



Request for Proposal
(Secondary Method)
Outreach Campaign to Promote
Sustainable Tire Practices
IWM08017

<u>SECTION I</u>	<u>OVERVIEW</u>	<u>1</u>
GENERAL INFORMATION		1
CIWMB CONTACT		1
PROCESS TYPE		2
<u>SECTION II</u>	<u>RULES AND CONDITIONS</u>	<u>3</u>
INTRODUCTION		3
COMMITMENT		3
ANTITRUST CLAIMS		3
CONTRACTOR'S COST		3
INFORMATION		4
WRITTEN QUESTIONS		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
DISABLED VETERANS BUSINESS ENTERPRISE (DVBE) PREFERENCE		5
SUBCONTRACTORS		5
<u>SECTION III</u>	<u>PROPOSAL SUBMITTAL REQUIREMENTS</u>	<u>6</u>
INTRODUCTION		6
DEADLINE		6
ADDRESSING		6
NUMBER OF COPIES		6
DOCUMENT PRINTING		6
COVER LETTER		6
TABLE OF CONTENTS		7
SUMMARY		7
METHODOLOGY		7
ORGANIZATION		7
QUALIFICATIONS AND RESOURCES		7
REFERENCES		7
SAMPLES OF WRITTEN WORK		8
CONTRACTOR ELIGIBILITY		8
LICENSES		8
SMALL BUSINESS (SB) PARTICIPATION		8
DISABLED VETERAN BUSINESS ENTERPRISE PARTICIPATION (DVBE)		9
ENTERPRISE ZONE ACT (EZA)		9
TARGET AREA CONTRACT PREFERENCE ACT (TACPA)		9
LOCAL AGENCY MILITARY BASE RECOVERY ACT (LAMBRA)		10
MAXIMUM COMBINED PREFERENCES AND RULES FOR AWARD		10
TELECONFERENCE PARTICIPATION		10

<u>SECTION IV</u>	<u>COST PROPOSAL SUBMITTAL</u>	11
EVALUATION		11
COST BREAKDOWN		11
TRAVEL AND PER DIEM		11
<u>SECTION V</u>	<u>EVALUATION AND SELECTION</u>	12
INTRODUCTION		12
SELECTION PROCESS		12
COST POINTS		12
GROUND FOR REJECTION		12
AWARD OF AGREEMENT		13
NOTICE OF INTENT TO AWARD		13
REJECTION OF AWARD		13
PROPOSER NOTIFICATIONS		13
PROTEST OF AWARD		13
<u>SECTION VI</u>	<u>DESCRIPTION OF WORK</u>	14
WORK TO BE PERFORMED		14
CONTROL OF WORK		17
<u>SECTION VII</u>	<u>DEFINITION AND TERMS</u>	18
<u>ATTACHMENTS</u>		20
COST PROPOSAL SHEET		21
PROPOSAL SCORING SHEET		23
SMALL BUSINESS/DISABLED VETERAN BUSINESS ENTERPRISES (DVBE) PARTICIPATION		
SUMMARY		25
DEMONSTRATION OF GOOD FAITH EFFORTS		26
RECYCLED-CONTENT CERTIFICATION		28
COMPLETION CHECKLIST		30
CONTRACTOR STATUS FORM		31
CLIENT REFERENCES		32
TELECONFERENCE PARTICIPATION		33

SECTION I OVERVIEW

General Information The California Integrated Waste Management Board (CIWMB or Board) 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
Attn: Colleen Rubens
CIWMB Contracts Unit, MS-19A
Mailing Address: PO Box 4025,
Sacramento, CA 95812-4025
Attn: Contracts Unit, MS-19A
Phone: (916) 341.3424
FAX: (916) 319.7432
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

In accordance with the Five-Year Plan, this contract will target the general public statewide with messages designed to educate drivers about proper tire maintenance, to encourage customers to leave their old tires at the dealer when buying new tires, and educate consumers on purchasing longer-life tires in an effort to lower the number of waste tires generated in California each year.

Californians generate about 42 million scrap tires each year. In 2006, more than 10.6 million tires were disposed of since the current market conditions were insufficient to divert them to more productive end-uses. There are two ways to change this statistic: generate fewer scrap tires or increase markets for tire-derived products. This Scope of Work (SOW) supports methods to provide greater education and awareness in order for drivers to make a significant impact on the reduction in scrap tires.

In 2006, California Integrated Waste Management Board (CIWMB or Board) implemented an outreach and education campaign on tire care aimed at two specific markets, Fresno and the Bay Area. The campaign targeted Spanish, Cantonese and English speaking audiences. This two-year effort concluded in June 2008 with positive results, influencing each of the targeted audiences.

A survey was conducted both prior to and following the campaign to measure any success or movements in driver behavior. The survey demonstrated an 11 percent increase was achieved in driver actions to increase the frequency of tire inflation checks in both markets. The survey further demonstrated that, while a high majority of drivers are aware of the need for proper tire inflation, there was a low amount of drivers that took the time to conduct the tire pressure checks.

This SOW and the proposed efforts that follow will be aimed to not only continue CIWMB's outreach about the benefits of proper tire inflation but will also place a higher emphasis on changing driver behavior and making it easy and convenient for drivers to conduct tire inflation practices. The approach being taken in this SOW will focus on delivering a "call to action" message to encourage drivers to properly, and frequently, inflate their vehicles tires.

OVERVIEW CONT.

Service Need Cont.

The proposed SOW will also call for coordinated effort among State agencies that have a stake in proper tire inflation. Most significant is the coordination with the California Department of Consumer Affairs' Bureau of Automotive Repair (BAR). BAR has developed the www.DriveHealthy.com website and campaign as part of its initiative to encourage California motorists to properly maintain their vehicles as a way to achieve clean air in California. As a partner in the CIWMB's efforts to educate California drivers and consumers about tire sustainability, BAR will modify the www.DriveHealthy.com website to incorporate CIWMB information about proper tire maintenance and its relationship to tire safety, fuel economy, longevity, cost savings, and climate change.

The objective of this SOW is to develop and implement an expanded public awareness campaign enhancing BAR's current efforts and creating a uniform message amongst partnering State agencies educating and calling to action, California drivers and consumers about properly maintaining their tires to save money, increase vehicle safety, and reduce fuel consumption while protecting the environment.

Finally, this SOW will improve the public's understanding of how proper tire maintenance and waste tire diversion makes the link directly to climate change and the effect of greenhouse gases on the environment.

The successful implementation of this SOW will help CIWMB achieve some of the goals established in the *Five-Year Plan for the Waste Tire Recycling Management Program – 4th Edition Covering Fiscal Years 2007/08 -- 2011/12* (Five-Year Plan), for example: 1) to reduce the number of tires generated by Californians from the current 1.1 tires per person per year to .75 tires by the year 2015, and 2) to increase the annual waste tire diversion rate to 90 percent by the year 2015.

To implement the tasks identified in this SOW, the CIWMB will hire a professional public relations firm/organization to promote the principles of Tire Sustainability and increase the level of effort being made by California drivers in tire sustainability. The Contractor will design a comprehensive and systematic outreach program in cooperation and coordination with CIWMB staff and programs.

Contract Budget

Subject to the availability of funds and approval by the Board, there is a current maximum budget of 2,400,000.00 (two million four hundred thousand and no cents).

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.

Contract Term

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

The term of this Agreement will span approximately 24 months and is expected to begin in February 2009.

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

OVERVIEW CONT.

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

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

Advertisement Date	October 23, 2008
Proposer's Conference at 10:00 a.m.	October 30, 2008
Written Questions Due by 5:00 p.m.	November 6, 2008
Submittals Due by 2:00 p.m.	December 4, 2008
Post Notice of Intent to Award	January 15, 2009

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	<p>All information obtained or produced during the course of the Agreement will be made available to the CIWMB.</p> <p>Any information that qualifies as confidential or a trade secret(s) under the Public Records Act (PRA) or the Public Contract Code (PCC) and is thus exempt from disclosure under those statutes must so be marked by the proposer prior to submission to the CIWMB. Any claims of confidentiality or trade secret(s) except as to information that qualifies as such under the PRA or PCC may result in disqualification.</p> <p>The CIWMB will hold information deemed confidential or trade secret(s) by the proposer to the extent allowable by the California Public Records Act and the Public Contract Code.</p>
Written Questions	<p>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).</p>
Addenda	<p>The CIWMB reserves the right to amend, alter, or change the rules and conditions of this RFP.</p> <p>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</p>
Modification of Submittals	<p>A Proposal submitted prior to the submittal deadline, can be withdrawn or modified by the submitting proposer. The proposer must:</p> <ul style="list-style-type: none">• Provide a written request• Identify the requesting individual and their association to the proposer <p>A Proposal cannot be withdrawn for modification after the submittal deadline has passed.</p>
Errors in Submittals	<p>An error in a Proposal package may be cause for rejection of that proposal.</p> <p>The CIWMB may make certain corrections, if the Proposer's intent is clearly established based on review of the complete proposal.</p>
Unreliable List	<p>Any contractor or subcontractor currently of the CIWMB Unreliable list, is ineligible to apply for or participate in this contract.</p>
Negotiating State Contracts	<p>This solicitation and any resulting contract or amendments are subject to the conditions set forth in PCC 6611.</p> <p>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.</p>
Electronic Waste Recycling	<p>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.</p>
Use Tax	<p>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.</p>

RULES AND CONDITIONS CONT.

Small Business (SB) Preference

Any Bidder 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> .

For award based on high score, the incentive is applied by calculating the "earned" score for all bidders: If the highest scored proposal is from a non-certified small business or microbusiness, then:

1. Calculate five percent (5%) of the highest responsible bidder's total score.
2. Add the amount calculated above to the score of each of the bidders eligible for the SB incentive . This new amount is the total score.

Application of the incentive shall not displace an award to a small business with a non-small business.

A copy of the Bidder's SB certification should be included with the Bid Package.

Disabled Veterans Business Enterprise (DVBE) Preference

Any Bidder competing in this process as a California Certified Disabled Veterans Business Enterprise, or as a non-DVBE certifying to subcontract a minimum of 3% of the total contract services to a California Certified DVBE, will receive a preference as shown below:

1. Five (5%) and above participation level = bid will receive five percent (5%) preference.
2. Four (4%) participation level = bid will receive two percent (2%) preference.
3. Three (3%) participation level = bid will receive one percent (1%) 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 as follows:

The incentive is applied during the evaluation process and is only applied for responsive bids from responsible bidders proposing the percentage(s) of DVBE participation for the incentive(s) specified above.

For award based on high score, the incentive is applied by calculating the "earned" score for all bidders: If the highest scored proposal is from a non-certified small business or microbusiness, then:

1. Calculate five percent (5%) of the highest responsible bidder's total score.
2. Add the amount calculated above to the score of each of the bidders eligible for the DVBE incentive according to the participation levels . This new amount is the total score.

Application of the incentive shall not displace an award to a small business with a non-small business.

A copy of the Bidder's DVBE certification should be included with the Bid 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 DVBE firms identified on the Small Business/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 December 4, 2008.

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"
- 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 100% post-consumer recycled content fiber.

Cover Letter

The cover letter shall be signed by an individual who is authorized to bind the Proposer and shall indicate that person's title or position. The cover letter must be on the Proposer's company letterhead and contain the following information:

- a. Name and address of the Proposer submitting qualifications;
- b. Proposer's Headquarters for purposes of this agreement, if awarded;
- c. Name, telephone number, and e-mail address of a person who can be contacted if further information is required;
- d. Name, title, address, telephone number, and e-mail address of individual(s) with authority to negotiate and execute a binding Agreement on behalf of the Proposer;
- e. Statement that personnel who will provide services under the agreement will have the required certifications and that bidder will have qualified personnel available to meet the service needs; and
- f. Statement attesting to the fact of the percentage of post consumer recycled content fiber paper used in the compilation of the CBS package.
- g. Statement 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.
- h. OSDS Reference number issued to the certified SB/MB by the Department of General Services.

PROPOSAL SUBMITTAL REQUIREMENTS CONT.

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	<p>The proposal must include a Work Plan describing the methods to be employed to accomplish the project objectives. The methodology must be described in sufficient detail to allow CIWMB staff to evaluate the methods and must address all tasks and items in the Scope of Work.</p> <p>Proposals must describe how the objectives will be met and the methods the contractor will use. The description must include not only what work will be performed, but how it will be performed.</p> <p>The tasks described in the Scope of Work outline a general approach for meeting the requirements; however, alternative approaches for some or all of the tasks may be proposed if they meet or exceed the requirements in meeting the project objectives.</p>
Organization	<p>Provide a brief description of the organization's services and activities, including:</p> <ul style="list-style-type: none">• Date of establishment• History• Location• Any known conflicts of interest
Qualifications and Resources	<p>The prospective contractor must have the experience, qualifications, and resources to perform the required tasks of the project.</p> <p>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:</p> <ul style="list-style-type: none">• Experience• Knowledge• Educational Background• Task to be performed and number of hours
References	<p>The Proposer's team must provide a minimum of three (3) verifiable references and/or experience that support the above qualifications.</p> <p>The CIWMB reserves the right to seek references in addition to the client references provided by the Proposer, as it deems necessary.</p> <p>If a reference or project experience is unable to be verified, it will be disregarded.</p>

PROPOSAL SUBMITTAL REQUIREMENTS CONT.

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. The Proposer team must submit example(s) of similar campaigns/strategies.

Contractor 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 10286.1. Statement may be included in the cover letter.

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 registration with the Secretary of State.
 - 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.
-

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.

**IMPORTANT-
REVIEW GOOD
FAITH EFFORT
REQUIREMENTS
IMMEDIATELY**

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.
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PROPOSAL SUBMITTAL REQUIREMENTS CONT.

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.

IMPORTANT- REVIEW GOOD FAITH EFFORT REQUIREMENTS IMMEDIATELY

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.

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.

PROPOSAL SUBMITTAL REQUIREMENTS CONT.

**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.

**Maximum combined
preferences and rules
for award**

In combination with any other preferences (TACPA, EZA, LAMBRA, SB, , DVBE, participation, etc), the maximum limit of the combined preferences is 15% of the bid amount and, in no case, more than \$100,000.00 per solicitation.

Preference programs for TACPA, EZA, LAMBRA, or the non-SB subcontracting preference cannot displace a direct award to a certified SB. In the event of a tie between a SB/MB and a firm that is SB/MB and DVBE, the award shall be made to the firm that is SB/MB and DVBE.

**Teleconference
Participation**

If the Proposer wishes to participate in the Teleconference noted in Section I, Schedule, the Teleconference Participation Form must be submitted, by fax or e-mail (scanned document must be viewable with Adobe Acrobat Reader), to the CIWMB Contact prior to the conference.

SECTION IV**COST PROPOSAL SUBMITTAL**

Evaluation

The Contractors cost proposal submittal will be evaluated based on whether the cost breakdown is sufficiently detailed to determine if the proposed expenses are reasonable.

Cost Breakdown

The cost proposal must specify the total cost and include detailed project costs, as required in the Cost Proposal Sheet. The winner proposer's invoices must be itemized as shown in the submitted cost sheet.

The subcontractor 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. 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.. Per diem (lodging, meals and incidentals) will not be reimbursed for travel within 50 miles of Contractor's headquarters.

- Lodging (receipts required) per day–
 - Most locations up to a maximum of \$84 plus tax
 - Counties of Los Angeles and San Diego up to a maximum of \$110 plus tax
 - Counties of Alameda, San Francisco, San Mateo and Santa Clara up to a maximum of \$140 plus tax
 - 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 ranked.

Cost Points

Cost points account for 30% of the total points available (see Proposal Scoring Sheet). Proposers will be awarded Cost Points as follows:

- 1) Lowest cost proposal is awarded the maximum cost points.
- 2) Other proposals are awarded cost points based on the following calculation:

Other Proposer's Cost Points = (factor*) X maximum cost points

* factor is the Lowest Proposer's cost divided by Other Proposer's cost

EXAMPLE

Lowest Proposer's cost = \$10

Other Proposer's cost = \$12

Maximum cost points = 30 cost points

factor = \$10 ÷ \$12 = .83

Cost Points Calculation for Other Proposer's Cost

.83 X 30 cost points = 25 cost points

Final Cost Points Awarded

Lowest cost proposal receives 30 cost points

Other cost proposal receives 25 cost points

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
- The Proposer has not met the participation goals for SB and DVBE and has not completed the steps and related form for the Good Faith Effort.
- Any items required by the RFP are not included with the submittal

No proposal may be rejected arbitrarily or without reasonable cause.

EVALUATION AND SELECTION CONT.

Award of Agreement	<p>Award of this Agreement will be to the highest ranking responsible Proposer meeting all of the RFP requirements.</p> <p>In the event of a tie, the CIWMB may utilize a tie breaker to determine the winning Proposer. The tie breaker will be determined based on which proposer has the most SB and DVBE participation identified in the bid package.</p> <p>The CIWMB reserves the right to not award an Agreement.</p>
Notice of Intent to Award	<p>The CIWMB will post a notice of intent to award this Agreement five (5) working days prior to the award being made.</p> <p>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.</p>
Rejection of Award	<p>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.</p> <p>The CIWMB reserves the right to disqualify the awardee and award the Agreement to the next highest ranked Proposer.</p>
Proposer Notifications	<p>The CIWMB will notify all Proposers of the outcome of their proposal submittals, prior to posting the notice of intent to award.</p>
Protest of Award	<p>A Proposer may protest the proposed award by filing an official protest with the Department of General Services. The protest must be filed after the notice of intent to award the contract, but before the actual award.</p> <p>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.</p> <p>The Agreement will not be awarded until a decision has been made on the filed protest.</p> <p>The protest documents should be sent via registered mail to the following parties:</p> <p style="padding-left: 40px;">Department of General Services Office of Legal Services Attn; Protest Coordinator 707 Third Street, 7th floor Sacramento, CA 95605 Fax (916) 376-5088</p> <p style="padding-left: 40px;">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</p>

Work to be Performed

Contractor will develop a public awareness campaign using traditional and community-based social marketing techniques as well as public and governmental affairs outreach. The campaign will include target messaging through public service announcements (PSAs) and advertisements, as well as through CIWMB partner agencies/organizations, using local tire retailers, non-English media outlets, and other forms of public outreach to present a strong message to California drivers. Messages will be tailored according to the specific target audiences in each community, including appropriate languages, primarily English, Spanish and Cantonese.

The Contractor will be responsible for developing an outreach campaign to ensure drivers and tire customers receive consistent messaging. Contractor will develop a media and outreach campaign on key issues of proper tire maintenance that not only educates but makes a “call to action” in order to change motorist behavior and conduct more frequent tire pressure checks while educating consumers on 1) purchasing longer-life tires, 2) purchasing retread truck tires and, 3) encouraging customers to leave their old tires at the dealer when they buy new tires. The Board will delegate approval of all creative work in this campaign to the management and staff of the Office of Public Affairs (OPA) and the Sustainability Program to ensure consistent messaging.

TASKS IDENTIFIED

- A. Contractor will develop a workplan and timeline for project which will include due dates for specific deliverables, including, but not limited to, the draft and final reports. Timeline and workplan may be modified as necessary throughout project with the written approval of the CIWMB contract manager.
- B. Contractor shall develop and implement a strategic program including a workplan for specific deliverables for the Public Awareness Campaign that includes production and distribution of radio and television PSAs, an ad purchase plan, an earned media campaign, partnership and coalition building, and print production.
 1. Video and Radio PSA Development – Contractor shall develop video (in: 15 and :30 second formats) and audio (:10, :15, :30 & :60) PSAs for distribution to broadcast stations and appropriate websites statewide. PSAs shall also be made available for advertisement opportunities. Contractor shall work with OPA to develop the PSA with a “call to action” message and a mission to get drivers to not only realize that tire inflation is important but to take the action of inflating tires on a regular basis.
 2. Public Service Announcements Distribution – Utilizing video and radio PSAs, Contractor will duplicate and distribute to radio and broadcast stations throughout California, tracking air time, stations and frequency of plays. Contractor should leverage, to all extents possible, advertisement buying along with free-media placement.
 3. Print Production/Ad buy – Contractor, in coordination with CIWMB graphics department, shall develop and produce print materials in multiple languages, including but not limited to, posters and advertisements for placement in key publications. Contractor shall develop and implement an ad buy and placement strategy. Ad buys shall consist of, but shall not be limited to:

DESCRIPTION OF WORK CONT.

Work to be Performed Cont.

- a. Outdoor advertisement.
 - b. Video billboards.
 - c. Radio.
 - d. Fuel pump toppers.
4. Develop Marketing Materials – Applying CIWMB standards as well as a coordinated effort with BAR and other partners, and in consultation with the Contract Manager and CIWMB graphics department, Contractor will develop marketing materials that highlight environmental, economic, and social benefits of properly maintaining tires and buying longer-life tires. Contractor will look to capture or enhance previously distributed material or materials with partners as well as creating/purchasing items that will benefit the marketing/messaging effort.

C. Evaluation of Results

1. Measurement – Contractor will measure the success of the marketing and outreach effort by: 1) utilizing the *Tire Sustainability Consumer Baseline Survey* as a baseline for a new survey at the end of the campaign using scientifically valid sampling techniques to determine whether citizens statewide have heard the marketed messages and changed their behavior as a result of messaging; and 2) surveying local tire retailers statewide to determine if local purchases of longer-life tires have increased during and after the targeted marketing effort.
2. Reporting – Contractor shall provide the following reports
 - a. Every three (3) months, Contractor shall provide a written report tracking project implementation and success.
 - b. Every six (6) months, contractor shall make a presentation to the Board and/or designated Board Committee summarizing project activities and developments, as requested.
 - c. At least three months prior to the end term of the contract, Contractor shall submit a Draft Final Report.
 - d. A Final Report shall be provided at the completion of the project.

Report Provisions:

- All documents and/or reports drafted for publication by or for the CIWMB in accordance with this contract shall adhere to the CIWMB's Contractor Publications Guide at www.ciwmb.ca.gov/Publications/PubGuide/ and both the draft and final reports shall be reviewed by a technical editor of the Contractor's choosing prior to submission to the CIWMB Contract Manager for review.
- The Contractor shall provide the draft and Final Report in electronic format and must include all files (including graphic images) used to prepare any deliverable prepared under the Agreement. The electronic format must be compatible and consistent with CIWMB format and protocols in place at the time of submittal.
- The Final Report will be subject to acceptance in fulfillment of the contract by the CIWMB Contract Manager. All recommended changes shall be made prior to submittal of a Final Report.
- If the Final Report contains copyrighted work in print (tables, graphics, or photographs), or other materials taken from copyrighted sources, the Contractor shall cite the copyrighted material in the Final Report and obtain permission to use the copyrighted material.

Contractor shall secure express written permission from the copyright holder or the holder's licensing representative. Contractor will include letters of permission to use copyrighted material as an Appendix in the Final Report. If Contractor does not secure permission to use copyrighted material, said material will not be used in the Final Report.

CONTRACT/TASK TIME FRAME

Tasks will be ongoing throughout the duration of the contract. Contractor will provide written reports every three (3) months documenting project implementation and success, and will present project activities/development summaries to the Board and/or Committee every six (6) months. Approved Final Report will be due at the close of contract.

The term of this contract shall be two years, from approximately February 2009 – February 2011.

The following provisions will be included in the Terms and Conditions or Special Terms and Conditions of the Contract:

COPYRIGHT PROVISION

The contractor shall establish for the Board good title in all copyrightable and trademarkable materials developed as a result of this Scope of Work. Such title shall include exclusive copyrights and trademarks in the name of the State of California, California Integrated Waste Management Board.

1. Earned Media and Publicity – Contractor shall develop and implement a media and publicity strategy. This tactic will be coordinated with BAR and other state agencies to leverage event and advertising funds. The media program shall include, but shall not be limited to:
 - a. Press/media event publicizing tire sustainability programs.
 - b. Article pitches to mainstream media, regional magazines and trade publications.
 - c. Board member/program leader appearances on radio/TV programs.
 - d. Event/conference speaking opportunities.
 - e. Story ideas and guest commentaries (op-ed) for English and non-English California newspapers; and editorial board meetings.

DESCRIPTION OF WORK CONT.

2. Partners Program – Contractor shall continue to implement the partners program with other State agencies, retailers, stakeholders, and interested parties statewide to promote and help educate about tire sustainability and tire diversion issues. Partnerships and coalitions may include, but are not limited to, opportunities to provide marketing, educational or informational materials to be displayed or utilized by interested partners.

In addition to CIWMB's partnership with BAR's "Drive Healthy" campaign, contractor shall seek opportunities with other existing tire sustainability campaigns in California such as the Rubber Manufacturers Association's "Drive Smart" campaign and the California State Automobile Association to maximize funds and leverage where possible.

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
	CAL EPA	California Environmental Protection Agency
	CCR	California Code of Regulations
	DVBE	Disabled Veteran Business Enterprise
	EPA	Environmental Protection Agency (Federal Government)
	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, Work Orders, 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.

Cal EPA The California Environmental Protection Agency

CIWMB The California Integrated Waste Management Board.

CIWMB 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.

Consultant The person or persons, firm, partnership, corporation, or combination thereof, which may enter into this Agreement with the CIWMB 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.
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 CIWMB.
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

**Cost Proposal Sheet
Outreach and Campaign to Promote Sustainable Tire Practices
IWM08017**

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 \$							
Task A											
Task B											
Task C											
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
Outreach and Campaign to Promote Sustainable Tire Practices
IWM08017**

To qualify, the Proposer **MUST** achieve an overall subtotal score of **56 points**

Contractor/Company Name: _____

		<u>Proposer's Score</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)

SUBTOTAL:

=====

5. Cost Proposal - Maximum Score 30 points

TOTAL SCORE:

=====

Evaluator's Signature

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 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 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. See the DGS website at <https://www.apps.dgs.ca.gov/OSDCSearch/OSDCSearch.aspx> to search for certified SBs/DVBEs. **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.						
<p>Name of Person Contacted: _____ Title: _____</p> <p>Date of Contact: _____</p>							
2	Contact made with other State agencies, including the Department of General Services, to identify potential SB/DVBE firms. See the DGS website at http://www.pd.dgs.ca.gov/smbus/sbainternet.htm for a list of agency SB/DVBE advocates.						
<p>Agencies Contacted:</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: center;"><u>Name of Agency</u></th> <th style="text-align: center;"><u>Person</u></th> <th style="text-align: center;"><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 at least one trade or focus paper focusing on SB/DVBE firms. Bidders must publish advertisements in trade and focus publications at least 14 calendar days before the date the bid or proposal is due. Attach a copy of each advertisement. Planholder lists are not acceptable. Go to http://www.documents.dgs.ca.gov/pd/smallbus/TradePaper.pdf and http://www.documents.dgs.ca.gov/pd/smallbus/FocusPaper.pdf to see a list of DVBE Trade and Focus paper resources.						
<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: center;"><u>Name of Paper or Publication</u></th> <th style="text-align: center;"><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 border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: center;"><u>FIRM</u></th> <th style="text-align: center;"><u>CONTACT</u></th> <th style="text-align: center;"><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.
<p>Name of Firm: _____ Person Contacted: _____</p> <p>Nature of Work: _____ Telephone No.: _____</p> <p>Results of Contact: _____</p> <p>Reasons if Rejected: _____</p>	
<p>Name of Firm: _____ Person Contacted: _____</p> <p>Nature of Work: _____ Telephone No.: _____</p> <p>Results of Contact: _____</p> <p>Reasons if Rejected: _____</p>	
<p>Name of Firm: _____ Person Contacted: _____</p> <p>Nature of Work: _____ Telephone No.: _____</p> <p>Results of Contact: _____</p> <p>Reasons if Rejected: _____</p>	

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.

-
- Cover Letter with contact information and statements as required in the RFP.
 - Organizational information and Personnel Information (Resumes)
 - Proposal (detailed Work Plan)
 - Cost Proposal Sheet
 - Samples of Written Work
 - Client References
 - Copy of Required License(s) (Secretary of State)
 - Contractor Status Form
 - Small Business/Disabled Veteran Business Enterprise (DVBE) Participation Summary *Form must be submitted even if participation levels are zero (write zero participation on form). If participation levels are under the required levels, the Demonstration of Good Faith Efforts form must also be submitted (see below).*
 - 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.*
-

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"
 - Three (3) bound copies of the Proposal package marked "Copy".
 - One (1) Electronic copy of Proposal Package in Adobe Acrobat format with all documents in a single file, including all attachments.
-

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 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 for small/micro business?

YES – Attach approval letter from Office of Small Business Certification and Resources
 NO

Are you claiming preference for DVBE?

YES – Attach approval letter from Office of Small Business Certification and Resources
 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 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:

**Teleconference Participation
NOTIFICATION FORM**

All contractors interested in participating in the teleconference must notify the contact person for this RFP by 5:00 p.m. on October, 29, 2008 by submitting this form. The completed notification shall be faxed, e-mailed or mailed to:

Colleen Rubens
916.341-6124--phone
916.319-7432--fax
contracts@ciwmb.ca.gov

Failure to provide this notification by the specified date and time, or failure to include the necessary information will result in the contractor being restricted from participating in the teleconference.

Company Name _____

Contact Person _____

Company Address _____

Telephone Number _____

E-mail Address _____

The undersigned hereby authorizes the above named company representative to participate in the teleconference for this RFP.

Authorized Signature Date