

Request For Proposals

Release Date: April 18, 2012

Proposals Due: May 9, 2012

Constituent Relationship Management System Design & Implementation

I. About the Agency

StopWaste.Org (Agency) is the Alameda County Waste Management Authority and the Source Reduction and Recycling Board operating as one public agency. StopWaste.Org manages a long-range program for development of solid waste facilities and offers a wide variety of other programs in the areas of waste reduction, public education, green building, recycled product procurement, technical assistance, low interest loans and grants to non-profit organizations. StopWaste.Org is committed to achieving a 75% and beyond diversion goal and promoting sustainable consumption and disposal patterns.

II. Description of Services Required

StopWaste.Org is requesting proposals from firms or individuals to design and implement a constituent relationship management (CRM) system for the agency. Upon request, a selected proposer or proposers will develop proof of concept demonstrations.

Anticipated tasks of the project include:

- Development of a project plan that will roll out Phase 1 use of a CRM system by September 30, 2012 and Phases 2 and 3 by December 31, 2012.
- In consultation with up to five selected sub-groups of Agency staff, development of workflow diagrams.
- Development of information architecture to suit a variety of workflows and access levels.
- Customization of software to perform a wide variety of contact management tasks, including documentation of a range of interactions with contacts, scheduling follow up, generation of statistics, etc.
- Development of various views, reports and dashboards that reflect the needs of the five sub-groups.

- Development of security and access protocols and tools to protect confidential information.
- Staff training, both user and administrator.

System development will be under a not-to-exceed cost quote. Ongoing support after full implementation and acceptance by the agency will be provided on a time and cost basis.

Please refer to Attachment C for more details.

III. Background and Project Scope

Currently the Agency has no centralized contact management system. The current tools for contact management differ between each of the five staff sub-groups, but include Excel Spreadsheets, Access 97 Databases, a Microsoft SQL 2000 custom application, a FileMaker 5.5 database, SharePoint lists and Outlook 2007/2010 contact lists.

The impetus for this project is two-fold: one, to replace and consolidate the current outdated systems and two, to create an efficient management system in response to a new data management need pursuant to the recently enacted Mandatory Recycling and Single User Bag Ban ordinances.¹

This new effort will require a very high level of coordination between internal staff in different departments, outside consultants, other Alameda County public agencies, and various public and private providers of solid waste and recycling service in Alameda County. For a number of cities within Alameda County, StopWaste.Org will be managing the process of working with constituent businesses to make sure that they are aware of and have the proper assistance necessary to adhere to the two new laws. In a limited number of cases, StopWaste.Org will also be responsible for enforcement actions, including citations to businesses in violation of these ordinances.

Activities to reach these businesses and multi-family complexes will range from distribution of general outreach and education material, to more in-depth assistance involving repeat phone calls, site visits, recommendations and finally enforcement activities such as inspections, written warnings and citations.

The CRM system will serve as a centralized repository of all interactions between the Agency and the businesses and people subject to the two new ordinances, as well as other general business contacts for the Agency.

The project implementation is broken down into three Phases. Phase 1 should be able to be in production use by September 30, 2012. Phases 2 and 3 should be able to be in production use by December 31, 2012.

PHASE 1 – Mandatory Recycling Workflow

The Agency will need a system to facilitate the tracking of information about and interactions with a number of businesses and multifamily complexes within Alameda County (roughly 5,000-50,000). This information will be based in part on data provided to the Agency in a flat file format by the garbage collection firms (Haulers) within Alameda County. This data will include business site address and billing information, garbage/recycle container specifics, pick up schedule by day, and cubic yards of waste collected per week per site (see Appendix B for sample fields). It is possible that a single location may have separate Haulers for waste, recycling and organics (compostable materials). Given

¹ For more information please visit <http://www.stopwaste.org/home/index.asp?page=1228>

the nature of the interactions between the Agency, the Hauler and the specific cities within Alameda county (member agencies), every constituent record must be associated with a city and at least one Hauler.

Since service provision is based on physical location, it is essential that the interface to record data by business and by physical location be robust and permeate all potential activities throughout the CRM. Specifically, this service level information must be associated with a physical location, as well as a parent business. For example, a business such as a fast food chain may have numerous physical locations throughout the county. Each physical location may have different haulers for waste, recycling and organics, as well as different haulers for each material type based on the city of the site location.

Based on these different permutations of material type and physical location, there are a number of possible hauler data sources for each specific business. There must be a historical record of this data for each location, such that changes to these levels (typically recorded in cubic yards) can be monitored, and used to analyze changes in the levels of recycling as well as adherence to recommendations by the Agency to the constituent businesses.

Currently, the Agency is using a series of excel spreadsheets to manage service level data, and perform calculations of the decrease in the amount of material sent to a landfill (diversion).

Once this information on businesses and service levels is imported into the new system, Agency staff will analyze this data and develop target business lists. StopWaste.Org staff will work directly with the targeted businesses and complexes to notify them of the ordinance and to provide technical assistance. In some cases, external consultants will be performing the technical assistance, and will need the ability to enter/import data into the system regarding technical assistance activities.

Interaction with constituents will consist of three categories of activity, each with different types of associated tasks.

1. **Outreach.** This general process of notification to businesses in Alameda County will occur starting in June, 2012. It will include direct mail; inserts in account holders' refuse/recycling collection bills; email notification; and select other forms of communication. StopWaste.Org will be only one of a number of parties providing this outreach, and so external data regarding these activities must be importable from flat files. A candidate system should be able to record these types of activity and allow reports to be generated to analyze involved data.
2. **Technical Assistance to Businesses.** Based on metrics involving business size, type and current volumes of garbage and recycling services, specific target businesses will be selected for technical assistance. Once selected, service activities will range from email/phone/mail communication to site visits. Site visits will typically be followed by a formal report, and in some cases photographs. These reports and photographs will need to be included or linked to in the CRM system in some capacity and attached to specific records of service events and business activity. Follow up analysis will be performed which includes recording formal recommendations, as well as tracking adherence to these recommendations by target businesses. In some cases, StopWaste.Org will not be supervising the Technical Assistance, and will only receive flat file reports from external providers detailing the results of this assistance. The CRM system should have the ability to import this technical assistance data, in addition to having it entered natively. It is also important that a historical record of hauler service level be available for each constituent, so that, as these numbers change, statistics can be drawn to view any changes in constituents' recycling levels.

3. **Enforcement.** A subset of businesses and complexes may be subject to enforcement activities. These include notification, site visits/inspections, photographic evidence attached to a specific record or service event, and in a limited number of cases warnings, notification of violation, and possible citations. The system should be able to associate location data (e.g., longitude/latitude) with the photographic evidence. In order to streamline the inspection process, the system should be able to generate an address list that can in turn have the appropriate points plotted on a map similar to Google Maps. It is understood this may require integration with a third party plugin. Please indicate in the proposal if this is the case and notate any plugin specific licensing and development costs. The volume of this type of activity is estimated to be significantly lower than that of outreach and technical assistance. **Regardless, the segregation and restriction of access to any type of enforcement related data is critical.** Only a limited subset of CRM users will have access to enforcement data, and it is possible that a specific constituent business can have both enforcement activity and Outreach/Technical assistance activity associated with it. In this case the enforcement specific data fields must have access restricted to authorized personnel only.

It is important to note that there is not a linear progression between Outreach, Technical Assistance, and Enforcement. Moreover, the order of operations for specific tasks and events has not been finalized and is subject to change over time. This requires the ability to schedule and record any type of event on a specific constituent record by any number of system users regardless of the state of any other related event. Finally there are a variety of regular external data inputs for these activities, so the ability to import multiple types of data regarding constituents and service events is a critical part of any candidate system. In addition to the sources noted above, constituent data may come from a variety of flat file imports from services like Hoovers² and the County Assessor's office³ among others.

PHASE 2 – Single Use Bag Ban Workflow

The Single Use Bag Ban is also a new ordinance which bans the use of certain types of carry out plastic bags by specific types of businesses such as grocery stores, pharmacies and convenient stores. The CRM system should be able to keep records of each affected business, as well as the Agency's interaction with that business around tracking and implementing compliance with the ban. Initial constituent data will come from services like Alameda County Health Department, local health departments, Hoovers or the County Assessor's office.

The internal workflow for this activity is still under development, but the architecture will be similar to that described in Phase 1. In May 2012, StopWaste.Org will notify affected businesses of the ban, and subsequent 3rd party inspections and possible enforcement actions will take place in 2013 and will need to be recorded. Inspection reports, photos and other data should be stored in the system either as direct data inputs or as file attachments associated with a specific business or service activity record.

PHASE 3 – General Agency Contact Management

As mentioned, the agency currently has no centralized contact list. The existing Excel, SharePoint, Outlook, FileMaker 5.5 and SQL 2000 apps must be importable into the CRM. StopWaste.Org will be responsible for exporting data from the custom SQL 2000 application into a comma separated import file.

² <http://www.hoovers.com/>

³ <http://www.acgov.org/assessor/services.htm#property>

All program groups within StopWaste.Org have a need to use and contribute to a centralized pool of contacts. This pool will be used for routine business emails, and should be able to be searched/queried in a way that can easily generate lists for emailing, mail merges and other correspondence. Ideally, this solution will integrate with the Exchange 2007/10 environment and allow for access to CRM contacts from within the Outlook 2007/2010 client. In addition to basic contact information, there should be a method of categorizing contacts into lists or views, and to share these lists or views across all system users. Finally this repository should support excel/ASCII file imports, and allow for administrative users to add custom fields at any time.

Future Considerations – Future Needs

The CRM system must support ongoing configuration changes, specifically the ability for administrative users to add custom fields, develop import and de-duplication routines and create reports without programming code. Our long term goal is to gradually add contact fields, reports, cases and service events to meet the needs of other departments, particularly around tracking event registration, attendance and follow up.

III. Technical Requirements

There are currently a total of 50 users, with several working at a satellite office in San Leandro. An on-site Network Manager provides both network administration and user support. It is anticipated that the Network Manager will provide the bulk of the ongoing support of the CRM system after project completion. We anticipate a total pool of 60 users with 10-20 accessing the system at any one time.

If the proposed software solution has both “on premises” and “cloud hosted” options, please include pricing options for both. It is preferred that the solution be hosted on site at the Agency and integrate with the existing Microsoft Exchange 2007/Outlook infrastructure. If needed, dedicated hardware will be purchased separately prior to implementation. Please include hardware recommendations for on premises solutions that can be used as a guideline for actual purchase. Hardware costs should NOT be included in the proposal.

We ask that all responses include a filled out version of Appendix A – Feature Requirement Survey.

Summary of relevant IT infrastructure is below.

1. Windows 2008 Active Directory Domain
2. On site Exchange 2007/2010 email system
3. On site SharePoint Foundation 2007/2010
4. Windows 7 clients, using Outlook 2007/10

IV. Professional Services Agreement Including Insurance Requirements

Vendor must be able to comply with the terms of our professional services agreement (http://www.stopwaste.org/docs/wma_contract-2011.doc) which includes the following insurance requirements:

- Comprehensive general liability insurance, including personal injury liability, blanket contractual liability, and broad-form property damage liability coverage. The combined single limit for bodily injury and property damage shall be not less than \$1,000,000.

- Automobile bodily injury and property damage liability insurance covering owned, non-owned, rented, and hired cars. The combined single limit for bodily injury and property damage shall be not less than \$1,000,000.
- Statutory workers' compensation and employer's liability insurance as required by state law.

Please state your current level of coverage for the above listed insurance requirements and your ability to attain the required levels indicated above.

V. Submittal Requirements

Firms or individuals responding to this RFP must provide:

1. A summary of the firm or individual proposing to provide services, including name of primary contact for this contract and list of key personnel who would be working on the Agency's project. Please include brief resumes for the primary contact and key personnel.
2. Examples of three (3) projects that best demonstrate the individual or firm's expertise as described above. Please limit the description of the projects to one double-sided page per project. Experience with public agency clients is desirable.
 - A. Explain the role the individual or firm played in each project
 - B. Provide a client reference for each project that can provide information on the individual's or firm's participation in the project. Please provide the client reference's name, title, employer, and phone number.
 - C. Provide websites and/or samples, if available, for projects discussed.
3. A cost proposal and a description of how the services required would be conducted. Cost proposal should separate out professional services for design and implementation from software and/or licensing costs. Software licensing costs should be specific and based on number of employees at various usage levels. Please also indicate if government licensing rates apply for the proposed software, as well as a fee schedule for ongoing licensing costs.
4. Completed Appendix A – Feature Requirement Survey.
5. A professional fee schedule for the primary contact and the key personnel identified above who would be working on this project.
6. Signed copy of Attachment C titled "Required Contract Elements: Insurance Policies and Statement of Economic Interest."

Unless specified in the submittals, the Agency will assume that the professional fee schedule will include any costs associated with complying with the Agency's insurance requirements as specified in Section IV of this RFP.

Local Preference

The Agency will give a 2.5% vendor bid preference to a local business for goods, materials and general services provided that the goods, materials and/or general services meet the standards set forth in the Agency's Environmentally Preferable Purchasing Policy (EPP). (www.stopwaste.org/docs/sw-epp-policy.pdf). The Agency will give an additional 2.5% vendor bid preference to a local business that is also a certified small or emerging business for goods,

materials and general services provided that the goods, materials and/or general services meet the standards set forth in the Agency's Environmentally Preferable Purchasing Policy (EPP).

- A. A small or emerging business must be certified by the Alameda County Small Local & Emerging Business Program (SLEB).
- B. A local business must be in operation in Alameda County for at least six (6) months to qualify for the local preference.
 - 1. The business must have a verifiable address in Alameda County and must be able to prove that the business has been in operation in Alameda County for at least six months.
 - 2. The business must have a valid business license with the local jurisdiction in which the business resides.

VI. Application Deadline and Instructions

Release of RFP	April 18
Optional Bidders Conference (via web/phone)	April 25, 2012, 1:00 p.m.*
Proposals Due	May 9, 2012 5:00 p.m.
Interviews (upon invitation)	May 15, 2012
Demonstrations (upon invitation)	May 29, 2012

**Please RSVP to Mike Cohen (contact information below) for the optional bidders conference. Attendance information will be provided.*

Submittal

One original PDF (less than 10 megabytes) should be e-mailed to Meghan Starkey, Senior Program Manager at rfp@stopwaste.org. All questions should be addressed to Mike Cohen, Network Supervisor, at mcohen@stopwaste.org or 510-891-6545.

All required materials should be included in a single PDF file (under 10mb). Links within the file are acceptable only if they refer to general information on the firm or individual, or live examples of work. It is the responsibility of the proposer to ensure that the PDF is received. Any proposal received after 5:00 p.m. on the date specified, regardless of the reason, will **not** be accepted.

Process

It is anticipated that the Agency and the selected firm or individuals will negotiate a professional services contract for a one year period. StopWaste.Org reserves the right to extend the term of the contract and augment the amount of the contract with the agreement of the selected firm or individual, pending approval by the Alameda County Waste Management Authority Board.

Agency staff will evaluate the responses to this RFP, interview selected firms and individuals as needed, and recommend to the Board the firm and/or individual that staff determines is the most qualified, as defined by the requirements listed above.

Action by the Agency

This Request for Proposals does not commit nor obligate the Agency to fund any proposal received. The Agency reserves the right to cancel this RFP in whole or in part at its sole discretion, and/or to accept or reject any proposal received based upon the review of proposals. Each proposer

understands in submitting their proposal that there will be no appeal process for proposals which are not accepted and that the decision of the Agency will be final. In addition, proposals submitted become the property of the Agency and will not be returned.

VII. General Conditions

All materials submitted become the property of the StopWaste.Org. Funds awarded are public funds and any information submitted or generated is subject to public disclosure requirements.

The Agency reserves the right, at its sole discretion, to waive minor irregularities in submittal requirements, to request modifications of the proposal, to accept or reject any or all proposals received, to award full or partial funding of any request, and/or to cancel all or part of this RFP at any time prior to awards.

For inquiries or clarification of this RFP, contact Mike Cohen at mcohen@stopwaste.org or 510-891-6545.

APPENDIX A – Feature Requirement Survey

Please fill out and attach the following checklist with your submission. If you answer requires an explanation, you can provide an optional explanation using the form on page 2 of this document.

For each of the 42 listed features, please indicate either “I”, “NI” or “U” accordingly depending on whether the feature is standard, available with additional customization, or unavailable.

Feature Checklist Answer Key

I	Standard feature included in the proposal
NI	Feature is available with additional customization or software not included
U	Feature is unavailable

Interface	Availability
1. Microsoft Outlook integration – select CRM contacts visible in Outlook	
2. Microsoft Outlook integration – tasks created in CRM visible in Outlook	
3. Microsoft Outlook integration - calendar/service events created in CRM visible in Outlook	
4. Microsoft Outlook integration – trigger Outlook calendar/task alarms	
5. Microsoft Outlook integration – CRM Marketing Email lists can be accessed via Outlook	
6. Mobile device web interface	
7. Mobile device application - iPhone/Android	
8. Microsoft Office integration – (eg. Ability from MS Word to associate a document with CRM record)	
9. Microsoft SharePoint Foundation 2007/2010 integration	
10. Web browser based interface to CRM with full functionality	
11. Alternate "dashboard" interfaces based on logged in user	
Security	
12. Limit access to records/fields based on logged in user	
13. Permissions to access specific records or portions of records may be modified by in-house administrators	
14. Limit access to specific portions of constituent record, task case, or service event	
Tracking	
15. Track Phone, Email, Mail, Notes for each constituent	
16. Track garbage/recycle collector service level data per physical site	
17. Track garbage/recycle/organics collector service level data history per business and per site	
18. Track multiple physical addresses per business or "sites"	
19. Track event attendance by individual constituents	
20. Track multiple categories per contact and allow for email list generation based on contact category	
Operation	
21. Assign tasks and service events to system users	

22. Record site visits to constituents and attach report files	
23. Perform aging reports for service events and client interactions	
24. Compare waste/recycle/organic cubic yard numbers with historical and recommended values	
25. Create mapped "Routes" between select list of contacts using Google/Bing maps or similar	
26. Constituent records searchable on custom fields	
Operation - continued	
27. Constituent records are searchable on notes fields	
28. De-duplicate data on import	
29. Flexible de-duplication checking based on multiple fields	
30. Allow administrative users to add custom fields	
31. Allow administrative users to create custom reports without custom programming code	
32. Attach files/photographs to business site record	
33. Allow administrative users to deploy dashboard reports to users	
34. Send automated emails based on service aging	
35. Send automated emails to marketing lists	
36. Send emails to static distribution lists including email attachments	
Data Import/Export	
37. Regularly import constituent data from Hauler ASCII/Excel Files	
38. Integrate with Constant Contact or other email blast service	
39. Update constituent physical location service levels via ASCII/Excel file import	
40. Update constituent recommended service levels in bulk based on import ASCII/Excel files	
41. Update constituent service level recommendations based on import Excel files	
42. Allow Administrative users to create custom import procedures without programming code	

Explanations (Optional)

You may, but are not required to, provide an explanation for any of the answers above. Please include the number of the feature along with a brief answer , eg. "33. Only one administrative user can add custom fields."

APPENDIX B – Sample Data Fields

The following represents one potential example of Hauler data that will need to imported into a CRM system.

Actual data will vary.

Field Name	Field Type	Description
Acct	integer	unique id # for business
Custname	text	name of business
Streetnumber	integer	street address number
Street	text	street name
City	text	city name
Custclass	text	3 character classification code
Billingcycle	text	3 character billing cycle code
CustsiteInfo	text	2 character code
Unit	integer	Number of receptacles
SvcCode	text	2-10 character code for size and type (compost/garbage/recycle)
material	text	2-10 character code for type of pickup
Description	text	one sentence description of service eg. "96 GAL COMMERCIAL ORG N" or " 4 YD GARBAGE"
RevAcct	integer	unique id for payment information
Size	integer	size of receptacle(s) in cubic yards
M	integer	can be empty 3 digit route number this stop is on for truck
T	integer	can be empty 3 digit route number this stop is on for truck
W	integer	can be empty 3 digit route number this stop is on for truck
TH	integer	can be empty 3 digit route number this stop is on for truck
F	integer	can be empty 3 digit route number this stop is on for truck
S	integer	can be empty 3 digit route number this stop is on for truck
PU	integer	number of receptacles included in truck pickup
Qty	integer	
CY per wk	decimal	total volume of all receptacles picked up in a week,

ATTACHMENT C:

REQUIRED CONTRACT ELEMENTS: **INSURANCE POLICIES AND STATEMENT OF ECONOMIC INTEREST**

RFP for Constituent Relationship Management System Design & Implementation

It is a requirement of the Alameda County Waste Management Authority that any individual or firm selected to provide professional services maintain the following minimum insurance during the term of the professional services contract.

The individual or firm selected as a consultant must obtain the following insurance policies:

- Comprehensive general liability insurance, including personal injury liability, blanket contractual liability, and broad-form property damage liability coverage. The combined single limit for bodily injury and property damage shall be not less than \$1,000,000.
- Automobile bodily injury and property damage liability insurance covering owned, non-owned, rented, and hired cars. The combined single limit for bodily injury and property damage shall be not less than \$1,000,000.
- Statutory workers' compensation and employer's liability insurance as required by state law.

In addition, the individual or firm's project manager may be required to submit a Statement of Economic Interest Form (Form 700) as required by the State Fair Political Practices Commission. For a copy of a Form 700, please see the California Fair Political Practices Commission website at <http://www.fppc.ca.gov>

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Please sign the statement below to indicate that you and your firm understands and will comply with the Alameda County Waste Management Authority's required insurance policy and will submit a Statement of Economic Interest Form if requested by Agency staff.

I have reviewed the "Required Contract Elements" information above and certify that my firm has the ability to obtain the REQUIRED insurance policies and submit the Statement of Economic Interest Form.

The professional fee schedule submitted to the Agency includes any costs associated with complying with these insurance requirements unless otherwise noted in the documentation provided as required by this RFP.

I understand that failure to comply with any of these requirements will result in the Alameda County Waste Management Authority's refusal to enter into a contract for services with my firm.

Signature: _____

Date: _____

Name: _____

Title: _____

Firm/Team Name: _____