

# TOWN OF CANANDAIGUA REQUEST FOR PROPOSALS

## PUBLIC INFORMATION CAMPAIGN FOR WASTE DIVERSION INITIATIVES

Released October 17, 2018

Due November 19, 2018

### Introduction

The Town of Canandaigua, New York is interested in conducting a public education campaign for waste diversion initiatives. The Town is looking for a consulting partner to develop a multi-media, multi-year educational communications plan to encourage residential participation.

The Request for Proposal (RFP) is posted on the Bids and Proposals page on the Town of Canandaigua's website at <http://townofcanandaigua.org>.

### Proposals Submission Requirements

Proposals must be submitted through postal mail or in-person to:

**Jean Chrisman, Town Clerk**  
**Town of Canandaigua**  
**5440 State Route 5 & 20 West**  
**Canandaigua, NY 14424**

Proposers must submit one (1) original printed copy (marked original), seven (7) printed copies of the proposal, and one (1) electronic copy via USB flash drive in a sealed envelope or package.

Proposals **MUST BE RECEIVED** by 4:00 p.m., **November 19, 2018**.

### Questions Concerning the RFP

All questions or clarifications concerning this RFP should be submitted by email only to:

Jean Chrisman, Town Clerk at [jchrisman@townofcanandaigua.org](mailto:jchrisman@townofcanandaigua.org). All questions must be submitted by **4:00 p.m., November 5, 2018**. Response to questions will be available on the Town's website on or before **November 8, 2018**.

A Proposers' **Q&A Discovery Session** will be held with the Environmental Committee on **November 7, 2018 @ 5:00 p.m.** at the Canandaigua Town Hall @ 5440 State Route 5 & 20, Canandaigua, Middle Conference Room – you are welcome to attend.

### RFP Schedule of Events

This schedule of events represents the Town's best estimate of the schedule that will be followed for this RFP. If a component of this schedule, such as the deadline for receipt of proposals, is delayed, the rest of the schedule will be delayed as well. Changes to the RFP schedule will be posted on the Town's website.

The RFP schedule is as follows:

- **RFP issued: October 17, 2018**
- **Deadline for questions: November 5, 2018, by 4:00 p.m.**
- **Discovery Session: November 7, 2018 at 5:00 p.m. at Town Hall, Middle Conference Room**
- **Proposals due: November 19, 2018 by 4:00 p.m.**
- **Town issues Notice of Intent to Award a Contract approximately: December 19, 2018**
- **Town issues contract approximately: January 5, 2019**

### **Project Purpose**

The purpose of this project is to develop a comprehensive Public Education and Communications Campaign for a Waste Diversion Program in the Town of Canandaigua. The Town of Canandaigua is a municipal partner in the Ontario County Local Solid Waste Management Plan (LSWMP). This Plan acknowledges the de-centralized nature of accomplishing its goals. With municipalities making solid waste related decisions, it will be the Town that will ultimately assist the County in meeting the quantitative and qualitative goals outlined in the Plan. Goals outlined within the Plan include: minimizing waste generation, maximizing reuse, maximizing recycling, and maximizing composting and organics recycling, among others. Potential projects that further the mission of the Plan will allow for short term opportunities and long term program creation (10 year) and are the focus of the initiatives for this RFP.

### **Background**

The Town of Canandaigua is a Municipality in Ontario County. In 2014 the County adopted a Local Solid Waste Management Plan. It established an ambitious goal to increase waste reduction and diversion in the County to sixty-percent (60%) by 2024. The Plan also developed waste diversion strategies in order to prepare for the closing of the County's landfill in 2028. In 2017 the County proposed that the Plan would draw on Municipal services to facilitate meeting this ambitious goal. The Town of Canandaigua has entered into an Inter-municipal agreement with Ontario County to provide services to this end. The LSWMP lists projects that may be eligible for compensation to the Municipality. (These projects are referred to in this RFP under Environmental Committee Interested Components.) The Town of Canandaigua has determined that certain public education and outreach initiatives of the Local Solid Waste Management Plan are attainable by the Town to meet the Plan's goals. It is the Town's intention to engage its residents in a public education campaign regarding the environmental benefits of altering recycling behaviors.

### **Project Oversight**

The Town of Canandaigua Town Board will have ultimate oversight over this project. Key project personnel are the members of the Environmental Committee of the Town Board. Other reviewing teams include the Environmental Conservation Board, Citizens' Implementation Committee, the Town Manager, and Development Office staff.

### **The Scope of Work**

A targeted and strategic multi-year, multi-faceted public education marketing campaign is envisioned by the Environmental Committee to support the Town of Canandaigua's commitment to Ontario County's Local Solid Waste Management Plan.

The successful Proposer will provide information and strategies for the following objectives. When applicable, each item will have its coordinating educational material, outreach initiative, website/social media component and assessment of direct mailing effectiveness.

The plan will identify and prioritize target audiences for effectiveness of the programs.

- Promote the Town's waste diversion initiative through a public education and outreach campaign to the Town's diverse demographic population.
- Conduct a Town wide survey of residents to determine current knowledge of the existing residential waste diversion program and to include questions to determine the actual practice of Town residents. The information from this survey will drive the campaign.
- Promote the new backyard composting program.
- Promote the new food waste recycling program at our transfer station.
- Construction and Demolition (C&D) debris recycling opportunities for the Town's transfer station.
- Develop a public education campaign in the proper recycling of plastic bags and film and other contamination issues.
- Encourage product reuse program. Public education on availability of reuse outlets.
- Encourage proper management of unique waste (i.e. pharmaceuticals, electronics, pesticides, paper shredding, etc.), promote awareness of Special Collection Events.
- Encourage use of an agricultural plastics recycling program for our farming demographic.
- Develop potential options and recommendations to implement, evaluate, and monitor a Pay-as-you-throw (PAYT) program.
- Update/create a website, social media approach, and tactical marketing outreach for recycling and other pertinent information of waste diversion programming.
- Identify new and robust digital communication strategies to be used to effectively reach residents, and engage with residents pertaining to this waste diversion program.
- Develop initiatives for Town staff and other employees to increase waste diversion at Town Hall.
- Develop branding for a comprehensive communication plan with emphasis on visual elements, such as illustrations and infographics.
- Update the current Recycling Brochure used at the Transfer Station.
- Develop Transfer Station signage as an outreach element for current and future recycling information and activities.
- Estimate time investment for staff involvement up to two (2) years for execution of plan and other sustainability costs after consultant services have expired.

### **Environmental Committee Interested Components**

The Environmental Committee has identified a number of qualities and components that they feel are important to long term waste diversion programming in the Town of Canandaigua. The final product should include references to these components.

- Develop a consistent recycling and waste diversion education program and brand identity that will serve all residents of the Town of Canandaigua.
- Develop a recycling campaign with an emphasis on visual communication that will educate residents on what is acceptable and not acceptable to recycle at the Transfer Station.
- Generate greater citizen participation in the Town's recycling and waste diversion initiatives through diversified outreach and information delivery methods; including, but not limited to, electronic public

service announcements/videos, FLTV public access services, recycling website, social media, direct mail, and water billing inserts.

- Develop dedicated tools for outreach, such as a branded, dedicated recycling program website, to serve as a central clearing house for all resources of the program and associated initiatives.
- Develop a two (2) year implementation strategy for all goals identified in the project after consultant services have expired. (Future Strategies for Implementation of Goals)
- Maximize the effectiveness of all points listed above while staying within our budget.
- An estimate of costs for execution of a long term plan (10 year) for the Town and associated responsibilities of staff during this period.

The Ontario County Local Solid Waste Management Plan Goals and Eligible Projects should be included in your proposal as best as possible including:

- Continue responsible waste management practices.
- Support yard waste composting efforts. Promote backyard composting through education and training programs.
- Provide Household Hazardous Waste Collection (HHW) opportunities.
- Enhance Construction & Demolition(C&D) debris opportunities.
- Encourage product reuse programs.
- Encourage proper managements of unique wastes (i.e. pharmaceuticals electronics, medical waste, universal wastes, pesticides).
- Encourage public education and outreach.
- Encourage agricultural plastics recycling program.
- Support organics management.
- Encourage and monitor Pay-as-you-throw (PAYT) programs.

### **Timeline**

Provide a phasing schedule for completion of the project within a one (1) year period.

Phasing of a multi-year plan should included cost of each phase and approximate delivery time.

### **Budget**

The total project budget for this campaign is not to exceed \$25,000.

The contract for the successful Proposer will be for a term of one (1) year from the date of the initial signing. An additional one (1) year renewal may be available at the option of the Town.

### **RFQ – Request for Qualifications**

#### **Mandatory Qualification**

To be eligible for consideration the Proposer must have previously completed at least two Waste Diversion Public Engagement Plans or equivalent. Please identify for whom you have provided such services with examples of previous work. Proposer must have familiarity with town-county commitment to the Local Solid Waste Management Plan.

### **Proposal Content**

Proposals must include the following information:

- (1) Resumes (or other written statement of qualifications for all partners) that clearly and concisely identify the experience of all individuals that will be working on the Plan and also state the specific individual(s) that will be responsible for deliverables.
- (2) A written description of the Proposer understanding of the project and how the Proposer will meet the deliverables.
- (3) The Proposer must establish measurable program objectives which can be evaluated for effectiveness.
- (4) A timeline for the duration of each of the deliverables.
- (5) A Proposer may identify options such as web casting or other uses of technology to facilitate completion of the Plan and minimize travel costs.
- (6) A budget which clearly states the personal service costs to complete the project as well as other anticipated costs such as office supplies, printing and travel.

### **Required Reporting**

The Proposer shall file monthly written progress reports to the Environmental Committee. Progress reports shall provide a detailed narrative description of the work that has been completed and shall include an identification of specific objectives that have been accomplished to date.

Summary Report of Public Outreach Event, if included in deliverables, due two (2) weeks after each event.  
Summary of Resident Survey due two weeks after conclusion of the Survey.

### **Notification of Award**

The Town of Canandaigua will notify the successful Proposer verbally, followed by a written confirmation. Each Proposer whose proposal is not selected will be notified in writing (either by email or postal mail) by the Committee. A contract defining all project terms and conditions and responsibilities of the successful Proposer(s) is subject to review and approval by the Town Attorney and the Town Board.

### **Special Conditions**

Responding firms are responsible for submitting their Proposal as described herein. Failure to submit a complete proposal by the submission deadline will disqualify a firm from consideration.

This RFP/RFQ does not commit the Town of Canandaigua to award a contract, to pay for any costs incurred in the preparation of a Proposal, or to pay for any costs incurred in the preparation of a contract for services. The Town of Canandaigua reserves the right to 1) accept or reject any or all Proposals received, for any reason, 2) cancel, in part or in whole, any RFP/RFQ, 3) re-solicit Proposals in the event no response is deemed acceptable.

The Town of Canandaigua reserves the right to invite any or all Proposers for an interview before making a final selection. Such invitation does not commit the Town of Canandaigua to pay any costs incurred in participating in said interview.

### **Payment**

Final payment is dependent on acceptance and approval of the finished product by the Town Board of the Town of Canandaigua. All payment questions shall be submitted to the following person:

Doug Finch, Town Manager  
[dfinch@townofcanandaigua.org](mailto:dfinch@townofcanandaigua.org)  
5440 Route 5 & 20 West

**Termination**

The Agreement may be terminated by the Town of Canandaigua at any time if the Consultant is not completing the deliverables in accordance with the terms of the Agreement and subsequent contract at the discretion of the Town Board.

**Final Report**

At the conclusion of the project the following must be submitted to the Town of Canandaigua:

- Ten (10) printed copies of a Portfolio of all public education materials prepared during the course of the project, the summary and results of the Resident Survey, and summary of the Public Outreach Event(s), if delivered.
- A master digital file of the Portfolio and the web design.
- Ten (10) printed copies and one copy in digital format of the Future Strategies for Implementation of Goals.