



Request for Proposal
(Primary Method)
Multi-Pronged Approach to
Outreach Activities
IWM06096

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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 This Contract , would provide a variety of outreach, advertising, and consumer education programs to enhance public participation and understanding in the following programs:

1. proper used oil management/disposal and promote the use of re-refined oil
2. electronic waste recycling and branding of the eRecycle.org website and outreach to non-English speaking regulated community
3. Children/Youth Education for developing an interactive website for use by children in a classroom setting.
4. Gather information and data for a study on "Consumer Behavior and Habits".

Contract Budget Subject to the availability of funds and approval by the Board, there is a current maximum budget of \$850,000 (eight hundred and fifty thousand dollars).

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 or invoice.

The withheld payment amount will be released to the Contractor upon completion of each task to the satisfaction of the CIWMB.

Liquidated Damages The selected Contractor, to receive award of this agreement, may 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.

See Section II, Commitment, *Special Terms and Conditions* for additional information.

OVERVIEW CONT.

Contract Term The term of this Agreement will span approximately 24 months and is expected to begin in June 2007.

The CIWMB reserves the right to amend the term of this Agreement as needs arise.

Process Type Request for Proposal (RFP) (Primary Method).

Process Schedule This process will be conducted according to the following tentative schedule where all times are in Pacific Time:

Advertisement Date	April 11, 2007
Written Questions Due by 5:00 pm	April 25, 2007
Submittal's Due by 2:00 pm	May 23, 2007
Cost Proposal Opening at 10:00 am	May 30, 2007
Post Notice of Intent to Award	May 30, 2007

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/SpeTermsCond.pdf
- General Terms and Conditions (GTCs) available for viewing at www.ols.dgs.ca.gov/Standard+Language.
- Contractor Certification Clauses (CCCs) 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.

Written Questions

The RFP includes a formal question and answer period in which proposers have the opportunity to submit questions regarding the RFP. All questions must be submitted in writing either by mail, fax, or e-mail to the CIWMB Contact as listed in Section I. The questions and answers will be published in an Addendum to the RFP (see below, Addenda).

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 Small Business, or as a non-SB certifying to subcontract a minimum of 25% of the total contract services to 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 Services (OSDS). The CIWMB will apply the preference per State law and as described on the DGS website at <http://www.pd.dgs.ca.gov/smbus/sbpref.htm> .

Proposer's are encouraged to provide a copy of the OSDS 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 May 23, 2007.

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 state the RFP number ("RFP IWM06096") 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"
- One original signed Cost Proposal Sheet in a sealed envelope marked "Proposal Cost-Do Not Open"
- Four (4) bound, hard copies marked "Copy" (Do not include Cost Proposal Sheet in these sets)
- One electronic copy on disc or compact disc viewable by Adobe Acrobat Reader. Entire proposal, including any attachments, must be saved to disk with filenames clearly indicating the corresponding proposal section or attachment.

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. Include proof such as ream wrapper.

Table of Contents

The information must be organized as presented in this Section and must show 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 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 the proposed methods.

Organization

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

- Date of establishment
 - History
 - Location
 - Organizational Chart showing levels for prime and any subs
 - 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.

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 verifiable written works that are similar in nature to the proposed project and deliverables including:

- Advertisement examples for the e-waste ad portion of the contract **B**
 - Website examples for the children's outreach **C**
 - Similar campaigns to the oil outreach portion **D**.
-

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.
 - Additionally, pursuant to the California Business and Professions Code, for services of a "professional" nature requiring a professional license issued by the CA Department of Consumer Affairs, Proposers 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 OSDS 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 a Certified OSDS SB, as defined in Section V Definitions and Terms, the Participation Summary (see Attachments) must be completed and submitted with the proposal.
- If the Proposer has identified subcontractors to be utilized to meet this goal, the Participation Summary (see Attachments) must be completed and submitted with the proposal.
- If the Proposer has made a good faith effort (see Attachments) to meet the 25% goal and has been unable to secure a certified OSDS SB, a Demonstration of Good Faith Effort (see Attachments) must be completed and the Participation Summary (See Attachments) must indicate the percentage (even if zero) of services that will be provided by the SB. Both forms must be 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 OSDS 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 a Certified OSDS DVBE, as defined in Section V, Definitions and Terms, the Participation Summary (see Attachments) must be completed and submitted with the proposal.
- If the Proposer has identified subcontractors to be utilized to meet this goal, the Participation Summary (see Attachments) must be completed and submitted with the proposal.
- If the Proposer has made a good faith effort to meet the 3% goal and has been unable to secure a certified OSDS DVBE, a Demonstration of Good Faith Effort (see Attachments) must be completed and the Participation Summary (See Attachments) must indicate the percentage (even if zero) of the services that will be provided by the DVBE. Both forms must be 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.

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 a total cost and include detailed project costs, as required in the Cost Proposal Sheet. Failure to identify costs for all items, particularly overhead (either as a percentage of the hourly rate or as a dollar amount) will be grounds for rejection of the entire proposal.

IMPORTANT: The Cost Proposal Sheet is for bidding purposes only and does not represent the full project cost (travel, adjustments to hours per task, etc. will be allowed only upon written approval of the CIWMB Contract Manager). The hourly rates, fringe benefits and overhead for each individual or position title identified in the Proposal, cannot be changed and will remain in effect for the life of the agreement. The Proposer receiving award of this agreement must stay within the total project cost as identified on the cost proposal sheet except for travel costs or upon written approval by the Contract Manager.

The subcontractor commitments must be identified, by task and dollar amount, and included in the task by task cost proposal sheet.

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

Refer to the Cost Proposal Sheet while reading the following requirements. For each task, provide all required information, then total the cost per line in the rightmost column labeled "Total by Individual or Position Title". Insert additional rows as necessary to account for each person providing services under a particular task. Also total each column and enter the cost per line item in the bottom row titled "Task By Line Item". Finally, calculate the sum of the costs in the last column and enter this amount under Grand Total. To ensure Grand Total was calculated correctly, calculate the sum across the bottom row as well.

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. All travel will be reimbursed at the excluded employee travel rates in accordance with the California Code of Regulations Title 2, Division 1, Chapter 3, Subchapter 1, Article 2, Section 599.615.1 et seq..

- 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 be considered for the Cost Proposal Opening.

Oral Interviews

If oral interviews will be conducted as part of this process (only held in the event that the evaluation team feels it necessary to ask clarifying questions), the date of said interviews will be announced at least two days in advance and will be held over the telephone.

All Proposers invited for an interview, will be notified by the CIWMB of the specific date and time of the interview and will be given the opportunity to provide a telephone contact number if different from that identified in the proposal for the Project Manager (primary contractor). Conference calls can be scheduled by the Proposer to facilitate participation by all team members in the interview process.

Failure of the Proposer to answer the telephone at the predetermined interview time will be grounds for removing the Proposer from the remainder of the process.

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. Cost Proposal Sheets will be opened at the time and place specified in Section I Process Schedule.

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 posting 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

Work to be Performed The specific goals of the Contract are to develop and implement community based social marketing programs to the standard English speaking markets and the non-English speaking markets, training for staff on outreach/marketing skills, and advertising and marketing materials on used oil, electronic waste recycling, and children/youth education/websites.

Desired outcomes from this Contract include, but are not limited to: (1) Effective and cost efficient use of the California Integrated Waste Management Board's (CIWMB) advertising/marketing dollars; (2) development of markets; (3) increased recognition of CIWMB programs and mission; (4) increased public awareness and outreach to non-English speaking communities, and; (5) modification of consumer behavior to increase consumer responsibility.

There are four major project areas included in the Scope of Work which are described in more detail below:

- A. "Consumer Behavior and Habits" study**
- B. e-recycle.org**
- C. Children's/Youth Outreach**
- D. Used Oil Recycling and Oil Reduction Outreach**

A. "Consumer Behavior and Habits" study

As outreach and education efforts move forward and the CIWMB looks to promote its programs and projects to the general public and bring waste reduction and recycling awareness to a higher level, it is essential to understand the habits and motivational factors of our audience.

To better understand the needs and attitudes of California consumers and residents it is necessary to conduct a statewide study that would measure consumer behavior on waste reduction and recycling as well as other pertinent information regarding environmental issues and other issues related to CIWMB. While the Board has recently approved and initiated outreach efforts that called for surveys and research those efforts were directed at a specific program or topic. California is fortunate to be one of the most diverse states in our nation. However, diversity proves challenging when conducting a campaign that aims to change consumer behavior and target multiple ethnic groups with cultural and language barriers. The CIWMB recognizes the need to reach out to a wide variety of ethnic groups and cultures to successfully effect behavioral change with waste reduction. A similar study was conducted by Field Research Corporation for DDB Needham in 1996, providing useful information to Board Members, program staff and stakeholders. This was the last behavioral study conducted by the CIWMB and due to the ongoing outreach and educational efforts being conducted, this study is necessary to correctly gauge our general public audience for messaging and strategy.

Work to be performed includes, but is not limited to, generating a series of questions in cooperation with CIWMB executive level staff, Board Members, Office of Public Affairs (OPA), and Office of Local Assistance (OLA). These questions will be geared to create responses that will help the CIWMB identify what programs the CIWMB is identified with, what attitudes consumers have towards reducing waste, recycling and other environmental issues, what consumers lack in awareness and what they understand about recycling and waste reduction.

B. e-recycle.org

The current electronic waste (e-waste) recycling consumer education campaign is witnessing great success. The CIWMB's E-Team has gained great visibility within retail outlets and training is ongoing in partnering with retail stores, electronic recyclers, and manufacturers for their employees to help educate consumers about the e-waste fee and eRecycle.org.

DESCRIPTION OF WORK CONT.

Work to be Performed Cont.

CIWMB desires to enhance the e-waste recycling consumer education program through the addition of an advertising element to this program to promote and educate a wider general audience to eRecycle.org and to educate California residents about the purpose and benefits of e-waste recycling and how they can properly dispose of their e-waste. This effort would continue to brand the website as the premier e-recycling website in California. The advertising campaign would consist of outdoor advertising, traditional media, and electronic trade media. Furthermore, Spanish translated material will be developed to continue to reach a broader audience. This effort would enhance the existing Spanish PSAs currently being distributed.

Work to be performed includes, but is not limited to, the continuation of efforts to brand eRecycle.org and to provide further public education and outreach. eRecycle.org is a statewide information resource about the CIWMB's e-waste program. eRecycler.org has developed a look and feel that is required to remain consistent. These efforts would also be translated into Spanish for the Latino markets.

C. Children's/Youth Outreach

Children are an important audience to educate on the need to reduce, reuse, and recycle. By developing good environmental habits early, the CIWMB is sure to help protect our environment's future. Currently, the California Integrated Waste Management Board's kid page, which consists of Vermi The Worm game, Waste Awareness Quiz, and the Safe House, Safe Me coloring book, is a weak showing and difficult to navigate. (<http://www.ciwmb.ca.gov/Kidstuff/Default.htm>) There are other kid's items scattered around the CIWMB website such as in the environmental education website and other program sites. This site is not as interactive as what kids are used to and does not contain information in a central location.

Based on information and data gathered in the proposed "Study on Consumer Behavior and Habits", contractor would develop an outreach effort for media and web that would address children and families concerns and behaviors. OPA intends to create an interactive kid's web page that would describe the mission and activities performed by the CIWMB in a manner that would be effective with youth, while demonstrating ways for them to become active in waste reduction and recycling efforts at school and at home. After the site has been created, the CIWMB will maintain the site and continue its development.

Work to be performed includes, but is not limited to: 1) survey and research existing successful and award winning kid's web pages; and 2) design and create material for an interactive kid's page for CIWMB. Contractor will work with OPA and Office of Education and the Environment to develop content and site specifics. Contractor will work with OPA and the Information Management Branch (IMB) to meet technological and accessibility considerations consistent with the State's guidelines. Furthermore, contractor will design and implement an outreach strategy to promote CIWMB's mission to youth and families through radio advertising/public service announcements, targeted public events and development of outreach materials in coordination with the Office of Public Affairs.

D. Used Oil Recycling and Oil Reduction Outreach

This effort would create an outreach program that takes an approach directed at two audiences: the do-it-yourself oil changers and the quick lube customers. Based on information gathered from the proposed study on "Consumer Behavior and Habits" and other recently released publications on used oil collection, the Office of Public Affairs (OPA) in coordination with the Used Oil Program would like to create a campaign that will raise awareness levels of how consumers may decrease used oil generation through proper oil change maintenance through

DESCRIPTION OF WORK CONT.

Work to be Performed Cont.

education on proper oil change requirements, based on auto manufacturers recommendations.

Secondarily, this effort will bring awareness to do-it-yourselfers on proper used oil recycling and educate them on proper recycling efforts to help alleviate used motor oil from polluting California's environment.

This program will work with to create partners at a corporate level to in an effort to deliver the Boards message about utilizing the manufacturers recommended oil change frequencies. Similar to our approach with the electronic waste program, we would create a partnership that provides the targeted stakeholders an opportunity to demonstrate their commitment to the community and to environmental protection. This campaign will increase awareness and education on auto manufacturer-recommended oil change times through a media and advertising strategy to reach all vehicle owners in California.

The selected contractor for this campaign will need to have an understanding of social based marketing, advertising, media relations and consumer education outreach.

A list of potential partners would need to be developed that would work with CIWMB and the selected contractor to implement message delivery. Partnerships would be created utilizing CIWMB resources such as Board Members and oil program experts.

The selected contractor would develop a message based on information gathered from the proposed "Consumer Behavior and Habits" study as well as those captured in the Used Oil Division study regarding the 3,000-Mile Myth, and implement an effective media and advertising strategy and timeline that would reach motorists and vehicle owners with education about following their auto manufacturer recommended oil change periods.

Tasks

A. "Consumer Behavior and Habits" study

- A1. Develop Strategic Plan – Contractor shall develop, in cooperation and coordination with CIWMB staff, a strategic outline to gauge the effectiveness of CIWMB's mission and goals.
 - A2. Question Development – Contractor shall work with Board Members, OPA, Executive Staff and OLA to create a series of questions and scenarios to present to consumers and the regulated community, that will gauge behavior and attitude on waste reduction and recycling issues and determine their level of understanding of the CIWMB programs and its mission as well as to gauge understanding of general environmental issues.
 - A3. Survey – Contractor shall use a variety of methods including but not limited to, phone interviews, focus groups, and questionnaires to conduct surveying research to gain required results. Surveys will be conducted statewide in English, Spanish and Cantonese, by qualified bi-lingual interviewers. Contractor will identify and acknowledge any cultural and language barriers and work to ensure that outreach efforts resonate with ethnic audiences through in-language/in-culture information.
-

DESCRIPTION OF WORK CONT.

Tasks cont.

A4. Reporting – Contractor shall report on all data as a result of information and responses from survey process. This includes but is not limited to: 1) monthly reports and meetings where the contractor will meet with CIWMB staff to review activities, facilitate communications and ensure the work plan is on track and generating results; 2) activities summaries, where the contractor will submit a summary at the beginning of each month for activities conducted during the preceding month. The activity summary will accompany an invoice and will outline key successes.

This contract will begin immediately upon approval of contractor to accomplish Tasks A1-A4 within 3-months (90 days) of award of the contract. Contractor will provide a written progress report/timeline, within thirty (30) days of the contract start date to ensure that the project is on schedule.

B. e-recycle.org

B1. In cooperation with CIWMB develop an advertising strategic plan that will be capture the needed and the most effective markets in California and that proposes best use of advertising dollars available.

B2. Create and present advertising concepts for copy and graphic approval by CIWMB contract manager.

B3. Propose and implement opportunities to purchase and place advertising for outdoor and publications. All advertising placements and purchases must be pre-approved by the CIWMB Contract Manager.

B4. Develop tracking method for all advertising purchased to gauge effectiveness and reach of each advertising purchase. This tracking method should include detailed reporting on the number of impressions made, markets reached, as well as the return on investment associated with advertising.

B5. Prepare a final report to CIWMB regarding Tasks B1-B4 with tracking findings, outcomes and potential opportunities for future concepts.

This contract will begin immediately upon approval of contractor to accomplish Tasks B1-B5 within 9 months (270 days) of award of the contract. Contractor will submit a written progress report/timeline, within sixty (60) days of the contract start date to ensure that the project is on schedule.

C. Children's/Youth Outreach

C1. Survey and Research – Contractor shall examine research and findings of survey conducted for “Consumer Behavior and Habits” for message development and key areas of interest as well examining other successful government kid’s sites such as Energy Quest and the U.S. Environmental Protection Agency’s Kid’s Page.

C2. Web Development - Contractor shall develop draft kids web page for OPA to review content and for IMB to review accessibility and technological considerations as approved by the State’s guidelines. Contractor shall work with Program Staff to identify facts and information for target audience. Site shall include interactive games and material for kids from ages 6 to 12 that focus on recycling and reuse issues as well as ways for kids and families to be more involved in recycling at home and school.

C3. Outreach – Contractor shall develop an outreach and media strategy that targets a kids and families audience. This effort shall include, but not be limited to, radio advertising/sponsorship, event participation/sponsorship, and program participation as well as a coordinated effort with CIWMB OPA to create and

DESCRIPTION OF WORK CONT.

Tasks cont.

distribute outreach material for this audience. These efforts shall also include marketing the CIWMB kid's website.

- C4. Tracking – Contractor shall develop data on where and when any and all radio advertisements are played and will report back to the Board at a scheduled Board meeting with results as well as findings on events and programs in which the Contractor participated in relation to Tasks 10-12.

This contract will begin immediately upon approval of contractor to accomplish the Tasks C1-C3 within 9-months (270 days) of award of the contract. Task C4 will continue throughout the contract term. Contractor will submit a written progress report/ timeline, within sixty (60) days of the contract start date to ensure that these project tasks are on schedule.

D. Used Oil Recycling and Oil Reduction Outreach

- D1. Work Plan – The Contractor shall develop, in cooperation with CIWMB OPA, a work plan and budget for all activities contained in Tasks D1-D5. The work plan is subject to approval by the CIWMB Contract Manager.
- D2. Partnership - Create a list of potential stakeholder partners that would provide opportunity to deliver and promote the CIWMB outreach message and establish an outreach effort to these stakeholders to develop partnerships with CIWMB in an effort to educate consumers on the importance of used motor oil reduction and proper recycling.
- D3. Advertising/Marketing – The Contractor shall create print advertising materials to be used for outdoor and magazine and newspaper as well as (1) - :30 and (1) - :60 second public service announcement for radio opportunities that will educate vehicle owners as to their auto manufacturers recommended oil change periods. Create 1 -:30 second and 1 - :60 second radio PSA for used oil recycling education and awareness. Each of the PSA's shall be duplicated in Spanish.
- D4. Distribution - Develop a formal PSA distribution schedule for manufacturer recommendation outreach including electronic tracking of the PSA airings via a sigma encoding of the radio spots. This tracking method should include detailed reporting on the number of PSA airings by language, market, station as well as the dollar value associated with the airings.
- D5. Measurement - Measure the success of the marketing effort using valid sampling techniques to determine whether consumers in targeted areas (using appropriate languages) heard/read the marketed messages and changed their behavior as a result.
- D6. Reporting - Every three months, Contractor shall provide a written report tracking project Tasks D1-D5 implementation and success. Every six (6) months, Contractor shall make a presentation to the CIWMB summarizing project activities and developments for Tasks D1-D5, as requested. A Final Report shall be provided at the completion of the project tasks D1-D5.
-

DESCRIPTION OF WORK CONT.

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 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 Contract Manager 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
	OSDS	The Department of General Services (DGS), Procurement Division (PD), Office of Small Business and DVBE Services (OSDS)

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 Services (OSDS).
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 Services (OSDS), 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

B2									
B3									
B4									
B5									
C1									
C2									
C3									
C4									
D1									
D2									
D3									
D4									
D5									
D6									
Total by Line Item	(Enter Sum of Column Labeled Total \$ here)								GRAND TOTAL

***If cost is cited as a percentage of the hourly rates identified under Personnel Services, the Line Item total for the column will be zero because the cost is already included in the Line Item total for Personnel Services. Likewise, the calculation across for the “Total by Individual or Position Title” will not include information entered in this column.**

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
Multi-Pronged Approach to Outreach Activities
IWM06096**

To qualify, the Proposer **MUST** achieve an overall score of 80 %.

Contractor/Company Name: _____

<u>Score</u>		<u>Proposer's</u>
1.	Overall approach and organization - Maximum Score 25 points	
	a. Format of proposal. (5)	_____
	b. Overall approach and understanding of problems, issues and required tasks. (5)	_____
	c. Addresses all items in RFP. (10)	_____
	d. Clarity of proposal. (5)	_____
2.	Methodology - Maximum Score 15 points	
	a. Soundness of proposed methodology. (5)	_____
	b. Appropriateness of proposed methodology. (5)	_____
	c. Feasibility of work plan and schedule. (5)	_____
3.	Qualifications/Resources - Maximum Score 15 points	
	a. Assigned staff's knowledge and educational background of the particular project involved. (5)	_____
	b. Assigned staff's experience and background in similar projects. (5)	_____
	c. Abilities of assigned staff to conduct the necessary research with proficiency and accuracy and without omission. (5)	_____

4. Past Work - Maximum Score 15 points
(References will be consulted.)

- a. Similarity between previous projects and the project contained in this RFP. (5) _____
- b. The success (including level of completion) of past projects and any related work record. (5) _____
- c. Recommendations by Project Review Panel of previous projects. (5) _____

TOTAL SCORE: _____

Evaluator's Number

Date

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 identified)		IS CERTIFICATION FORM ATTACHED?
PRIME BIDDER	SUBCON- TRACTOR	SUPPLIER			SMALL (Report Percentage of total contract amount to SBs)	DVBE (Percentage of total contract amount to DVBEs)	
					%	%	
					%	%	
					%	%	
					%	%	
					%	%	
					%	%	
					%	%	
					%	%	

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

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. **Note: This form must be submitted if the participation levels indicated on the SB/DVBE Participation Summary form are less than 25% for SB and 3% for DVBE.***

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: 45%;"><u>Name of Agency</u></th> <th style="text-align: left; width: 30%;"><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: 70%;"><u>Name of Paper or Publication</u></th> <th style="text-align: left; width: 30%;"><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: 34%;"><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	Minimum content requirement
Product Categories (11)		
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.

-
- One (1) original, signed Cost Proposal Sheet in a separate sealed envelope marked "Proposal Cost-Do Not Open".
 - Methodology (including proposed Task Timeframe)
 - 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
 - Contractor Status Form
-

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"
 - One (1) original, signed bid sheet in a separate sealed envelope marked "Proposal Open".
 - Four (4) bound copies of the Proposal package marked "copy". Do not include the bid sheet in these copies.
 - One (1) electronic copy on disc or compact disc viewable by Adobe Acrobat Reader. Entire proposal, including any attachments, must be saved to disk. If sections of the Proposal will be saved in different files, the filenames must clearly indicate the corresponding proposal section or attachment.
-

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:

- Recycled Content Certification (Attachment E)
 - Payee Data Record (Standard Form 204)
-

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

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 OSDS
 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

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 Proposer'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:
