

To: Howard Levenson
Deputy Director

From: Alicia McGee
Deputy Director, Office of Public Affairs

Request Date: 4/29/11

Decision Subject: Contractor For The Statewide Outreach & Education Campaign For Used Oil And Oil Filter Recycling Contract (Used Oil Recycling Fund, FY 2010/11)

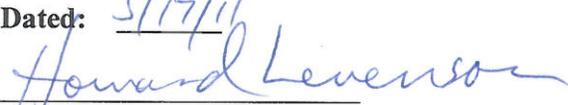
Action By: May 17, 2011

Summary of Request: Staff requests approval of a contractor to conduct the Statewide Outreach and Education Campaign for Used Oil and Oil Filter Recycling Contract. Jurisdictions requested a statewide campaign to help increase used oil recycling and expand the availability of used oil filter recycling. A contractor was selected through the Request for Proposal – Secondary Method (RFP) which required the evaluation of proposals by an evaluation committee with the award made to the responsible proposer earning the highest score, taking into account expertise, methodology, innovation and cost effectiveness. The proposed contractor earned the highest scores based on these criteria.

Recommendation: Staff recommends approval of SAESHE as Contractor for the Statewide Outreach and Education Campaign for Used Oil and Oil Filter Recycling Contract in an amount not to exceed \$1,500,000 for FY 2010/11. The term of the contract will be 18 months beginning in June 2011 and concluding in November 2012.

Deputy Director Action:

On the basis of the information and analysis in this Request for Approval and the findings set out above, I hereby approve the selection of SAESHE as Contractor for the Statewide Outreach and Education Campaign for Used Oil and Oil Filter Recycling Contract in an amount not to exceed \$1,500,000 for FY 2010/11.

Dated: 5/17/11


Howard Levenson, Deputy Director
Materials Management and Local Assistance Division

Background Information, Analysis, and Findings:

The Department of Resources Recycling and Recovery (CalRecycle) Used Oil Recycling Program was developed in response to the 1991 California Oil Recycling Enhancement Act (Oil Recycling Act), written to discourage the illegal disposal of used oil. Oil manufacturers pay a fee on every gallon of oil sold in California and certified collectors receive an incentive payment for each gallon of used oil collected. Senate Bill (SB) 546 (Lowenthal, Stats. of 2009, Ch. 353) amended the Oil Recycling Act by, among other things, streamlining an existing grant program, promoting public/private partnerships, expanding project opportunities to improve effectiveness of statewide programs, and increasing focus on collection of used oil filters.

To meet the goals of SB 546, CalRecycle evaluated proposals submitted for a new “Statewide Outreach and Education Campaign for Used Oil and Oil Filter Recycling Contract.” The main component as outlined in the Scope of Work, that was presented at the December 15, 2010, CalRecycle Monthly Public Meeting, for this campaign will be the continuation and expansion of the 2008 “3,000 Mile Myth” campaign. The 3,000 Mile Myth campaign encouraged car owners to check their manuals for proper oil change intervals, rather than following the traditional 3,000 mile interval that is promoted by oil change stores. In addition, a pilot program will be undertaken to encourage Used Oil Certified Collection Centers in a targeted region to accept used oil filters, paired with a public education and oil filter collection/exchange program aimed at do-it-yourself (DIY) oil changers to encourage the recycling of used oil and, where possible, oil filters. The third component will include educational materials for used oil grantees to download and customize for use in their own jurisdictions.

Contractor Selection Process

The Contractor was selected through a Request for Proposals – Secondary Method (RFP). This process allows for greater consideration of experience and ability to provide high quality marketing and outreach services. The proposals were evaluated by an evaluation committee with the award made to the responsible proposer earning the highest score, taking into account expertise, methodology, innovation and cost effectiveness. The proposed contractor earned the highest score based on these criteria.

CalRecycle performed a pre-qualification evaluation process to ensure proposers included all required documentation in the proposal submittal. Proposals were due April 8, 2011. Five of the seven submitted proposals passed the first review. The evaluation committee evaluated the remaining five proposals using the scoring criteria in the RFP. The top two proposers were called back for oral interviews which took place on April 28, 2011.

SAESHE was the highest scorer in the written and oral evaluations. This company has a proven track record, and is best qualified to fulfill the requirements of the “Statewide Outreach and Education Campaign for Used Oil and Oil Filter Recycling Contract.”