



Purchasing Division

REQUEST FOR PROPOSALS

The City of Durango Colorado, by and through its Purchasing Agent, is accepting proposals from qualified individuals or firms for **Waste Reduction Program Marketing**, in accordance with the terms, conditions, and specifications contained in these documents.

Offerors wishing to participate should ensure they have all addenda prior to submission of proposal. Failure to acknowledge receipt of any addenda applicable to this project could result in the rejection of your proposal.

This project and any subsequent addenda will be posted to the RMEPS website (www.govbids.com then go to Rocky Mountain E-Purchasing System). Firms are encouraged to register with RMEPS for all City bid opportunities.

Questions

Each offeror, before submitting his proposal, shall become fully informed as to the extent and character of work required. All questions must be submitted in writing to the Purchasing Division at the address below, **or** faxed to 970-375-4988, **or** via e-mail (preferred method) to hermanka@ci.durango.co.us.

Question Deadline: September 2, 2008 Time: 4:30 p.m.
(Questions received after the deadline may not be accepted.)

Submittal Instructions (Reference: Required Submittals Section)

Submittal requirements are outlined in the Submittals Section of the Bid Documents. **Place all required copies in a sealed envelope bearing the name of the firm and mark as follows:**

Project Title: Waste Reduction Program Marketing

Due Date and Time: September 11, 2008, 3:00 p.m. (local time)

Deliver Bid To: City of Durango, Purchasing Division, 105 Sawyer Drive, Durango, CO 81303

It is the sole responsibility of the respondent to see that the proposal is received before the submission deadline. The respondent shall bear all risks associated with delays in the U.S. mail or delivery service. Note that guaranteed overnight delivery to Durango may not be available from overnight carriers. Late proposals will not be considered.

All proposals submitted shall be binding upon the respondent if accepted by the City within sixty (60) calendar days of the submission date. Negligence upon the part of the respondent in preparing the proposal confers no right of withdrawal after the time fixed for the submission of proposal.

This project is being bid in accordance with the City of Durango Purchasing Policy.

Karen A. Herman, CPPB
Purchasing Agent

Date: August 15, 2008

105 Sawyer Drive • Durango CO 81303 • 970.375.4994 • FAX 970.375.4988

I. INVITATION

The City of Durango invites all interested, qualified persons or firms, capable of providing the required services, to submit proposals for Waste Reduction Program Marketing services.

This Request for Proposals (RFP) describes the required scope of services, the consultant selection process, and the minimum information that must be included in the proposal. Failure to submit information in accordance with this RFP may be cause for disqualification.

The City reserves the right to negotiate any and all elements of any consultant proposal.

II. INTRODUCTION AND BACKGROUND

The City of Durango has a population of over 16,000 residents and at the peak of summer tourist season, over 30,000 daily. Durango is home to Fort Lewis College, with approximately 4,000 registered students, a new regional medical facility and a commercial airport that serves the City and the surrounding region.

The City of Durango anticipates that candidates will be able to provide a variety of services as outlined in the following Scope of Services. As outlined, the City of Durango is seeking a full service consultant who can provide a variety of marketing services to meet the needs of the organization.

In order to determine the most qualified proposals, the City of Durango has outlined requirements for submittals. Each of the submittals should be completed in its entirety and returned per the instructions.

III. SCOPE OF SERVICES

The City proposes a two-phased approach to the work included in this Contract as outlined below. At a minimum, the City would like to receive deliverables outlined in each phase. However, the consultant is encouraged to propose changes to the approach or the tasks, and to expand upon deliverables in order to produce an exceptional marketing plan.

A. Recycling Participant Surveys and Focus Groups

The successful consultant shall gather detailed information about existing service and resident perceptions by conducting surveys and focus sessions with recycling participants and other members of the community.

1. The marketing specialist shall produce a short one-two page survey to receive information regarding the positive or negative aspects of the recycling program in order to understand what changes or improvements are necessary. Surveys will be administered by the recycling drop-off site monitors and shall be analyzed by the consultant. The consultant shall then tabulate the results of the surveys into meaningful data.
2. The consultant shall also conduct focus group sessions to be held with specific Waste Reduction Program target groups such as City of Durango single-family residents, City multi-family residents, non-City residents and City business owners. Special care shall be taken to identify service enhancements for existing participants, and methods to attract first time recyclers. The consultant may propose additional specifics regarding the makeup of the focus group or the number of participants or meetings.

Deliverables:

The successful consultant shall deliver transcripts and written summaries of the surveys and the focus group sessions, along with pertinent issue summaries. The products will be reviewed and discussed among the Durango Waste Reduction Project Team. These results will set the stage for improvements, strategy timelines, and the design of the marketing materials.

B. Marketing Plan

The goal of the project is to improve waste reduction and recycling rates by increasing awareness of Durango's Waste Reduction Program and encouraging participation in the program. The marketing plan should offer strategies and options for enhancing the Program's image in our area, educating the public, and raising awareness about the benefits of reducing waste for our community and the environment.

1. Identify critical service issues that need to be corrected before significant new marketing investments are introduced. Examples of possible issues could include preparing and sorting of recyclables, drop-off site usability, acceptable materials, signage and other educational materials, recycling service staff, composting, etc. This information shall be derived from the consultant's experience with waste reduction programs and also from the survey and focus groups.
2. Thoroughly review all marketing materials used in the past.

3. Provide multiple options for an updated and comprehensive brand identity including name, logo, color, signage, etc. Work with City staff to refine and finalize selected brand identity.
4. Identify strategies to market existing services to divert the largest amount of waste possible.
5. Identify improvements and the strategic value of changes to the program that can coincide with the release of marketing campaigns or other media strategies. Identify service revisions that would improve waste reduction in the short-term (1-12 months) and mid-term (1-3 year). More significant long-term strategies shall be tied to a timeline that corresponds to reasonable timeframes for capital investment. Staff will work with the consultant to develop the final listing and timing of proposed service improvements.

Deliverable:

The successful contractor shall produce seven (7) draft copies and seven (7) final copies of a marketing plan that shall include the deliverables outlined in the two previously cited tasks for focus group work, and service review. The plan should include recommendations for marketing concepts, proposed ad or art work, copy for radio or television if recommended, and print media, as well as a budget and schedule for when to introduce concepts and make improvements.

IV. SCHEDULE

The project is estimated to begin on October 15, 2008 and shall be completed no later than December 1, 2008.

V. MEETINGS

The marketing consultant shall be required to participate in at least three in-person meetings in Durango, with the project staff. City Staff will work with the consultant by fax and phone to accommodate the rest of the project needs. Meetings may be coordinated with focus group meetings to minimize travel expenses.

VI. INSTRUCTIONS TO PROPOSERS

The consultant shall provide a clear, concise submittal that will address the firm's ability and experience in complying with the scope of services requirements set forth in this RFP.

Seven (7) copies of each proposal shall be submitted and organized in the format indicated below. All solicited bids and reports submitted to the City must be produced on recyclable paper that meets the 30% post-consumer recycled material standard and is printed on both sides.

Submittals shall be bound by staple or binder clip and shall consist of paper only. All binders, plastic separators, non-recyclable materials, etc. are prohibited. Submittals will not be evaluated on the aesthetic of the package.

Proposals shall not exceed 20 pages (10 sheets) in length.

The proposal shall be organized using the following format:

1. A cover letter shall be provided which succinctly explains the consultant's interest in the project. The letter shall contain the name, address, and phone number of the person who will serve as the firm's principal contact with City staff and shall identify individual(s) who will be authorized to make presentations on behalf of the firm. The statement shall bear the signature of the person having proper authority to make formal commitments on behalf of the firm. Include your firm's Federal Employer Identification Number.
2. Based upon your understanding of the Scope of Services, describe the general framework your firm would use to analyze options available to the City and which key factors should be evaluated. In addition, identify and discuss your proposed methods or approach, which the firm believes to be either unique or outstanding or is recognized as giving your firm a competitive edge.
3. References - List projects your firm has completed within the past five (5) years, which are similar to that requested by this RFP. With each reference, include the name, address, persons to contact, telephone number, **and** a description of the project.

Provide a synopsis, including full color graphics, of at least two marketing plans that have been completed by your firm, from the list of references provided.

4. Provide a firm fixed cost to provide the services outlined in Section III. Include the pricing schedule you will use to charge the City for providing services outlined in this RFP. Costs for expense reimbursement, if any, shall be clearly itemized. Include an hourly rate for services performed beyond the normal scope of services that would be included in a contract.

VII. AWARD CRITERIA

A selection committee will evaluate the proposals. Members of the Selection Committee will review and rate each proposal based on the following criteria:

1. The firm's compliance with the stated requirements of the RFP.
2. Prior experience in providing marketing services.
3. The qualifications of personnel proposed and their relevant experience with projects of similar scope, size, and complexity.
4. Competitive fee proposal.
5. Results of reference checks.

Firms with experience in marketing for Solid Waste and/or Recycling efforts will be given additional consideration.

The City reserves the right, where it may serve the City's best interest, to request additional information or clarifications from firms, or to allow corrections of errors or omissions.

The selection committee will review all proposals and select a "short list" of the top organizations whose proposals are deemed most suitable for the City of Durango. **The short list candidates shall be required to participate in a telephone interview during the week of September 22, 2008.**

Based upon contractor submittals and subsequent telephone interviews, the selection committee may choose to conduct personal interviews, in Durango, Colorado, during the week of October 6, 2008. The quantity and quality of responses will dictate this process. Note that all dates are tentative and subject to change.

VIII. ILLEGAL ALIEN CERTIFICATION

Per State Statute, all City of Durango contracts for services are now required to include certification that the contractor does not knowingly contract with illegal aliens.

HB 1343 requires certification from the contractor that the contractor has registered with, or certified that they are in compliance with, the E-Verify Program, formerly known as the Basic Pilot Program. While this program is not new, it is unknown to most people doing business with municipalities in the State of Colorado. The E-Verify Program is a free program run by the

Federal Government within the Department of Homeland Security. The program requires an employer to apply for entry into the program and make certain agreements with the Department of Homeland Security and Social Security programs.

An employer must apply to participate in the E-Verify Program over the internet. Following is the website: <https://www.vis-dhs.com/employerregistration> A set of instructions will appear and the applicant should follow those instructions to apply.

Therefore, effective immediately, every Successful Contractor shall be required to:

- 1) Fill out the Certification Statement Regarding Illegal Aliens form and return it to the City of Durango Purchasing Agent, and**
- 2) Apply to participate in the E-Verify Program with the Division of Homeland Security.**

The City will not make payments on any contract until the required form is on file in the office of the Purchasing Agent.

XI. REQUIREMENTS AND GENERAL INFORMATION

- A. The City of Durango is exempt from all local, state and federal taxes.
- B. The selected consultant must have or obtain a current City Business License prior to initiating work on this project.
- C. The selected consultant must complete a W-9 form (Taxpayer Identification No.).
- D. The City of Durango reserves the right to reject any and all proposals, to waive any informalities or minor irregularities in proposals, and to accept the proposal deemed, in the opinion of the City, to be in the best interest of the City.
- E. Direct contact with city elected officials or city staff, other than the Purchasing Agent, during the bid/proposal process may render the bid/proposal as non-compliant. At the Purchasing Agent's discretion, no further consideration may be given the bid/proposal.