



Request for Proposal, Primary
Tire Retread Targeted Outreach
Materials and Promotional Training
IWM06004

SECTION I OVERVIEW.....	1
GENERAL INFORMATION.....	1
CIWMB CONTACT	1
SERVICE NEED.....	1
CONTRACT BUDGET	1
PAYMENT WITHHOLD	1
LIQUIDATED DAMAGES	1
CONTRACT TERM.....	1
PROCESS TYPE.....	1
PROCESS SCHEDULE.....	2
SECTION II RULES AND CONDITIONS	3
INTRODUCTION.....	3
COMMITMENT	3
ANTITRUST CLAIMS	3
CONTRACTOR’S COST	3
INFORMATION.....	4
ADDENDA	4
MODIFICATION OF SUBMITTALS.....	4
ERRORS IN SUBMITTALS	4
UNRELIABLE LIST	4
NEGOTIATING STATE CONTRACTS	4
ELECTRONIC WASTE RECYCLING.....	4
USE TAX.....	4
SMALL BUSINESS (SB) PREFERENCE	5
SUBCONTRACTORS	5
SECTION III PROPOSAL SUBMITTAL REQUIREMENTS	6
INTRODUCTION.....	6
DEADLINE	6
ADDRESSING	6
NUMBER OF COPIES	6
DOCUMENT PRINTING	6
TABLE OF CONTENTS	6
SUMMARY	6
METHODOLOGY.....	6
ORGANIZATION	6
QUALIFICATIONS AND RESOURCES	7
REFERENCES.....	7
SAMPLES OF WRITTEN WORK.....	7
CONTRACT ELIGIBILITY	7
LICENSES	7
SMALL BUSINESS (SB) PARTICIPATION.....	8
DISABLED VETERAN BUSINESS ENTERPRISE PARTICIPATION (DVBE)	8
ENTERPRISE ZONE ACT (EZA).....	8
TARGET AREA CONTRACT PREFERENCE ACT (TACPA).....	9
LOCAL AGENCY MILITARY BASE RECOVERY ACT (LAMBRA)	9

SECTION IV COST PROPOSAL SUBMITTAL	10
OVERVIEW	10
COST BREAKDOWN	10
TRAVEL AND PER DIEM	10
SECTION V EVALUATION AND SELECTION	11
INTRODUCTION.....	11
SELECTION PROCESS.....	11
GROUND FOR REJECTION.....	11
AWARD OF AGREEMENT	11
NOTICE OF INTENT TO AWARD	11
REJECTION OF AWARD.....	12
PROPOSER NOTIFICATIONS.....	12
PROTEST OF AWARD	12
SECTION VI DESCRIPTION OF WORK.....	13
WORK TO BE PERFORMED	13
TASKS.....	13
CONTROL OF WORK.....	15
SECTION VII DEFINITION AND TERMS	16
GENERAL	16
ABBREVIATIONS	16
AGREEMENT	16
BOARD.....	16
BOARD STAFF	16
CIWMB.....	16
CONSULTANT	16
CONTRACT	16
CONTRACT MANAGER	16
CONTRACTOR.....	16
COST PROPOSAL OPENING.....	17
DIRECTOR.....	17
DISABLED VETERAN BUSINESS ENTERPRISE (DVBE CERTIFIED)	17
LEGAL HOLIDAYS.....	17
PROJECT MANAGER.....	17
SCOPE OF WORK	17
SMALL BUSINESS (CERTIFIED)	17
STATE.....	17
STATE CONTRACT LAW	17
SUBCONTRACTOR.....	17

ATTACHMENTS.....	18
COST PROPOSAL SHEET	20
PROPOSAL SCORING SHEET	22
SMALL BUSINESS/DISABLED VETERAN BUSINESS ENTERPRISES (DVBE) PARTICIPATION	
SUMMARY	24
DEMONSTRATION OF GOOD FAITH EFFORTS.....	26
RECYCLED-CONTENT CERTIFICATION	28
COMPLETION CHECKLIST.....	30
CONTRACTOR STATUS FORM	32
CLIENT REFERENCES	34

SECTION I**OVERVIEW**

General Information	The California Integrated Waste Management Board (CIWMB) promotes a zero waste California in partnership with local government, industry, and the public. This means managing the estimated 76 million tons of waste generated each year by reducing waste whenever possible, promoting the management of all materials to their highest and best use, and protecting public health and safety and the environment.
CIWMB Contact	California Integrated Waste Management Board Physical Address: 1001 I Street, Sacramento, CA 95814 CIWMB Contracts Unit, MS-19A Mailing Address: PO Box 4025, Sacramento, CA 95812-4025 Attn: Contracts Unit, MS-19A Phone: (916) 341-6105 FAX: (916) 319-7582 EMAIL: contracts@ciwmb.ca.gov Any documents delivered in person must be received in the Visitor's & Environmental Service Center located in the lobby of the CalEPA Headquarter's Building at 1001 I Street, Sacramento, CA 95814.
Service Need	The purpose of this contract is to provide promotional materials and training to city, county and state agency fleet managers and staff regarding the purchase and proper maintenance of retreaded tires.
Contract Budget	Subject to the availability of funds and approval by the Board, there is a current maximum budget of \$75,000. The CIWMB reserves the right to amend the budget for this Agreement as needs arise.
Payment Withhold	The provisions for payment under this contract will be subject to a ten percent (10%) withholding per task. The withheld payment amount will be included in the final payment to the Contractor and will only be released when all required work has been completed to the satisfaction of the CIWMB.
Liquidated Damages	The selected Contractor, to receive award of this agreement, will be subject to liquidated damages if required deliverables (i.e., reports) are not submitted by the due date(s) outlined in the Scope of Work. The damages will be equivalent to five percent (5%) of the budgeted amount for each task not completed in the required timeframe.
Contract Term	The term of this Agreement will span approximately 15 months and is expected to begin in October 2006. The CIWMB reserves the right to amend the term of this Agreement as needs arise.
Process Type	Request for Proposal (RFP), Primary Method.

OVERVIEW CONT.

Process Schedule

This process will be conducted according to the following tentative schedule:

Advertisement Date	August 23, 2006
Written Questions Due by 4:00 pm	September 6, 2006
Submittal's Due by 2:00 pm	September 27, 2006
Cost Proposal Opening at 10:00 am	October 6, 2006
Post Notice of Intent to Award	October 6, 2006

SECTION II**RULES AND CONDITIONS**

Introduction

There are conditions that this RFP, submitting Proposers, proposals and resulting Agreements are subject to and/or required to comply with.

Commitment

Upon submittal of a Proposal, the Contractor has committed to comply with the following requirements:

- All items noted in RFP documents
- Special Terms and Conditions available for viewing at www.ciwmb.ca.gov/Contracts/Forms/SpTermsCond.pdf
- General Terms and Conditions available for viewing at www.ols.dgs.ca.gov/Standard+Language.
- Contractor Certification Clauses available for viewing at www.ols.dgs.ca.gov/Standard+Language.

If the proposer fails to meet any of the requirements or comply with the CIWMB requests, the CIWMB can reject, disqualify, or remove the firm from the process.

The CIWMB is not committed to award an Agreement resulting from this RFP.

Antitrust Claims

In submitting a Proposal Package to a public purchasing body, the Proposer offers and agrees that if the Proposal Package is accepted, it will assign to the purchasing body all rights, title, and interest in and to all causes of action it may have under Section 4 of the Clayton Act (15 U.S.C. Sec. 15) or under the Cartwright Act (Chapter 2 [commencing with Section 16700] of Part 2 of Division 7 of the Business and Professions Code), arising from purchases of goods, materials, or services by the Proposer for sale to the purchasing body pursuant to the Proposal Package. Such assignment shall be made and become effective at the time the purchasing body tenders final payment to the Proposer. (See Government Code Section 4552.)

If an awarding body or public purchasing body receives, either through judgment or settlement, a monetary recovery for a cause of action assigned under this chapter, the assignor shall be entitled to receive reimbursement for actual legal costs incurred and may, upon demand, recover from the public body any portion of the recovery, including treble damages, attributable to overcharges that were paid by the assignor but were not paid by the public body as part of the Proposal Package price, less the expenses incurred in obtaining that portion of the recovery. (See Government Code Section 4553.)

Upon demand in writing by the assignor, the assignee shall, within one year from such demand, reassign the cause of action assigned under this part if the assignor has been or may have been injured by the violation of law for which the cause of action arose and (a) the assignee has not been injured thereby, or (b) the assignee declines to file a court action for the cause of action. (See Government Code Section 4554.)

Contractor's Cost

All costs resulting from the contractor's participation in the RFP process are at the firm's expense.

No costs incurred by the contractor participating in the RFP process will be reimbursed by the CIWMB.

RULES AND CONDITIONS CONT.

Information

All information obtained or produced during the course of the Agreement will be made available to the CIWMB.

Any information that the proposer deems confidential, must so be marked prior to submission to the CIWMB.

The CIWMB will hold information deemed confidential by the proposer to the extent allowable by the California Public Records Act and the Public Contract Code.

Addenda

The CIWMB reserves the right to amend, alter, or change the rules and conditions of this RFP.

Any ambiguity, conflict, discrepancy, omission, or other error discovered in the RFP should immediately be reported to the CIWMB prior to the deadline for submission of written questions. The CIWMB will issue addenda to address such issues.

Modification of Submittals

A Proposal submitted prior to the submittal deadline, can be withdrawn or modified by the submitting proposer. The proposer must:

- Provide a written request
- Identify the requesting individual and their association to the proposer

A Proposal cannot be withdrawn for modification after the submittal deadline has passed.

Errors in Submittals

An error in a Proposal package may be cause for rejection of that proposal.

The CIWMB may make certain corrections, if the Proposer's intent is clearly established based on review of the complete proposal.

Unreliable List

Any contractor or subcontractor currently on the CIWMB Unreliable list, is ineligible to apply for or participate in this contract.

Negotiating State Contracts

This solicitation and any resulting contract or amendments are subject to the conditions set forth in PCC 6611.

If any of the conditions identified in PCC 6611 exist, the Department of General Services may perform contract negotiations, if it is determined to be in the best interest of the State.

Electronic Waste Recycling

If the Contractor or any subcontractors participate in activities that result in the disposition of electronic components, they will comply with the provisions of PRC Chapter 8.5.

Use Tax

If, during the course of the agreement, the Contractor will be involved in the re-sale of goods to the State, they must comply with the requirements of Section 6452.1, 6487, 6487.3, 7101, and 18510 of the Revenue and Taxation Code, in addition to Section 10295.1 of the Public Contract Code.

RULES AND CONDITIONS CONT.

Small Business (SB) Preference

Any Proposer competing in this process as a California Certified SB, will receive a five percent (5%) preference. Certification must be provided by the Department of General Services (DGS), Procurement Division (PD), Office of Small Business and DVBE Certification (OSDC).

Proposers are encouraged to provide a copy of the OSDC certification with the proposal package.

Subcontractors

All subcontractors identified in the proposal, must be experts in their respective disciplines and capable of performing the tasks for which they are hired.

If awarded the agreement, the Contractor must use all of the SB and Disabled Veteran Business Enterprise (DVBE) firms identified on the SB/DVBE Participation Summary.

The CIWMB reserves the right to approve substitutions of subcontractors, as long as certified business participation levels remain unchanged.

SECTION III**PROPOSAL SUBMITTAL REQUIREMENTS**

Introduction

Failure to follow the instructions contained in this document may be grounds for rejection of a Proposal.

The CIWMB may reject any Proposal if it is conditional, incomplete or contains irregularities.

The CIWMB may waive an immaterial deviation in a Proposal, if deemed in the best interest of the CIWMB.

Deadline

The proposal package must be received by the CIWMB, at the address listed in Section I, Overview by 2:00 p.m. on September 27, 2006.

Proposals received after the deadline, will be considered late and returned to the Proposer unopened.

Addressing

The proposal package must clearly state that it is in response to this RFP and note the RFP number listed with the direction of "Mailroom – do not open."

Number of Copies

The Proposer is required to submit all required documents in the following format:

- One original, non-bound hard copy marked "Original"
- Three (3) bound, hard copies marked "Copy"
- One electronic copy on disc or compact disc viewable by Adobe Acrobat Reader. Entire proposal, including any attachments, must be saved as a single document.

It is the submitting Proposer's responsibility to ensure that the electronic copy is formatted in Adobe Acrobat Reader and viewable by the CIWMB.

Document Printing

All documents must be submitted double-sided on paper with a minimum of 30% post-consumer recycled content fiber.

Table of Contents

The information must be organized as presented with corresponding page references.

Summary

The Proposer must include a brief overview of the project and summarize the Proposer's approach to the work.

Methodology

Provide a brief narrative of the methods to be employed by the Contractor to accomplish the project objectives.

These methods must have sufficient detail to allow the CIWMB to evaluate those methods.

Organization

Provide a brief description of the organization's services and activities, including:

- Date of establishment
 - History
 - Location
 - Any known conflicts of interest
-

PROPOSAL SUBMITTAL REQUIREMENTS CONT.

Qualifications and Resources

The prospective contractor must have the experience, qualifications, and resources to perform the required tasks of the project including:

- Knowledge of the tire retread industry
- Detailed knowledge of the manufacturing and sales of retread tires
- Knowledge of writing and producing a technically based training video and the development of a technically based script and storyboard
- Technical training ability to inform fleet staff
- Ability to research and develop methodology for this project
- Experience in marketing

Each proposal must include a description of the resources to be used on the project while demonstrating an individual or team members' abilities to perform the work. The proposals must include resumes for the Project Manager, Personnel and Subcontractors, that include:

- Experience
 - Knowledge
 - Educational Background
 - Appropriate licensing
 - Tasks to be performed and number of hours
-

References

The Proposer's team must provide a minimum of three (3) verifiable references and/or experience.

The CIWMB reserves the right to seek references in addition to the client references provided by the Proposer, as it deems necessary.

If a reference or project experience is unable to be verified, it will be disregarded.

Samples of Written Work

The Proposer's team must include a copy of a verifiable written work that is similar in nature to the proposed project and deliverables.

Contract Eligibility

The Proposer must include a written declaration, stating that the Contractor and any Subcontractors to be used during the performance of the contract are eligible to contract with the State of California, pursuant to PCC 10286.

Licenses

The Contractor shall be an individual or firm licensed to do business in California. Required documentation includes the following as applicable:

- A copy of the Proposer's county/city issued license with proof of expiration date, must be included with the Proposal submittal.
 - Pursuant to the California Business and Professions Code some services require a professional license issued by the CA Department of Consumer Affairs. If applicable to this agreement, the professional licensing requirement(s) will be identified above under Qualifications and Resources and the Proposer must submit a copy of the appropriate license(s) for each team member who will provide "professional" services under the contract.
-

PROPOSAL SUBMITTAL REQUIREMENTS CONT.

Small Business (SB) Participation

The CIWMB expects a minimum of twenty-five percent (25%) of the project services to be contracted to a California OSDC Certified SB that performs a commercially useful function.

This goal can be achieved by a combined effort of the prime and/or any subcontractors, that includes:

- If the Proposer is an OSDC Certified SB, as defined in Section V, Definitions and Terms, the Participation Summary must include the Proposer's information.
- If the Proposer has identified subcontractors to be utilized to meet this goal, the Participation Summary must include the subcontractors' information.

If the Proposer has made a good faith effort to meet these goals and has been unable to secure an OSDC certified SB to meet the twenty-five (25%) SB Participation goal, a Demonstration of Good Faith Effort, as well as the Participation Summary, must be completed and submitted with the proposal.

Disabled Veteran Business Enterprise Participation (DVBE)

The CIWMB expects a minimum of three percent (3%) of the project services to be contracted to a California OSDC Certified DVBE that performs a commercially useful function.

This goal can be achieved by a combined effort of the prime and/or any subcontractors, that includes:

- If the Proposer is an OSDC Certified DVBE, as defined in Section V, Definitions and Terms, the Participation Summary must include the Proposer's information.
- If the Proposer has identified subcontractors to be utilized to meet this goal, the Participation Summary must include the subcontractors' information.
- If the Proposer has made a good faith effort to meet these goals and has been unable to secure an OSDC certified DVBE to meet the three (3%) DVBE Participation goal, a Demonstration of Good Faith Effort, as well as the Participation Summary, must be completed and submitted with the proposal.

Enterprise Zone Act (EZA)

If the budget for services outlined in this announcement, exceeds \$100,000, the CIWMB will grant a preference for EZA qualified proposers.

The Proposer must provide reasonable demonstration of contract labor hours and certify that they will comply with the requirements of the EZA.

If the Proposer is qualified for this preference, the EZA Preference Request Form must be included in the proposal submittal.

The form may be downloaded at www.ciwmb.ca.gov/contracts/forms.

PROPOSAL SUBMITTAL REQUIREMENTS CONT.

**Target Area Contract
Preference Act
(TACPA)**

If the budget for services outlined in this announcement, exceeds \$100,000, the CIWMB will grant a preference for TACPA qualified proposers.

The Proposer must provide reasonable demonstration of contract labor hours and certify that they will comply with the requirements of the TACPA.

If the Proposer is qualified for this preference, the TACPA Preference Request Form must be included in the proposal submittal.

The form may be downloaded at www.ciwmb.ca.gov/contracts/forms.

**Local Agency Military
Base Recovery Act
(LAMBRA)**

If the budget for services outlined in this announcement, exceeds \$100,000, the CIWMB will grant a preference for LAMBRA qualified proposers.

The Proposer must provide reasonable demonstration of contract labor hours and certify that they will comply with the requirements of the LAMBRA.

If the Proposer is qualified for this preference, the LAMBRA Preference Request Form must be included in the proposal submittal.

The form may be downloaded at www.ciwmb.ca.gov/contracts/forms.

SECTION IV**COST PROPOSAL SUBMITTAL**

Overview

The Proposal Cost must be submitted in a separate, sealed envelope by the due date identified in the Schedule of Section I.

The envelope must note "Proposal Cost – Do not Open".

Cost Breakdown

The cost proposal must specify the total cost and include detailed project costs, as required in the Cost Proposal Sheet.

The SB and DVBE commitments must be identified, by task and dollar amount, and included in the task by task cost proposal submittal.

The costs identified, should take into consideration the length of the contract, rise in salaries and administrative overhead costs.

The amount identified on the cost breakdown may not be changed and will remain in effect for the life of the agreement.

Travel and Per Diem

Lodging, food, and incidental expenses on trips in support of services will be reimbursed at the following State per diem rates per 24 hour day for the length of the contract.

- Lodging – up to a maximum of \$84 per day
 - Meals (breakfast, lunch and dinner) – up to a maximum of \$34 per day
 - Incidentals – up to a maximum of \$6 per day.
 - Coach airfare, mid-size/economy rental cars, and fuel – actual costs verified by bills or receipts. First Class or Business Class air travel is not allowed.
-

SECTION V**EVALUATION AND SELECTION**

Introduction

The CIWMB will perform a Pre-Qualification Evaluation process to ensure that the Proposer has included all required documentation in the Proposal submittal.

If a proposal package does not meet all of the requirements set forth in this RFP, it will be considered non-responsive and rejected from further competition.

Those Proposer's submittals that pass this review will be forwarded to the Selection Committee for Evaluation.

Selection Process

The Selection Committee will evaluate and score all proposals passing the Pre-Qualification Evaluation, utilizing the Scoring Criteria identified in this RFP.

Only those proposals that receive a score of at least the minimum requirement identified on the Scoring Sheet will proceed to the Cost Proposal Opening.

Grounds for Rejection

All proposals may be rejected whenever the determination is made that the proposals received are not really competitive, when the cost is not reasonable, or when the cost exceeds the amount expected.

Additionally, a proposal may be rejected if:

- It is received after the due date and time for submittal
- The cost submittal is unsigned
- The proposal cost is not prepared as required by the RFP
- The Proposer has been prohibited from contracting with the State by the Department of Fair Employment and Housing
- The Proposer has received a substantive negative contract performance from the State
- Any items required by the RFP are not included with the submittal

No proposal may be rejected arbitrarily or without reasonable cause.

Award of Agreement

The award of this Agreement will be to the lowest responsive responsible Proposer meeting all of the RFP requirements.

In the event of a tie, the CIWMB will utilize a tie breaker to determine the winning Proposer.

The CIWMB reserves the right to not award an Agreement.

Notice of Intent to Award

The CIWMB will post a notice of intent to award this Agreement five (5) working days prior to the award being made.

Notice of the intent to award will be posted on the CIWMB's website at www.ciwmb.ca.gov/contracts and at the headquarters building noted in Section I.

EVALUATION AND SELECTION CONT.

Rejection of Award If the Proposer fails to enter into a satisfactory Agreement within a reasonable timeframe after the award is made, the CIWMB may deem that the Proposer has rejected the award.

The CIWMB reserves the right to disqualify the awardee and award the Agreement to the next highest ranked Proposer.

Proposer Notifications The CIWMB will notify all Proposers of the outcome of their proposal submittals, prior to the posting of the notice of intent to award.

Protest of Award A Proposer may protest the proposed award by filing an official protest with the Department of General Services. The protest must be filed within the five (5) day period of the notice of intent to award timeframe.

Within five (5) days of the initial protest filing, the Proposer must submit a detailed written statement with information that supports that the Proposer would have been awarded the contract and the grounds for that position.

The Agreement will not be awarded until a decision has been made on the filed protest.

The protest documents should be sent via registered mail to the following parties:

Department of General Services
Office of Legal Services
Attn; Protest Coordinator
707 Third Street, 7th floor
Sacramento, CA 95605
Fax (916) 376-5088

California Integrated Waste Management Board
Attn: Contracts Unit
1001 I Street, MS-19A
Sacramento, CA 95814
Fax (916) 319-7582
Email contracts@ciwmb.ca.gov

SECTION VI**DESCRIPTION OF WORK**

- Work to be Performed**
- 1) Develop a detailed workplan for approval by the California Integrated Waste Management Board (CIWMB) Contract Manager.
 - 2) Conduct a survey, in conjunction with CIWMB, to determine an estimated baseline purchase rate for retreaded tires by public sector fleets, including cities, counties, and state agencies.
 - 3) Prepare a list of city, county, and state agency fleets to target promotional outreach efforts as identified in the survey.
 - 4) Develop and provide technically based scripts and storyboards for two separate DVDs.
 - 5) Write and produce master copies of supplementary technically based promotional materials to accompany the above mentioned DVDs.
 - 6) Provide technical trainings regarding the purchase and maintenance of retread tires for local cities, counties and state fleet managers and staff.
 - 7) Prepare an interim report regarding the outreach efforts upon completion of outreach efforts.
 - 8) Conduct an exit survey, in conjunction with CIWMB, before the end of the contract period to determine the increased purchase rate for retreaded tires by the targeted public sector fleets resulting from the outreach efforts.
 - 9) Prepare final report regarding the outreach effort and survey.

Tasks

All tasks to be performed shall be subject to the CIWMB Contract Manager's prior approval.

Task 1: Develop a detailed workplan for approval by the CIWMB Contract Manager.

The Contractor shall submit a detailed work plan for this project to the CIWMB Contract Manager. The work plan must include an outline of the Contractor's action steps and deliverables for the duration of the project. The plan will include quarterly meetings with the CIWMB's Contract Manager to coordinate work activities.

Task 2: Conduct a survey to determine the purchase rate of retreaded tires by various local and state agencies.

The Contractor shall work with Board staff to develop a methodology to determine which local and state agencies are currently purchasing or not purchasing retreaded tires. The CIWMB currently has limited information available on recycled product purchasing through its State Agency Buy Recycled Campaign (SABRC). Targeted surveys (see Task 3) and SABRC information will be used to develop a baseline for retreaded tire purchasing rates.

Task 3: Prepare a list of city, county, and state agency fleets to target promotional outreach efforts identified through baseline survey.

The Contractor shall prepare a list of local and state fleet managers who will be contacted as part of the outreach and training effort. No less than 40 contacts will be made.

Task 4: Develop and provide technically based scripts and storyboards for two separate DVDs.

The Contractor shall provide the scripts and storyboards necessary to produce two DVDs. These DVDs will present both technical and practical detailed information designed to help fleet managers better understand the benefits of buying and properly maintaining retreaded tires.

DESCRIPTION OF WORK CONT.

Tasks cont.

Task 4 (continued):

The first DVD will discuss the economic and environmental benefits of using retreaded tires. This DVD will include a virtual tour of a California retread plant. The second DVD will provide information on the basics of proper tire maintenance for extending the life of all tires, whether retreaded or new tires.

The proper tire maintenance DVD will specifically outline the required steps all fleets should be taking to ensure maximum tire life.

All materials will be reviewed and approved by the CIWMB Contract Manager in coordination with the CIWMB Office of Public Affairs and will adhere to the contractor publications guide at <http://www.ciwmb.ca.gov/Publications/PubGuide/>.

Task 5: **Write and produce master copies of supplementary technically based promotional materials to accompany the above mentioned DVDs.**

The Contractor shall write and produce master copies of supplementary printed materials to accompany the above mentioned DVDs. The printed materials will include proper tire inflation charts, recommended tire and alignment preventative maintenance (PM) schedules, etc. All materials must be reviewed and approved by the CIWMB Contract Manager in coordination with the CIWMB Office of Public Affairs and will adhere to the contractor publications guide at <http://www.ciwmb.ca.gov/Publications/PubGuide/>.

The CIWMB will reproduce copies of the DVDs and supplemental materials for the Contractor to use in training activities. The CIWMB will be responsible for distribution of DVDs and printed materials to cities, counties and California state agencies requesting information on retreaded tires and proper maintenance.

Task 6: **Provide technical trainings regarding the purchase and maintenance of retread tires for local cities, counties and state fleet managers and staff.**

The Contractor shall conduct training to the targeted local and state fleet managers and staff using the DVDs and materials developed under this contract. This will include on-site tire maintenance training sessions on location for employees. Such training can include hands-on information/participation with tire maintenance and alignment. Tours of local retread plants will also be offered and the training sessions may be incorporated into these tours at various locations.

Task 7: **Prepare an interim report regarding the outreach efforts upon completion.**

The Contractor shall prepare and submit a progress report upon completion of all outreach and training activities, which will include number of training sessions conducted, number of people trained, and trainee generated evaluation of training activities. Also included any input provided during the training sessions concerning barriers and incentives, etc.

DESCRIPTION OF WORK CONT.

Tasks cont.

Task 8: **Conduct an exit survey before the end of the contract period to determine the increase in purchase of retreaded tires by public sector fleets resulting from the outreach efforts.**

The Contractor, in conjunction with the CIWMB, will conduct an exit survey one year after the final training has been completed to determine the effectiveness of the training session. Effectiveness will be measured by the increase in actual purchases of retreaded tires by the agencies that were trained.

Task 9: **Prepare final report regarding the outreach effort and survey.**

The Contractor shall submit the Final Report, which must be approved by the CIWMB Contract Manager in coordination with the Office of Public Affairs and will adhere to the contractor publications guide at <http://www.ciwmb.ca.gov/Publications/PubGuide/>. A draft report must be submitted in MS Word electronic format. Comments from the CIWMB Contract Manager and CIWMB Publications Unit will be addressed/corrected before the Final Report will be approved. The Final Report must include the information from the interim report and the results of the exit survey, along with recommendations to further increase the purchase of retreaded tires by both public as well as private fleets.

Control of Work

1. The CIWMB Contract Manager has the authority to determine the quality and acceptability of the following:
 - Work to be performed
 - Rate and progress of the work
 - Fulfillment of the services provided by the Contractor
 - Compensation for services provided by the Contractor

These decisions will be deemed final and enforceable by the CIWMB Contract Manager when the Contractor fails to complete orders required by this Agreement.

2. The Contractor will designate a Project Manager who holds the following authority:
 - Act as the Contractor's Representative for work to be provided under this Agreement
 - Act as the Contractor's Representative regarding contractual matters relating to this Agreement

If during the course of the Agreement, it is deemed necessary to replace the Project Manager, CIWMB staff approval is required.

SECTION VII DEFINITION AND TERMS

General Unless the context otherwise requires, wherever in this RFP or addenda, the following abbreviations and terms, or pronouns in place of them, are used, the intent and meaning shall be interpreted as provided in this Section.

Working titles having a masculine gender, such as “draftsman” and “journeyman” and the pronoun “he”, are utilized in these provisions for the sake of brevity, and are intended to refer to persons of either sex.

Abbreviations	ADA	Americans with Disabilities Act
	CCR	California Code of Regulations
	DVBE	Disabled Veteran Business Enterprise
	EPA	Environmental Protection Agency
	GC	Government Code
	CIWMB	California Integrated Waste Management Board
	PCC	Public Contract Code
	RFP	Request for Proposals
	SB	Small Business
	SOW	Scope of Work
	OSDC	Office of Small Business and Disabled Veteran Business Enterprise Certification

Agreement The written agreement covering performance of the work and furnishing of labor, materials, tools, and equipment in providing the work. The Agreement shall include the RFP, Proposal, general and specific terms and conditions, and supplemental agreements which may be required to complete the work in a substantial and acceptable manner.

Board Members of The California Integrated Waste Management Board.

Board Staff Staff of the California Integrated Waste Management Board involved in the implementation of this contract or representatives of Consultant to the California Integrated Waste Management Board as designated in the Work Orders.

CIWMB The California Integrated Waste Management Board.

Consultant The person or persons, firm, partnership, corporation, or combination thereof, which may enter into this Agreement with the Board to provide work pursuant to this RFP or his or their legal representatives.

Contract A legally binding agreement between the state & another entity, public or private, for the provision of goods or services.

Contract Manager A person designated by the responsible state agency or department to manage performance under a contract.

Contractor A party contracting with the awarding agency. Vendor is often used synonymously with contractor.

DEFINITION AND TERMS CONT.

Cost Proposal Opening	A public meeting, where the costs bid by a proposer on an advertised project, are opened and a determination is made as to the apparent low bidder.
Director	The Executive Director of the California Integrated Waste Management Board, or his/her designees. Any references to Executive Officer shall mean the Executive Director and/or designated officer.
Disabled Veteran Business Enterprise (DVBE Certified)	A business that meets all of the following criteria: (1) at least 51% of the business is owned by one or more disabled veterans or, in a business whose stock is publicly held, at least 51% or more of the stockholders are disabled veterans (2) the management and control of the business are exercised by one or more disabled veterans; (3) the business is domestically owned and its home office is in the United States; and (4) the business has been certified as a DVBE by the State of California, Department of General Services (DGS), Procurement Division (PD), Office of Small Business and DVBE Certification (OSDC).
Legal Holidays	Those days designated as State holidays in the Government Code.
Project Manager	Contractor's representative for all work performed under this Agreement. All official correspondence, reports, submittals, billings, and other work done under this Agreement shall be reviewed and signed by the Project Manager prior to submittal to the Board.
Scope of Work	The description of work required of a contractor by the awarding agency.
Small Business (Certified)	A business that has been certified by the Department of General Services (DGS), Procurement Division (PD), Office of Small Business and DVBE Certification (OSDC), as a small business as defined in GC 14837 and 2 CCR 1896.
State	The State of California.
State Contract Law	The Public Contract Code and other applicable laws that form and constitute a part of the provisions of this Agreement to the same extent as if set forth herein in full.
Subcontractor	A person or entity which contracts with the Contractor to perform all or a portion of the work as specified in the Scope of Work.

ATTACHMENTS

THIS PAGE LEFT BLANK INTENTIONALLY

Cost Proposal Sheet

**Tire Retread Targeted Outreach Materials and Promotional Training
IWM06004**

Complete this form and submit the original in accordance with the requirements of this RFP.
Any invoices submitted by contractor will identify line item costs and corresponding task number.

Contractor/Company Name: _____

Task #	Personnel Services: (Do not include travel or overhead) estimated # of hrs needed for contract services multiplied by the individual or position rates per hr.. (Include name/position title and hours)				Fringe Benefits (Identify fringe benefit costs citing actual benefits or as a percentage of personal services costs)	Operating Expenses (operating expenses related to the services provided in this agreement, including rent and supplies, as applicable)	Equipment Costs (Include a description of equipment)	Travel Expenses (Include travel expenses and per diem. Rates are set at the rate specified by DPA for excluded employees)	Overhead (This information must be provided)	Other (any other specific breakdown required to sufficiently explain the budget costs)	Total by Task
	Name/ Position	\$/Hr	Hrs	Total \$							
1											
2											
3											
4											
5											
6											
7											
8											
9											
Total by Line Item	(Sum of Total \$)										GRAND TOTAL

Acknowledgement/Authorization

The undersigned acknowledges the submittal of this proposal constitutes an irrevocable offer for a ninety (90) day period for the CIWMB to award an Agreement. Additional acknowledgement is made of receipt of all competitive documents, including Addenda, relating to this Agreement.

The undersigned acknowledges that the Proposer has read all of the requirements set forth in CIWMB documents and will comply with said provisions.

The undersigned hereby authorizes and requests any person, firm, agency, or corporation to furnish any information requested by the CIWMB in verification of the recitals comprising this Proposal and also hereby authorizes the CIWMB to contact such persons, firms, etc., in order to obtain information regarding the undersigned.

The undersigned acknowledges that there are no potential conflicts of interest, as defined in Public Contract Code (PCC) 10410, 10411, and Government Code (GC) 87100, by the submitting firm and/or any subcontractors listed in the Proposal.

I declare under penalty of perjury that the foregoing is true and correct.

Name & Title of Authorized Representative:	_____	Contractor Name:	_____
Address:	_____	Telephone #:	_____
City, State Zip:	_____	Email:	_____
Signature of Authorized Representative:	_____	Date Signed:	_____

Proposal Scoring Sheet
Tire Retread Targeted Outreach Materials and Promotional Training
IWM06004

Contractor/Company Name: _____

- | | |
|---|--------------------------|
| 1. Overall approach and organization | Maximum 20 points |
| a) Format of proposal. (5) | |
| b) Overall approach and understanding of problems, issues and required tasks. (5) | |
| c) Addresses all items in RFP. (5) | |
| d) Clarity of proposal. (5) | |
|
 | |
| 2. Methodology | Maximum 30 points |
| a) Appropriateness of proposed methodology. (15) | |
| b) Feasibility of work plan and schedule. (15) | |
|
 | |
| 3. Qualifications/Resources | Maximum 30 points |
| a) Assigned staff's knowledge and educational background of the particular project involved. (10) | |
| b) Assigned staff's experience and background in similar projects. (10) | |
| c) Abilities of assigned staff to conduct the necessary research with proficiency and accuracy and without omission. (10) | |
|
 | |
| 4. Past Work | Maximum 20 points |
| <i>References may be consulted.</i> | |
| a) Similarity between previous projects and the project contained in this RFP. (10) | |
| b) The success (including level of completion) of past projects and any related work record. (10) | |

Evaluator's Signature

THIS PAGE LEFT BLANK INTENTIONALLY

Small Business/Disabled Veteran Business Enterprises (DVBE) Participation Summary

MARK ONE FOR EACH FIRM USED			NAME OF FIRM	NATURE OF WORK	TOTAL AMOUNT OF WORK (Mark one for each firm used)		IS CERTIFICATION FORM ATTACHED?
PRIME BIDDER	SUBCONTRACTOR	SUPPLIER			SMALL	DVBE	
					\$	\$	
					\$	\$	
					\$	\$	
					\$	\$	
					\$	\$	
					\$	\$	
					\$	\$	
					\$	\$	

The appropriate certification letter issued by the Office of Small Business and Disabled Veteran Business Enterprise Certification (OSDC) shall be attached for each Small and DVBE business identified.

THIS PAGE LEFT BLANK INTENTIONALLY

Demonstration of Good Faith Efforts

Check only one: Small Business Disabled Veteran Business Enterprise
Use same template, but submit separate forms for SB and DVBE efforts, checking the appropriate box above.

1	Contact made with California Integrated Waste Management Board to identify potential SB/DVBE firms.						
Name of Person Contacted: _____ Title: _____ Date of Contact: _____							
2	Contact made with other State agencies, including the Department of General Services, to identify potential SB/DVBE firms.						
Agencies Contacted: <table style="width: 100%; margin-top: 10px;"> <thead> <tr> <th style="text-align: left; width: 50%;"><u>Name of Agency</u></th> <th style="text-align: left; width: 25%;"><u>Person</u></th> <th style="text-align: left; width: 25%;"><u>Date of Contact</u></th> </tr> </thead> <tbody> <tr> <td> </td> <td> </td> <td> </td> </tr> </tbody> </table>		<u>Name of Agency</u>	<u>Person</u>	<u>Date of Contact</u>			
<u>Name of Agency</u>	<u>Person</u>	<u>Date of Contact</u>					
3	Advertisements published in trade papers or other publications focusing on SB/DVBE firms.						
<p>Note: Attach a copy of each advertisement. Placeholder lists are not acceptable.</p> <table style="width: 100%; margin-top: 10px;"> <thead> <tr> <th style="text-align: left; width: 80%;"><u>Name of Paper or Publication</u></th> <th style="text-align: left; width: 20%;"><u>Date Published</u></th> </tr> </thead> <tbody> <tr> <td> </td> <td> </td> </tr> </tbody> </table>		<u>Name of Paper or Publication</u>	<u>Date Published</u>				
<u>Name of Paper or Publication</u>	<u>Date Published</u>						
4	Invitations to bid sent to potential SB/DVBE firms.						
<table style="width: 100%; margin-top: 10px;"> <thead> <tr> <th style="text-align: left; width: 33%;"><u>FIRM</u></th> <th style="text-align: left; width: 33%;"><u>CONTACT</u></th> <th style="text-align: left; width: 33%;"><u>DATE SENT</u></th> </tr> </thead> <tbody> <tr> <td> </td> <td> </td> <td> </td> </tr> </tbody> </table>		<u>FIRM</u>	<u>CONTACT</u>	<u>DATE SENT</u>			
<u>FIRM</u>	<u>CONTACT</u>	<u>DATE SENT</u>					

Demonstration of Good Faith Efforts (Cont'd)

5	SB/DVBE firms which were available and considered.
Name of Firm: _____ Person Contacted: _____	
Nature of Work: _____ Telephone No.: _____	
Results of Contact: _____	
Reasons if Rejected: _____	
Name of Firm: _____ Person Contacted: _____	
Nature of Work: _____ Telephone No.: _____	
Results of Contact: _____	
Reasons if Rejected: _____	
Name of Firm: _____ Person Contacted: _____	
Nature of Work: _____ Telephone No.: _____	
Results of Contact: _____	
Reasons if Rejected: _____	

STATE OF CALIFORNIA
 California Integrated Waste Management Board
 CIWMB 74C (Revised 8/06 for Contracts)

To be completed by Contractor	
Name of Contractor:	
Contract #::	Work Order #:

Recycled-Content Certification

Check this box if no products, materials, goods, or supplies were purchased with contract dollars and submit to your CIWMB contract manager.

This form may be completed by contractor, vendor, bidder, buyer, state-contracting officer, or state purchasing agent. The form must be completed and returned to the CIWMB with a row completed for each product purchased with contract dollars. Attach additional sheets if necessary. Information must be included, even if the product does not contain recycled-content material. Product labels, catalog/website descriptions, or bid specifications may be attached to this form as a method of providing that information.

Contractor's Name _____ Date _____
 Address _____ Phone _____
 Fax _____ E-mail _____ Web site _____

Product Manufacturer	Product Description / Brand	Purchase Amount (\$)	¹ Percent Postconsumer Material	² SABRC Product Category Code	Meets SABRC

Public Contract Code sections 12205 (a) (1) (2) (3) (b) (1) (2) (3) 10233, 10308.5, 10354, and 12205(a)

I certify that the above information is true. I further certify that these environmental claims for recycled content regarding these products are consistent with the Federal Trade Commission's Environmental Marketing Guidelines in accordance with PCC 12404.

Print name _____ Signature _____ Company _____ Date _____

(See footnotes on the back of this page.)

1. Postconsumer material comes from products that were bought by consumers, used, then recycled. For example: a newspaper that has been purchased and read, next recycled, and then used to make another product would be postconsumer material.

If the product does not fit into any of the product categories, enter “N/A.” Common N/A products include wood products, natural textiles, aggregate, concrete, electronics such as computers, TV, software on a disk or CD, telephone

2. Product category refers to one of the product categories listed below, into which the reportable purchase falls. For products made from multiple materials, choose the category that comprises most of the product by weight, or volume.

Note: For reused or refurbished products, there is no minimum content requirement.

For additional information visit www.ciwmb.ca.gov/BuyRecycled/

Code	Description Product Categories (11)	Minimum content requirement
1	Paper Products - Recycled	30 percent postconsumer fiber, by fiber weight
2	Printing and Writing - Recycled	30 percent postconsumer fiber, by fiber weight
3	Compost, Co-compost, and Mulch - Recycled	80 percent recovered materials. i.e., material that would otherwise be normally disposed of in a landfill
4	Glass - Recycled	10 percent postconsumer, by weight
5	Rerefined Lubricating Oil - Recycled	70 percent re-refined base oil
6a	Plastic - Recycled	10 percent postconsumer, by weight
6b	Printer or duplication cartridges	a. Have 10 percent postconsumer material, or b. Are purchased as remanufactured, or c. Are backed by a vendor-offered program that will take back the printer cartridges after their useful life and ensure that the cartridges are recycled and comply with the definition of recycled as set forth in Section 12156 of the Public Contract Code.
7	Paint - Recycled	50 percent postconsumer paint (exceptions when 50 % postconsumer content is not available or is restricted by a local air quality management district, then 10% postconsumer content may be substituted)
8	Antifreeze - Recycled	70 percent postconsumer material
9	Retreated Tires - Recycled	Use existing casing that has undergone retreading or recapping process in accordance with Public Resource Code (commencing with section 42400).
10	Tire- Derived - Recycled	50 percent postconsumer tires
11	Metals - Recycled	10 percent postconsumer, by weight

Proposal Completion Checklist

Please use this checklist to assist in the preparation of your Proposal package to ensure that all required items are included.

-
- Copy of Required License(s)
 - Client References
 - Small Business/Disabled Veteran Business Enterprise (DVBE) Participation Summary
Form must be submitted even if participation levels are zero.
 - Demonstration of Good Faith Efforts
Submit form(s) only if participation level is below 25% for SB and/or 3% for DVBE. Submit separate forms for SB and DVBE and mark appropriate box at top of form.
 - Personnel Information and Organizational Chart
-

The following number of PROPOSAL packages must be submitted as the Contractor's response to this RFP:

- One (1) unbound reproducible original Proposal package marked "original" AND One (1) original, signed bid sheet in a separate sealed envelope marked "Proposal Cost-Do Not Open".
 - Three (3) bound copies of the Proposal package marked "copy". Do not include the bid sheet in these copies.
 - One (1) Electronic copy of Proposal Package in Adobe Acrobat format.
-

The following form is only required upon submittal as applicable pursuant to the provisions outlined in Section III, Submittal Requirements:

- Certification of Enterprise Zone Act Preference
 - Certification of Target Area Contract Preference Act
 - Certification of Local Military Base Recovery Area Act Preference
-

The following forms are not required at the time of the proposal submission but will be required by the successful contractor during the contract period:

- Attachment E, Recycled Content Certification
 - Payee Data Record
-

Please note that if any of the items are missing from the Proposal package, the package will be considered incomplete and will be disqualified from the process.

THIS PAGE LEFT BLANK INTENTIONALLY

Contractor Status Form

Contractor's Name _____ County _____

Address _____ Phone No. _____

_____ Fax No. _____

Federal Employer Identification No. _____

STATUS OF CONTRACTOR PROPOSING TO DO BUSINESS:

- Individual Limited Partnership General Partnership Corporation Other

INDIVIDUAL:

If a sole proprietorship, state the true name of sole proprietor: _____

PARTNERSHIP:

If a partnership, list each partner, including limited partners, stating their true name and their interest in the partnership:

CORPORATION:

If a corporation, place and date of Incorporation: _____

Date corporation was authorized by Secretary of State: _____

President: _____ Vice-President: _____

Secretary: _____ Treasurer: _____

Other Officers: _____

OTHER: (Explain)

SMALL BUSINESS PREFERENCE:

Are you claiming preference as a small business or as a non-small business certifying to subcontract 25% of the total bid amount?

- YES – Please attach approval letter from OSD
 NO

If claiming preference as a small business, date you filed for small business certification: _____

Your small business ID No. _____

NOTE: THIS FORM MUST BE COMPLETED OR YOUR BID MAY BE REJECTED

THIS PAGE LEFT BLANK INTENTIONALLY

Client References

List at least three (3) client references that can attest to the Bidder's qualifications to fulfill the requirements of the Scope of Work. List the most recent first. Client references must also be provided for any subcontractors identified in the Bidder's response. Duplicate and attach additional pages as necessary.

BIDDER / SUBCONTRACTOR'S NAME: _____

REFERENCE 1			
Name of Firm			
Street Address	City	State	Zip Code
Contact Person		Telephone Number	
Dates of Service		Cost of Service	
Brief Description of Service Provided			

REFERENCE 2			
Name of Firm			
Street Address	City	State	Zip Code
Contact Person		Telephone Number	
Dates of Service		Cost of Service	
Brief Description of Service Provided			

REFERENCE 3			
Name of Firm			
Street Address	City	State	Zip Code
Contact Person		Telephone Number	
Dates of Service		Cost of Service	
Brief Description of Service Provided			

If three references cannot be provided, explain why: