

Solicitation DRR10043

Statewide Outreach and Education Campaign for Used Oil and Oil Filter Recycling

State of California

Bid DRR10043

Statewide Outreach and Education Campaign for Used Oil and Oil Filter Recycling

Bid Number	DRR10043
Bid Title	Statewide Outreach and Education Campaign for Used Oil and Oil Filter Recycling
Bid Start Date	Feb 8, 2011 3:07:54 PM PST
Bid End Date	Apr 8, 2011 2:00:00 PM PDT
Question & Answer End Date	Feb 22, 2011 5:00:00 PM PST
Bid Contact	Shelly Lewis 916-341-6649 shelly.lewis@calrecycle.ca.gov
Bid Contact	Bruce Ring 916-341-6302 bruce.ring@calrecycle.ca.gov
Pre-Bid Conference	Feb 17, 2011 10:00:00 AM PST Attendance is optional Location: CalEPA Headquarters Building 1001 I Street Sacramento, CA 95814 Room: Training 2 East/West
Standard Disclaimer	<p>The State of California advises that prospective bidders periodically check the websites, including but not limited to Bidsync, and/or other state department links for modifications to bid documents. The State of California is not responsible for a prospective bidder's misunderstanding of the bid solicitation or nonresponsive bid due to failure to check these websites for updates or amendments to bid documents, and/or other information regarding the bid solicitations. Failure to periodically check these websites will be at the bidder's sole risk.</p> <p>The information published and/or responded to on these websites is public information. Confidential questions/issues/concerns should be directed to the contact on the ad.</p>

Description

The Department of Resources Recycling and Recovery (CalRecycle) Used Oil Recycling Program was developed in response to the 1991 California Oil Recycling Enhancement Act, written to discourage the illegal disposal of used oil. Oil manufacturers pay a fee on every gallon of oil sold in California and certified collectors receive an incentive payment for each gallon of used oil collected. SB 546 amended the Oil Recycling Act by, among other things, streamlining an existing grant program, promoting public/private partnerships, expanding project opportunities to improve effectiveness of statewide programs, and increasing focus on collection of used oil filters.

The main component of a used oil outreach campaign will be the continuation and expansion of the 2008 "3,000 Mile Myth" campaign. In addition, a pilot program will be undertaken to encourage Used Oil Certified Collection Centers in a targeted region to accept used oil filters, paired with a public education and oil filter collection/exchange program aimed at do-it-yourself (DIY) oil changers to encourage the recycling of used oil and, where possible, oil filters. The third component will include educational materials for used oil grantees to download and customize for use in their own jurisdictions.

The "3,000 Mile Myth" campaign promoted the concept that the 3,000-mile oil change interval is no longer the standard to maintain optimal car performance because of improvements in car and oil manufacturing. This campaign encouraged car owners to check their manuals for manufacturer recommendations regarding oil change miles. Many new cars have recommended oil change intervals of 5,000, 7,500 and in some cases 10,000 miles between oil changes. However, many retail oil change stores and car dealerships still place a 3,000 mile oil change reminder decal in their customers' windows.

Please refer to CalRecycle's website at www.calrecycle.ca.gov/contracts for further information and addenda.



DEPARTMENT OF RESOURCES RECYCLING AND RECOVERY

Notice to Prospective Proposers

February 7, 2011

You are invited to review and respond to this Request for Proposal (RFP) Secondary, entitled DRR10043 "Statewide Outreach and Education Campaign for Used Oil and Oil Filter Recycling". In submitting your proposal, you must comply with the instructions herein.

Note that all Contracts entered into with the State of California will incorporate by reference General Terms and Conditions, Special Terms and Conditions and Contractor Certification Clauses which are referenced in Section II of this package. If you do not have Internet access, a hard copy can be provided by contacting the person listed below.

In the opinion of the Department of Resources Recycling and Recovery (CalRecycle) this RFP is complete and without need of explanation. However, if you have questions, or should you need any clarifying information, the contact person for this RFP is:

Bruce Ring
contracts@calrecycle.ca.gov
Phone: 916.341.6302
Fax: 916.319.7345

Please note that no *verbal* information given will be binding upon the State unless such information is issued in writing as an official addendum.

Bruce Ring
Contract Administrator

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Section 1 Overview

General Information

CalRecycle 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.

CalRecycle Contact Information

Physical Address: Department of Resources Recycling and Recovery
CalRecycle Contracts Unit, MS-19A
1001 I Street,
Sacramento, CA 95814

Mailing Address: Department of Resources Recycling and Recovery
Attn: Contracts Unit, MS-19A
PO Box 4025,
Sacramento, CA 95812-4025

Phone: (916) 341-6302

FAX: (916) 319-7345

EMAIL: contracts@calrecycle.ca.gov

Any documents delivered in person must be received in the Visitor's & Environmental Service Center located in the lobby of the CalEPA Headquarters Building at 1001 I Street, Sacramento, CA 95814.

Service Needed

The Department of Resources Recycling and Recovery (CalRecycle) Used Oil Recycling Program was developed in response to the 1991 California Oil Recycling Enhancement Act, written to discourage the illegal disposal of used oil. Oil manufacturers pay a fee on every gallon of oil sold in California and certified collectors receive an incentive payment for each gallon of used oil collected. SB 546 amended the Oil Recycling Act by, among other things, streamlining an existing grant program, promoting public/private partnerships, expanding project opportunities to improve effectiveness of statewide programs, and increasing focus on collection of used oil filters.

The main component of a used oil outreach campaign will be the continuation and expansion of the 2008 "3,000 Mile Myth" campaign. In addition, a pilot program will be undertaken to encourage Used Oil Certified Collection Centers in a targeted region to accept used oil filters, paired with a public education and oil filter collection/exchange program aimed at do-it-yourself (DIY) oil changers to encourage the recycling of used oil and, where possible, oil filters. The third component will include educational materials for used oil grantees to download and customize for use in their own jurisdictions.

The "3,000 Mile Myth" campaign promoted the concept that the 3,000-mile oil change interval is no longer the standard to maintain optimal car performance because of improvements in car and oil manufacturing. This campaign encouraged car owners to check their manuals for manufacturer recommendations regarding oil change miles. Many new cars have recommended oil change intervals of 5,000, 7,500 and in some cases 10,000 miles between oil changes. However, many retail oil change stores and car dealerships still place a 3,000 mile oil change reminder decal in their customers' windows.

Contract Budget

Subject to the availability of funds, there is a current maximum budget of \$1,500,000 (one-million-five hundred thousand dollars). CalRecycle reserves the right to amend the budget for this Contract 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 CalRecycle.

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RFP (S) Number DRR10043**Liquidated Damages**

The selected Contractor, to receive award of this Contract, 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. See Section II, Commitment, *Special Terms and Conditions* for additional information.

Contract Term

The term of this Contract will span approximately 18 months and is expected to begin in June 2011. CalRecycle reserves the right to amend the term of this Contract as needs arise.

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	February 7, 2011
Proposer's Conference at 10:00 am	February 17, 2011
Written Questions Due by 5:00 pm	February 22, 2011
Submittal's Due by 2:00 pm	April 8, 2011
Oral Interviews, if required	April 28, 2011
Post Notice of Intent to Award	May 10, 2011

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Section II Rules and Conditions

Introduction

There are conditions that this RFP, submitting Proposers, proposals and resulting Contracts 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.calrecycle.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 CalRecycle requests, CalRecycle can reject, disqualify, or remove the firm from the process. CalRecycle is not committed to awarding a Contract 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 CalRecycle.

Information

All information obtained or produced during the course of the Contract will be made available to CalRecycle.

Any information that qualifies as confidential or a trade secret(s) under the Public Records Act (PRA) or the Public Contract Code (PCC) and thus exempt from disclosure under those statutes must be clearly marked "CONFIDENTIAL" by the Proposer on each page claimed as confidential or trade secret prior to submission to CalRecycle. 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.

CalRecycle 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.

Written Questions

The RFP includes a formal question and answer period in which proposers have the opportunity to submit questions regarding the RFP. All questions must be submitted in writing either by mail, fax, or e-mail to the CalRecycle Contact

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as listed in Section I. The questions and answers will be published in an Addendum to the RFP (see below, Addenda).

Addenda

CalRecycle reserves the right to amend, alter, or change the rules and conditions of this RFP.

Any ambiguity, conflict, discrepancy, omission, or other error discovered in the RFP should immediately be reported to CalRecycle prior to the deadline for submission of written questions. CalRecycle will issue addenda to address such issues.

Modification of Submittals

A Proposal submitted prior to the submittal deadline can be withdrawn or modified by the submitting proposer. The proposer must:

- Provide a written request
- Identify the requesting individual and their association to the proposer

A Proposal cannot be withdrawn for modification after the submittal deadline has passed.

Errors in Submittals

An error in a Proposal package may be cause for rejection of that proposal.

CalRecycle may make certain corrections, if the Proposer's intent is clearly established based on review of the complete proposal.

Unreliable List

Any contractor or subcontractor currently on the CalRecycle Unreliable list is ineligible to apply for or participate in this contract.

Negotiating State Contracts

This solicitation and any resulting contract or amendments are subject to the conditions set forth in PCC 6611.

If any of the conditions identified in PCC 6611 exist, the Department of General Services may perform contract negotiations, if it is determined to be in the best interest of the State.

Electronic Waste Recycling

If the Contractor or any subcontractors participate in activities that result in the disposition of electronic components, they will comply with the provisions of PRC Chapter 8.5.

Use Tax

If, during the course of the Contract, the Contractor will be involved in the re-sale of goods to the State, they must comply with the requirements of Sections 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.

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 one or more California Certified SB(s), 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).

CalRecycle 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 and/or SB subcontractors' SB certification must be included with the Bid Package.

Department of Resources Recycling and Recovery
RFP (S) Number DRR10043**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 one or more California Certified DVBE(s), 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). CalRecycle 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 the appropriate percentage (based on the percentage of DVBE participation) 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 and/or DVBE subcontractors' DVBE certification must 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 Contract, the contractor **must** use all of the SB and DVBE firms identified on the Small Business/DVBE Participation Summary.

CalRecycle reserves the right to approve substitutions of subcontractors, as long as certified business participation levels remain unchanged. Specific procedures must be followed to substitute a DVBE; therefore, all DVBE substitutions must be approved by CalRecycle.

Section III Proposal Submittal Requirements

Introduction

Failure to follow the instructions contained in this document may be grounds for rejection of a Proposal.

CalRecycle may reject any Proposal if it is conditional, incomplete or contains irregularities.

CalRecycle may waive an immaterial deviation in a Proposal if deemed in the best interest of CalRecycle.

Deadline

The proposal package must be received by CalRecycle, at the address listed in Section I, Overview by 2:00 p.m. on April 8, 2011.

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 specify the RFP number 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"
- Five (5) 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 CalRecycle.

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 Contract, 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 execute a binding Contract on behalf of the Proposer;
- e. Statement that personnel who will provide services under the Contract will have the required certifications and that bidder will have qualified personnel available to meet the service needs;
- f. Statement attesting that paper with a minimum of 100% post-consumer recycled content fiber was used in the compilation of the RFP package;
- g. Statement attesting 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; and.
- h. OSDS Reference number issued to the certified SB/MB by the Department of General Services.

Table of Contents

The information must be organized as presented with corresponding page references.

Department of Resources Recycling and Recovery
RFP (S) Number DRR10043**Summary**

The Proposer must include a brief overview of the project and summarize the Proposer's approach to the work.

Methodology

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 CalRecycle staff to evaluate the methods and must address all tasks and items in the Scope of Work.

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, as well as examples of any speculative work products the Contractor believes would be useful in supporting its Work Plan.

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.

Organization

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

- Date of establishment
- History
- Location
- Any known conflicts of interest

Qualifications and Resources

Contractor must possess expertise and outline previous experience in performing each task contained in the Scope of Work. Contractor must have the ability to create video and graphic campaign components based on conducted research, and place these campaign components in effective media markets to adequately promote the campaign message. Contractor must have ability and prove previous experience in developing public/private partnerships. Contractor must have the ability meet all state procurement requirements. Contractor must demonstrate that it has staff, time and resources to devote to this statewide 18-mos. campaign.

Each proposal must include a description of the resources to be used on the project while demonstrating an individual or team members' abilities to perform the work. The proposals must include resumes for the Project Manager, Personnel and Subcontractors, that include:

- Experience
- Knowledge
- Educational Background
- Appropriate licensing

References

The Proposer's team must provide a minimum of three (3) verifiable references and/or experience that support the above qualifications.

CalRecycle reserves the right to seek references in addition to the client references provided by the Proposer, as it deems necessary.

If a reference or project experience is unable to be verified, it will be disregarded.

Samples of Written Work

Contractor must submit examples of previous work including printed or internet advertisements, brochure samples, and video segments.

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.

Qualification/Licenses

The Contractor shall be an individual or firm qualified to do business in California. Required documentation includes the following as applicable:

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- 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

CalRecycle requires a minimum of twenty-five percent (25%) of the project services to be contracted to a California OSDS Certified SB that performs a commercially useful function.

This goal can be achieved by a combined effort of the prime and/or any sub-contractors, which 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.

Disabled Veteran Business Enterprise Participation (DVBE)

CalRecycle requires a minimum of three percent (3%) of the project services to be contracted to a California OSDS Certified DVBE that performs a commercially useful function.

This goal can be achieved by a combined effort of the prime and/or any subcontractors, which 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.

Enterprise Zone Act (EZA)

If the budget for services outlined in this announcement exceeds \$100,000, CalRecycle 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.CalRecycle.ca.gov/contracts/forms.

Target Area Contract Preference Act (TACPA)

If the budget for services outlined in this announcement exceeds \$100,000, CalRecycle 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.CalRecycle.ca.gov/contracts/forms.

Local Agency Military Base Recovery Act (LAMBRA)

If the budget for services outlined in this announcement exceeds \$100,000, CalRecycle will grant a preference for LAMBRA qualified proposers.

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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.CalRecycle.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 CalRecycle Contact by 5:00 p.m. on February 15, 2011 as instructed in Attachment J.

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RFP (S) Number DRR10043**Section IV Cost Proposal Submittal****Evaluation**

The Contractor's cost proposal submittal will be evaluated based on whether the cost breakdown is sufficiently detailed to determine whether 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, and anticipated increases in salaries and administrative overhead costs.

If fringe benefits and/or overhead are not specifically itemized in the Cost Proposal Sheet and if the proposer inserts a \$0, proposer must explain on the Cost Proposal Sheet why these line items are not itemized. A blank space for either fringe benefits or overhead will be grounds for immediate disqualification.

Failure to include on the Cost Proposal Sheet budgeted costs for all tasks included in the Scope of Work will be grounds for disqualification.

The cost proposal sheet is a self-contained document for purposes of calculating cost points and evaluating whether all information required by the RFP has been submitted. Therefore, all information (such as explanations of \$0 instead of itemized costs) must be included on the cost proposal sheet. Reference by incorporation to the proposal is not acceptable.

The amount identified on the cost breakdown may not be changed and will remain in effect for the life of the Contract.

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 (actual expense) (up to \$6 for breakfast, \$10 for lunch and \$18 for 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

CalRecycle 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 Evaluation 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 will be calculated once the proposals have been ranked by the Evaluation Committee and prior to any interviews that may be conducted. The top three ranked proposers may be invited for oral interviews, if deemed necessary by the Evaluation Committee.

If interviews are not required, the maximum number of points without preference points is 100. If interviews are deemed necessary, the maximum number of points without preference points is 200.

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

Oral Interview

If oral interviews will be conducted as part of this process, the date of said interviews will be within the timeframe identified in Section I, Schedule.

This oral interview will allow Proposers to demonstrate their understanding of the required Project Tasks, and to articulate their capability to meet or exceed the requirements of the RFP. All Proposers invited for an interview, will be notified by CalRecycle of the specific date and time of the interview.

Failure of an invited Proposer to attend the interview will be grounds for removing the Proposer from the remainder of the competitive process.

Department of Resources Recycling and Recovery
RFP (S) Number DRR10043**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 another State agency.
- Any items required by the RFP are not included with the submittal

No proposal may be rejected arbitrarily or without reasonable cause.

Award of Contract

Award of this Contract will be to the highest ranking responsible Proposer meeting all of the RFP requirements.

In the event of a tie, CalRecycle 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.

CalRecycle reserves the right to not award a Contract.

Notice of Intent to Award

CalRecycle will post a notice of intent to award this Contract five (5) working days prior to the award being made.

Notice of the intent to award will be posted on CalRecycle's website at www.CalRecycle.ca.gov/contracts and at the headquarters building noted in Section I. It is the Proposer's responsibility to check one of these locations for a copy of the Notice of Intent to Award.

Rejection of Award

If the Proposer fails to enter into a satisfactory Contract within a reasonable timeframe after the award is made, CalRecycle may deem that the Proposer has rejected the award.

CalRecycle reserves the right to disqualify the awardee and award the Contract to the next highest ranked Proposer.

Protest of Award

A Proposer may protest the proposed award by filing an official protest with the Department of General Services. The protest must be filed after the notice of intent to award the contract, but before the actual award.

Within five (5) **working** days of the initial protest filing, the Proposer must submit a detailed written statement with information that supports that the Proposer would have been awarded the contract and the grounds for that position.

The Contract will not be awarded until a decision has been made on the filed protest.

The protest documents should be sent via registered mail to the following parties:

Department of General Services
Office of Legal Services
Attn; Protest Coordinator
707 Third Street, 7th floor
Sacramento, CA 95605
Fax (916) 376-5088

CalRecycle
Attn; Contracts Unit
1001 I Street, MS-19A
Sacramento, CA 95814
Fax (916) 319-7582
Email contracts@CalRecycle.ca.gov

Section VI Description of Work

Work to be Performed

Campaign Research: The contractor will conduct consumer research to assess attitudes and habits surrounding automotive oil changes by both retail oil change consumers and the “do-it-yourself” sector. This research will determine whether the public believes oil changes are necessary or advisable every 3,000 miles, and whether the public is aware of environmental and economic savings of delayed oil changes. Survey respondents that change their own oil will be asked additional questions about Certified Collection Centers (CCC), proper disposal of used oil filters, and their recycling habits. A campaign can then be built around survey findings if a significant portion of overall respondents or a particular market sector still follows the 3,000 mile myth. If findings suggest that a significant number of respondents no longer change oil as frequently as every 3,000 miles, and that the 3,000 mile myth message has sufficiently permeated all demographic profiles, the campaign focus will shift to expanding the collection center pilot program and do-it-yourself oil and filter recycling education program.

3000 Mile Myth Campaign Continuation: The selected contractor will develop a message that builds upon new survey results and the 2008 “3,000 Mile Myth” campaign concept that car owners should check manuals to determine oil change intervals. Work to be performed could include, but is not be limited to: media and advertising strategies, public/private partnerships, development of Public Service Announcements (PSA’s) for television and/or radio, website content, and event development.

Pilot Program for Used Oil Certified Collection Centers: The contractor will design a pilot program in a single California media market, supported by campaign research. The pilot program will encourage corporate and other auto retail establishments to collect not only used oil, but used oil filters. The contractor will conduct research with corporate offices of retail auto parts stores to gauge interest and ability to establish a used oil filter collection program in the identified community, as well as identify possible incentives to encourage participation and identify barriers. Metrics will be developed to measure the success of the pilot and achieve desired outcomes. This task will also include a Certified Collection Center education component for DIYers to inform them that collection centers exist, and will accept used oil and may collect filters. Finally, this task will include development of a statewide used oil filter collection/exchange program implementation plan.

Educational Materials for Grantees: The contractor will develop educational materials for use by CalRecycle used oil fund grantees that may be customized by individual jurisdictions; materials could include but not be limited to brochures and video to educate the DIY oil changer on proper disposal of oil and filter. The contractor will also develop training (including training materials) for the Used Oil/HHW Annual Conference, and update signage, publicity and education materials for CCCs.

Tasks Identified

Task 1: Develop Work Plan

- A. The contractor will develop, in cooperation with CalRecycle’s Office of Public Affairs, a work plan and budget for all activities contained in this Scope of Work including the required reporting below. The work plan is subject to approval by the CalRecycle Contract Manager.

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- B. Monthly Budget Report and Payment Requests will be provided every month. The contractor will provide a budget report with invoices and cost estimates for reimbursement (note: ten percent of all payment requests are withheld until the Final Report is submitted and approved);

Task 2: Campaign Research

- A. Survey Question Development – The contractor will work with CalRecycle’s Office of Public Affairs and Used Oil Program staff to create a series of questions and scenarios to ask consumers to gauge level of knowledge about oil change frequency, attitudes about oil change frequency, and knowledge of CCC among do-it-yourself oil changers.
- B. Survey – The contractor will use a variety of methods including but not limited to phone interviews, focus groups and questionnaires. Surveys will be conducted statewide in English and Spanish by qualified bi-lingual interviewers. Contractor will identify and acknowledge any cultural and language barriers and work to ensure that outreach efforts resonate with ethnic audiences through in-language/in-culture information. Contractor will also conduct a post-campaign survey measuring the success of the campaign.

Task 3: The 3000 Mile Myth Campaign

- A. Advertising/Marketing – The contractor will create advertising recommendations for print and/or online publications, social media, as well as television and/or radio advertising or Public Service Announcements (PSAs) in both English and Spanish with oil change awareness messaging that reflects survey results. If television or radio PSAs are produced, contractor will duplicate and distribute to radio and broadcast stations throughout California, tracking air time, stations and frequency of plays. The contractor should leverage free-media placement to the greatest extent possible.
- B. Partnerships/Events – The contractor will develop public/private partnerships to disseminate the 3000 mile myth campaign message, using various means including events, giveaways etc.

Task 4: Pilot Program for Used Oil Certified Collection Centers

The contractor will:

- A. Conduct research with corporate offices of retail auto stores to gauge interest and ability to establish a used oil filter collection program.
- B. Identify possible incentives and barriers to filter collection.
- C. Design and implement a pilot program in a regional market specified by campaign research. This will include corporate and other auto retail establishments to collect not only oil but used oil filters, and an education campaign for their customers that will heighten awareness of proper disposal of oil and filters.
- D. Develop a plan based on the pilot program successes and failures with suggestions on statewide regional implementation.

Task 5: Education Materials for Use by Jurisdictions

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The contractor will work with CalRecycle's Used Oil and Public Affairs staff to create educational materials that could include but not be limited to brochures, videos, and posters for use by Used Oil grantees to educate their own constituency. Contractor will develop a Used Oil education curriculum for use at the Used Oil/Household Hazardous Waste Annual Conference. Components of this curriculum may include a presentation for the conference and handouts.

Task 6: Reporting

- A. The contractor will provide regular progress reports every three months to the Contract Manager for tracking project implementation and success.
- B. All documents and/or reports drafted for publication by or for CalRecycle in accordance with this contract shall adhere to CalRecycle's Contractor Publications Guide at www.CalRecycle.ca.gov/Publications/PubGuide/ and, must be reviewed by a technical editor of the Contractor's choosing to assure that the reports comply with CalRecycle's publication guidelines, after which they shall be submitted to and reviewed by the Contract Manager in consultation with the CalRecycle editor.
(The Contractor is encouraged to consult with the CalRecycle project management and editorial staff early in the development process to ensure deliverable requirements are clearly understood and to minimize the need for revisions.)
- C. The contractor shall submit a draft final report to the CalRecycle Contract Manager six weeks prior to the due date for the final report. The draft, like the final report, must be reviewed by a technical editor of the contractor's choosing to assure that the reports comply with CalRecycle's publication guidelines. The draft will be reviewed by CalRecycle staff who will provide comments or questions that should be addressed or incorporated into the subsequent draft of the report. Any requested changes must be completed by the contractor and resubmitted to the Contract Manager for final approval. Only when all revisions are made and approved by the Contract Manager will the report be deemed final.
- D. The contractor will provide a final report that summarizes all activities, including the finalized Statewide Used Oil Filter Collection/Exchange Program Implementation Plan and including an evaluation of its effectiveness, on or before April 30, 2012.
- E. The final report shall adhere to the CalRecycle Publications Guidelines and shall be reviewed by a technical editor of the contractor's choosing. The contractor will not receive final payment until the final report has been approved by the CalRecycle Contract Manager. The final report shall be printed double-sided, on 100 percent recycled-content paper.
- F. The contractor shall be aware that 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. The contractor shall secure express written permission from the copyright holder or the holder's licensing representative. The contractor will include letters of permission to use copyright material as an appendix in the final report. If the 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. The term of the contract shall be one year, from the date of execution.

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The contractor will develop a work plan and timeline for the project. The work plan and timeline will include due dates for specific deliverables, including, but not limited to, the draft and final reports. If needed, the work plan and timeline may be modified as necessary throughout the project with the written approval of the CalRecycle Contract Manager.

Location of Services

Campaign will be aimed at a statewide audience with a pilot project focused in a yet to be determined region.

Control of Work

1. CalRecycle 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

All equipment, if any, purchased through the contract will remain the property of CalRecycle. All Contractor travel to perform the services of the campaign must be pre-approved in writing by the CalRecycle Contract Manager. Any Contractor travel for which written pre-approval has not been obtained will not be paid by the contract. All costs and charges, whether anticipated or unforeseen, must be pre-approved in writing by the CalRecycle Contract Manager before payment will be issued through the contract.

These decisions will be deemed final and enforceable by the CalRecycle Contract Manager when the Contractor fails to complete orders required by this Contract.

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 Contract
 - Act as the Contractor's Representative regarding contractual matters relating to this Contract

If during the course of the Contract, it is deemed necessary to replace the Project Manager, CalRecycle 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
CalRecycle	Department of Resources Recycling and Recovery
CCR	California Code of Regulations
DVBE	Disabled Veteran Business Enterprise
EPA	Environmental Protection Agency (Federal Government)
GC	Government Code
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)

CalRecycle Staff

Staff of the Department of Resources Recycling and Recovery involved in the implementation of this contract or representatives of Consultant to the Department of Resources Recycling and Recovery as designated in the Scope of Work and/or Work Orders.

Consultant

The person or persons, firm, partnership, corporation, or combination thereof, which may enter into this Contract with CalRecycle to provide work pursuant to this RFP or his or their legal representatives

Contract

A legally binding agreement between the state and another entity, public or private, for the provision of goods or services; 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.

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 Director of CalRecycle, or his/her designees. Any references to Executive Officer shall mean the 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 Holiday

Those days designated as State holidays in the Government Code.

Project Manager

Department of Resources Recycling and Recovery
RFP (S) Number DRR10043

Contractor's representative for all work performed under this Contract. All official correspondence, reports, submittals, billings, and other work done under this Contract shall be reviewed and signed by the Project Manager prior to submittal to CalRecycle.

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 Contract to the same extent as if set forth herein in full.

Subcontractor

A person or entity that contracts with the Contractor to perform all or a portion of the work as specified in the Scope of Work.

Odwyerpr.com

Attachments

Odwyerpr.com

Cost Proposal Sheet
Statewide Outreach and Education Campaign for Used Oil and Oil Filter Recycling
DRR10043

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 Contract, including rent and supplies, as applicable)	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 \$						
Total by Line Item	(Sum of Total \$)									GRAND TOTAL

Acknowledgement/Authorization

The undersigned acknowledges that the submittal of this proposal constitutes an irrevocable offer for a ninety (90) day period for CalRecycle to award a Contract. Additional acknowledgement is made of receipt of all competitive documents, including Addenda, relating to this Contract.

The undersigned acknowledges that the Proposer has read all of the requirements set forth in CalRecycle 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 CalRecycle in verification of the recitals comprising this Proposal and also hereby authorizes CalRecycle 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 §§ 10410, 10411, and Government Code §§ 87100, by the submitting firm and/or any subcontractors listed in the Proposal.

I declare under penalty of perjury, under the laws of the State of California, 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:

If fringe benefits and/or overhead are not specifically itemized in the Cost Proposal Sheet and if the proposer inserts a \$0, the proposer must explain why these line items are not itemized. A blank space for either fringe benefits or overhead will be grounds for immediate disqualification.

**Proposal Scoring Sheet
Statewide Outreach and Education Campaign for Used Oil and Oil Filter Recycling**

DRR10043

To qualify, the Proposer **MUST** achieve an overall subtotal score of 56 points in order for the cost proposal points to be applied towards the total score.

Contractor/Company Name: _____

Proposer's Score

1. Overall Approach and Organization – Maximum Score 10 Points

- a. Format of proposal. (1)
- b. Overall approach and understanding of problems, issues and required tasks. (4)
- c. Addresses all items in RFP. (3)
- d. Clarity of proposal. (2)

2. Methodology – Maximum Score 25 Points

- a. Soundness of proposed methodology. (10)
- b. Quality of proposed methodology. (10)
- c. Feasibility of work plan and schedule. (5)

3. Qualifications/Resources – Maximum Score 20 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. (10)
- c. Abilities of assigned staff to conduct the necessary research with proficiency and accuracy without omission. (5)

4. Past Work – Maximum Score 10 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)

5. Budget/Cost - Maximum Score 5 Points

- a. Reasonableness of hourly and overhead rates. (5)

SUBTOTAL

**6. Cost Effectiveness of Proposal – Maximum Score 30 Points
(To be calculated by Contract Analyst)**

TOTAL SCORE

**Oral Interview Scoring Sheet
Statewide Outreach and Education Campaign for Used Oil and Oil Filter Recycling**

DRR10043

Contractor/Company Name: _____

The Evaluation Committee may, if it deems necessary, select up to the top three (3) scoring qualified proposers (and their proposed subcontractors if requested) for oral interviews. This oral interview will allow proposers to demonstrate their understanding of the project objectives and to articulate their capability to meet or exceed the requirements of this RFP.

The evaluation committee reserves the option of conducting the presentation at the finalist's or the proposed subcontractor's site, or other designated site. The Evaluation Committee reserves the right to designate one or more members of the committee to perform the oral interview, if needed, so that grading of oral interview may be done by fewer than the entire committee.

If the proposers cannot meet on the designated oral interview date, the Evaluation Committee reserves the right to disqualify the proposers as nonresponsive.

If interviews are deemed necessary, they will apply only to the top scoring proposers, as selected by the Evaluation Committee. The following criteria will be used for scoring any such oral interviews:

	<i>Max. Points/Score</i>
1. Quality of in-person presentation graphics, slides, audio/video materials and other work examples.	20 _____
2. Professionalism of staff in delivering oral presentation. Ability to articulate ideas, organization, and overall clarity and focus of presentation.	20 _____
3. Quality and completeness of answers to questions regarding the proposed work plan and presentation.	30 _____
4. Proposer's overall ability to demonstrate how its hypothetical work plan meets the Department's needs and will achieve the projected outcomes.	30 _____
SUBTOTAL POINTS- ORAL INTERVIEW EVALUATION	100 _____
SUBTOTAL POINTS- PROPOSAL EVALUATION	100 _____
GRAND TOTAL-	200 _____

Attachment D

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) must be attached for each Small and DVBE business identified.

ATTACHMENT E

Darfur Contracting Act

Pursuant to Public Contract Code section 10478, if a bidder or proposer currently or within the previous three years has had business activities or other operations outside of the United States, it must certify that it is not a "scrutinized" company as defined in Public Contract Code section 10476.

Therefore, to be eligible to submit a bid or proposal, please complete only one of the following three paragraphs (via initials for Paragraph # 1 or Paragraph # 2, or via initials and certification for Paragraph # 3):

1. _____
Initials We do not currently have, or we have not had within the previous three years, business activities or other operations outside of the United States.

OR

2. _____
Initials We are a scrutinized company as defined in Public Contract Code section 10476, but we have received written permission from the Department of General Services (DGS) to submit a bid or proposal pursuant to Public Contract Code section 10477(b). A copy of the written permission from DGS is included with our bid or proposal.

OR

3. _____
Initials + certification below We currently have, or we have had within the previous three years, business activities or other operations outside of the United States, but we certify below that we are not a scrutinized company as defined in Public Contract Code section 10476.

CERTIFICATION For # 3.

I, the official named below, CERTIFY UNDER PENALTY OF PERJURY that I am duly authorized to legally bind the prospective proposer/bidder to the clause listed above in # 3. This certification is made under the laws of the State of California.

<i>Proposer/Bidder Firm Name (Printed)</i>		<i>Federal ID Number</i>
<i>By (Authorized Signature)</i>		
<i>Printed Name and Title of Person Signing</i>		
<i>Date Executed</i>	<i>Executed in the County and State of</i>	

YOUR BID OR PROPOSAL WILL BE DISQUALIFIED UNLESS YOUR BID OR PROPOSAL INCLUDES THIS FORM WITH EITHER PARAGRAPH # 1 OR # 2 INITIALED OR PARAGRAPH # 3 INITIALED AND CERTIFIED.

ATTACHMENT F

STATE OF CALIFORNIA
 Department of Resources Recycling and Recovery
 CALRECYCLE 74C (Revised 1/10 for Contracts)

To be completed by Contractor	
Name of Contractor:	
Contract #::	Work Order #:

Recycled-Content Certification

Check this box if no products, materials, goods, or supplies were purchased with contract dollars and submit to your CalRecycle contract manager.

This form may be completed by contractor, vendor, bidder, buyer, state-contracting officer, or state purchasing agent. The form must be completed and returned to CalRecycle with a row completed for each product purchased with contract dollars. Attach additional sheets if necessary. Information must be included, even if the product does not contain recycled-content material. Product labels, catalog/website descriptions, or bid specifications may be attached to this form as a method of providing that information.

Contractor's Name _____ Date _____
 Address _____ Phone _____
 Fax _____ E-mail _____ Web site _____

Product Manufacturer	Product Description / Brand	Purchase Amount (\$)	¹ Percent Postconsumer Material	² SABRC Product Category Code	Meets SABRC

Public Contract Code sections 12205 (a) (1) (2) (3) (b) (1) (2) (3)

I certify that the above information is true. I further certify that these environmental claims for recycled content regarding these products are consistent with the Federal Trade Commission's Environmental Marketing Guidelines in accordance with PCC 12205.

Print name _____ Signature _____ Company _____ Date _____

(See footnotes on the back of this page.)

ATTACHMENT F

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.CalRecycle.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

ATTACHMENT G

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, as well as Samples of Work in Other Media
 - Client References
 - Copy of Required License(s) (Secretary of State)
 - Contractor Status Form
 - Small Business (SB)/Disabled Veteran Business Enterprise (DVBE) Participation Summary
 - Copies of SB/DVBE Certification Letters for all Contractors and Subcontractors listed on the SB/DVBE Participation Summary Form (*Copies of Certification Letters must be submitted for each SB and/or DVBE identified on the SB/DVBE Participation Summary Form*)
 - Darfur Contracting Act Certification
-

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"
 - Five (5) 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(s) 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 F)
 - 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.

ATTACHMENT H

Contractor Status Form

Contractor's Name: _____ County: _____

Address: _____ Phone Number: _____

_____ Fax Number: _____

Federal Employer Identification Number: _____

STATUS OF CONTRACTOR PROPOSING TO DO BUSINESS

- Individual Limited Partnership General Partnership Corporation Other

If Individual or sole proprietorship, state the true name of sole proprietor: _____

If a Limited or General Partnership, list each partner and state their true name and interest in the partnership:

If a Corporation, state place and date of incorporation: _____

President: _____ Vice President: _____

Secretary: _____ Treasurer: _____

Other Officer: _____ Other Officer: _____

Provide explanation if claiming Other:

SMALL BUSINESS PREFERECE

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

ATTACHMENT I

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:

ATTACHMENT J

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 February 15, 2011 by submitting this form. The completed notification shall be faxed, e-mailed or mailed to:

Bruce Ring
916.341-6302--phone
916.319-7345--fax
contracts@CalRecycle.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 _____

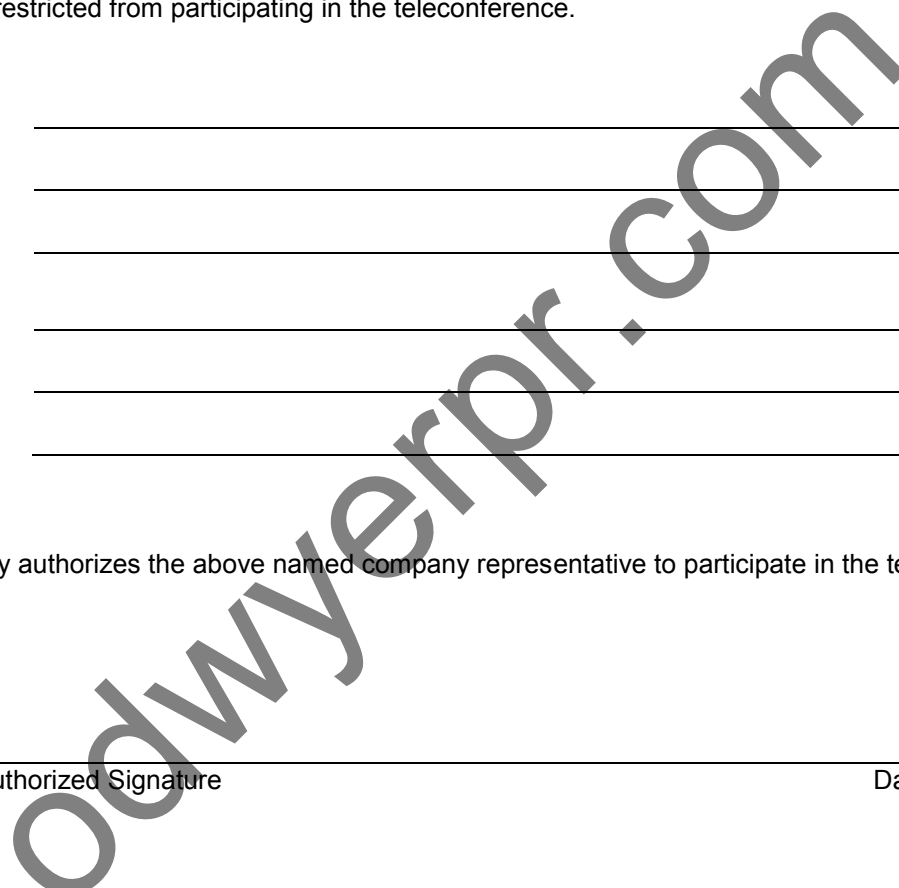
Telephone Number _____

E-mail Address _____

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

Authorized Signature

Date





DEPARTMENT OF RESOURCES RECYCLING AND RECOVERY

Notice to Prospective Proposers

February 7, 2011

You are invited to review and respond to this Request for Proposal (RFP) Secondary, entitled DRR10043 "Statewide Outreach and Education Campaign for Used Oil and Oil Filter Recycling". In submitting your proposal, you must comply with the instructions herein.

Note that all Contracts entered into with the State of California will incorporate by reference General Terms and Conditions, Special Terms and Conditions and Contractor Certification Clauses which are referenced in Section II of this package. If you do not have Internet access, a hard copy can be provided by contacting the person listed below.

In the opinion of the Department of Resources Recycling and Recovery (CalRecycle) this RFP is complete and without need of explanation. However, if you have questions, or should you need any clarifying information, the contact person for this RFP is:

Bruce Ring
contracts@calrecycle.ca.gov
Phone: 916.341.6302
Fax: 916.319.7345

Please note that no *verbal* information given will be binding upon the State unless such information is issued in writing as an official addendum.

Bruce Ring
Contract Administrator

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Department of Resources Recycling and Recovery
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Section 1 Overview

General Information

CalRecycle 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.

CalRecycle Contact Information

Physical Address: Department of Resources Recycling and Recovery
CalRecycle Contracts Unit, MS-19A
1001 I Street,
Sacramento, CA 95814

Mailing Address: Department of Resources Recycling and Recovery
Attn: Contracts Unit, MS-19A
PO Box 4025,
Sacramento, CA 95812-4025

Phone: (916) 341-6302

FAX: (916) 319-7345

EMAIL: contracts@calrecycle.ca.gov

Any documents delivered in person must be received in the Visitor's & Environmental Service Center located in the lobby of the CalEPA Headquarters Building at 1001 I Street, Sacramento, CA 95814.

Service Needed

The Department of Resources Recycling and Recovery (CalRecycle) Used Oil Recycling Program was developed in response to the 1991 California Oil Recycling Enhancement Act, written to discourage the illegal disposal of used oil. Oil manufacturers pay a fee on every gallon of oil sold in California and certified collectors receive an incentive payment for each gallon of used oil collected. SB 546 amended the Oil Recycling Act by, among other things, streamlining an existing grant program, promoting public/private partnerships, expanding project opportunities to improve effectiveness of statewide programs, and increasing focus on collection of used oil filters.

The main component of a used oil outreach campaign will be the continuation and expansion of the 2008 "3,000 Mile Myth" campaign. In addition, a pilot program will be undertaken to encourage Used Oil Certified Collection Centers in a targeted region to accept used oil filters, paired with a public education and oil filter collection/exchange program aimed at do-it-yourself (DIY) oil changers to encourage the recycling of used oil and, where possible, oil filters. The third component will include educational materials for used oil grantees to download and customize for use in their own jurisdictions.

The "3,000 Mile Myth" campaign promoted the concept that the 3,000-mile oil change interval is no longer the standard to maintain optimal car performance because of improvements in car and oil manufacturing. This campaign encouraged car owners to check their manuals for manufacturer recommendations regarding oil change miles. Many new cars have recommended oil change intervals of 5,000, 7,500 and in some cases 10,000 miles between oil changes. However, many retail oil change stores and car dealerships still place a 3,000 mile oil change reminder decal in their customers' windows.

Contract Budget

Subject to the availability of funds, there is a current maximum budget of \$1,500,000 (one-million-five hundred thousand dollars). CalRecycle reserves the right to amend the budget for this Contract 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 CalRecycle.

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Liquidated Damages

The selected Contractor, to receive award of this Contract, 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. See Section II, Commitment, *Special Terms and Conditions* for additional information.

Contract Term

The term of this Contract will span approximately 18 months and is expected to begin in June 2011. CalRecycle reserves the right to amend the term of this Contract as needs arise.

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	February 7, 2011
Proposer's Conference at 10:00 am	February 17, 2011
Written Questions Due by 5:00 pm	February 22, 2011
Submittal's Due by 2:00 pm	April 8, 2011
Oral Interviews, if required	April 28, 2011
Post Notice of Intent to Award	May 10, 2011

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Section II Rules and Conditions

Introduction

There are conditions that this RFP, submitting Proposers, proposals and resulting Contracts 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.calrecycle.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 CalRecycle requests, CalRecycle can reject, disqualify, or remove the firm from the process. CalRecycle is not committed to awarding a Contract 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 CalRecycle.

Information

All information obtained or produced during the course of the Contract will be made available to CalRecycle.

Any information that qualifies as confidential or a trade secret(s) under the Public Records Act (PRA) or the Public Contract Code (PCC) and thus exempt from disclosure under those statutes must be clearly marked "CONFIDENTIAL" by the Proposer on each page claimed as confidential or trade secret prior to submission to CalRecycle. 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.

CalRecycle 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.

Written Questions

The RFP includes a formal question and answer period in which proposers have the opportunity to submit questions regarding the RFP. All questions must be submitted in writing either by mail, fax, or e-mail to the CalRecycle Contact

Department of Resources Recycling and Recovery
RFP (S) Number DRR10043

as listed in Section I. The questions and answers will be published in an Addendum to the RFP (see below, Addenda).

Addenda

CalRecycle reserves the right to amend, alter, or change the rules and conditions of this RFP.

Any ambiguity, conflict, discrepancy, omission, or other error discovered in the RFP should immediately be reported to CalRecycle prior to the deadline for submission of written questions. CalRecycle will issue addenda to address such issues.

Modification of Submittals

A Proposal submitted prior to the submittal deadline can be withdrawn or modified by the submitting proposer. The proposer must:

- Provide a written request
- Identify the requesting individual and their association to the proposer

A Proposal cannot be withdrawn for modification after the submittal deadline has passed.

Errors in Submittals

An error in a Proposal package may be cause for rejection of that proposal.

CalRecycle may make certain corrections, if the Proposer's intent is clearly established based on review of the complete proposal.

Unreliable List

Any contractor or subcontractor currently on the CalRecycle Unreliable list is ineligible to apply for or participate in this contract.

Negotiating State Contracts

This solicitation and any resulting contract or amendments are subject to the conditions set forth in PCC 6611.

If any of the conditions identified in PCC 6611 exist, the Department of General Services may perform contract negotiations, if it is determined to be in the best interest of the State.

Electronic Waste Recycling

If the Contractor or any subcontractors participate in activities that result in the disposition of electronic components, they will comply with the provisions of PRC Chapter 8.5.

Use Tax

If, during the course of the Contract, the Contractor will be involved in the re-sale of goods to the State, they must comply with the requirements of Sections 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.

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 one or more California Certified SB(s), 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).

CalRecycle 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 and/or SB subcontractors' SB certification must be included with the Bid Package.

Department of Resources Recycling and Recovery
RFP (S) Number DRR10043**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 one or more California Certified DVBE(s), 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).
CalRecycle 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 the appropriate percentage (based on the percentage of DVBE participation) 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 and/or DVBE subcontractors' DVBE certification must 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 Contract, the contractor **must** use all of the SB and DVBE firms identified on the Small Business/DVBE Participation Summary.

CalRecycle reserves the right to approve substitutions of subcontractors, as long as certified business participation levels remain unchanged. Specific procedures must be followed to substitute a DVBE; therefore, all DVBE substitutions must be approved by CalRecycle.

Section III Proposal Submittal Requirements

Introduction

Failure to follow the instructions contained in this document may be grounds for rejection of a Proposal.

CalRecycle may reject any Proposal if it is conditional, incomplete or contains irregularities.

CalRecycle may waive an immaterial deviation in a Proposal if deemed in the best interest of CalRecycle.

Deadline

The proposal package must be received by CalRecycle, at the address listed in Section I, Overview by 2:00 p.m. on April 8, 2011.

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 specify the RFP number 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"
- Five (5) 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 CalRecycle.

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 Contract, 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 execute a binding Contract on behalf of the Proposer;
- e. Statement that personnel who will provide services under the Contract will have the required certifications and that bidder will have qualified personnel available to meet the service needs;
- f. Statement attesting that paper with a minimum of 100% post-consumer recycled content fiber was used in the compilation of the RFP package;
- g. Statement attesting 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; and.
- h. OSDS Reference number issued to the certified SB/MB by the Department of General Services.

Table of Contents

The information must be organized as presented with corresponding page references.

Department of Resources Recycling and Recovery
RFP (S) Number DRR10043**Summary**

The Proposer must include a brief overview of the project and summarize the Proposer's approach to the work.

Methodology

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 CalRecycle staff to evaluate the methods and must address all tasks and items in the Scope of Work.

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, as well as examples of any speculative work products the Contractor believes would be useful in supporting its Work Plan.

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.

Organization

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

- Date of establishment
- History
- Location
- Any known conflicts of interest

Qualifications and Resources

Contractor must possess expertise and outline previous experience in performing each task contained in the Scope of Work. Contractor must have the ability to create video and graphic campaign components based on conducted research, and place these campaign components in effective media markets to adequately promote the campaign message. Contractor must have ability and prove previous experience in developing public/private partnerships. Contractor must have the ability meet all state procurement requirements. Contractor must demonstrate that it has staff, time and resources to devote to this statewide 18-mos. campaign.

Each proposal must include a description of the resources to be used on the project while demonstrating an individual or team members' abilities to perform the work. The proposals must include resumes for the Project Manager, Personnel and Subcontractors, that include:

- Experience
- Knowledge
- Educational Background
- Appropriate licensing

References

The Proposer's team must provide a minimum of three (3) verifiable references and/or experience that support the above qualifications.

CalRecycle reserves the right to seek references in addition to the client references provided by the Proposer, as it deems necessary.

If a reference or project experience is unable to be verified, it will be disregarded.

Samples of Written Work

Contractor must submit examples of previous work including printed or internet advertisements, brochure samples, and video segments.

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.

Qualification/Licenses

The Contractor shall be an individual or firm qualified to do business in California. Required documentation includes the following as applicable:

Department of Resources Recycling and Recovery
RFP (S) Number DRR10043

- 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

CalRecycle requires a minimum of twenty-five percent (25%) of the project services to be contracted to a California OSDS Certified SB that performs a commercially useful function.

This goal can be achieved by a combined effort of the prime and/or any sub-contractors, which 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.

Disabled Veteran Business Enterprise Participation (DVBE)

CalRecycle requires a minimum of three percent (3%) of the project services to be contracted to a California OSDS Certified DVBE that performs a commercially useful function.

This goal can be achieved by a combined effort of the prime and/or any subcontractors, which 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.

Enterprise Zone Act (EZA)

If the budget for services outlined in this announcement exceeds \$100,000, CalRecycle 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.CalRecycle.ca.gov/contracts/forms.

Target Area Contract Preference Act (TACPA)

If the budget for services outlined in this announcement exceeds \$100,000, CalRecycle 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.CalRecycle.ca.gov/contracts/forms.

Local Agency Military Base Recovery Act (LAMBRA)

If the budget for services outlined in this announcement exceeds \$100,000, CalRecycle will grant a preference for LAMBRA qualified proposers.

Department of Resources Recycling and Recovery
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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.CalRecycle.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 CalRecycle Contact by 5:00 p.m. on February 15, 2011 as instructed in Attachment J.

Odwyerpr.com

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 whether 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, and anticipated increases in salaries and administrative overhead costs.

If fringe benefits and/or overhead are not specifically itemized in the Cost Proposal Sheet and if the proposer inserts a \$0, proposer must explain on the Cost Proposal Sheet why these line items are not itemized. A blank space for either fringe benefits or overhead will be grounds for immediate disqualification.

Failure to include on the Cost Proposal Sheet budgeted costs for all tasks included in the Scope of Work will be grounds for disqualification.

The cost proposal sheet is a self-contained document for purposes of calculating cost points and evaluating whether all information required by the RFP has been submitted. Therefore, all information (such as explanations of \$0 instead of itemized costs) must be included on the cost proposal sheet. Reference by incorporation to the proposal is not acceptable.

The amount identified on the cost breakdown may not be changed and will remain in effect for the life of the Contract.

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 (actual expense) (up to \$6 for breakfast, \$10 for lunch and \$18 for 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

CalRecycle 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 Evaluation 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 will be calculated once the proposals have been ranked by the Evaluation Committee and prior to any interviews that may be conducted. The top three ranked proposers may be invited for oral interviews, if deemed necessary by the Evaluation Committee.

If interviews are not required, the maximum number of points without preference points is 100. If interviews are deemed necessary, the maximum number of points without preference points is 200.

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*

Oral Interview

If oral interviews will be conducted as part of this process, the date of said interviews will be within the timeframe identified in Section I, Schedule.

This oral interview will allow Proposers to demonstrate their understanding of the required Project Tasks, and to articulate their capability to meet or exceed the requirements of the RFP. All Proposers invited for an interview, will be notified by CalRecycle of the specific date and time of the interview.

Failure of an invited Proposer to attend the interview will be grounds for removing the Proposer from the remainder of the competitive process.

Department of Resources Recycling and Recovery
RFP (S) Number DRR10043**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 another State agency.
- Any items required by the RFP are not included with the submittal

No proposal may be rejected arbitrarily or without reasonable cause.

Award of Contract

Award of this Contract will be to the highest ranking responsible Proposer meeting all of the RFP requirements.

In the event of a tie, CalRecycle 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.

CalRecycle reserves the right to not award a Contract.

Notice of Intent to Award

CalRecycle will post a notice of intent to award this Contract five (5) working days prior to the award being made.

Notice of the intent to award will be posted on CalRecycle's website at www.CalRecycle.ca.gov/contracts and at the headquarters building noted in Section I. It is the Proposer's responsibility to check one of these locations for a copy of the Notice of Intent to Award.

Rejection of Award

If the Proposer fails to enter into a satisfactory Contract within a reasonable timeframe after the award is made, CalRecycle may deem that the Proposer has rejected the award.

CalRecycle reserves the right to disqualify the awardee and award the Contract to the next highest ranked Proposer.

Protest of Award

A Proposer may protest the proposed award by filing an official protest with the Department of General Services. The protest must be filed after the notice of intent to award the contract, but before the actual award.

Within five (5) **working** days of the initial protest filing, the Proposer must submit a detailed written statement with information that supports that the Proposer would have been awarded the contract and the grounds for that position.

The Contract will not be awarded until a decision has been made on the filed protest.

The protest documents should be sent via registered mail to the following parties:

Department of General Services
Office of Legal Services
Attn; Protest Coordinator
707 Third Street, 7th floor
Sacramento, CA 95605
Fax (916) 376-5088

CalRecycle
Attn; Contracts Unit
1001 I Street, MS-19A
Sacramento, CA 95814
Fax (916) 319-7582
Email contracts@CalRecycle.ca.gov

Section VI Description of Work

Work to be Performed

Campaign Research: The contractor will conduct consumer research to assess attitudes and habits surrounding automotive oil changes by both retail oil change consumers and the “do-it-yourself” sector. This research will determine whether the public believes oil changes are necessary or advisable every 3,000 miles, and whether the public is aware of environmental and economic savings of delayed oil changes. Survey respondents that change their own oil will be asked additional questions about Certified Collection Centers (CCC), proper disposal of used oil filters, and their recycling habits. A campaign can then be built around survey findings if a significant portion of overall respondents or a particular market sector still follows the 3,000 mile myth. If findings suggest that a significant number of respondents no longer change oil as frequently as every 3,000 miles, and that the 3,000 mile myth message has sufficiently permeated all demographic profiles, the campaign focus will shift to expanding the collection center pilot program and do-it-yourself oil and filter recycling education program.

3000 Mile Myth Campaign Continuation: The selected contractor will develop a message that builds upon new survey results and the 2008 “3,000 Mile Myth” campaign concept that car owners should check manuals to determine oil change intervals. Work to be performed could include, but is not be limited to: media and advertising strategies, public/private partnerships, development of Public Service Announcements (PSA’s) for television and/or radio, website content, and event development.

Pilot Program for Used Oil Certified Collection Centers: The contractor will design a pilot program in a single California media market, supported by campaign research. The pilot program will encourage corporate and other auto retail establishments to collect not only used oil, but used oil filters. The contractor will conduct research with corporate offices of retail auto parts stores to gauge interest and ability to establish a used oil filter collection program in the identified community, as well as identify possible incentives to encourage participation and identify barriers. Metrics will be developed to measure the success of the pilot and achieve desired outcomes. This task will also include a Certified Collection Center education component for DIYers to inform them that collection centers exist, and will accept used oil and may collect filters. Finally, this task will include development of a statewide used oil filter collection/exchange program implementation plan.

Educational Materials for Grantees: The contractor will develop educational materials for use by CalRecycle used oil fund grantees that may be customized by individual jurisdictions; materials could include but not be limited to brochures and video to educate the DIY oil changer on proper disposal of oil and filter. The contractor will also develop training (including training materials) for the Used Oil/HHW Annual Conference, and update signage, publicity and education materials for CCCs.

Tasks Identified

Task 1: Develop Work Plan

- A. The contractor will develop, in cooperation with CalRecycle’s Office of Public Affairs, a work plan and budget for all activities contained in this Scope of Work including the required reporting below. The work plan is subject to approval by the CalRecycle Contract Manager.

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- B. Monthly Budget Report and Payment Requests will be provided every month. The contractor will provide a budget report with invoices and cost estimates for reimbursement (note: ten percent of all payment requests are withheld until the Final Report is submitted and approved);

Task 2: Campaign Research

- A. Survey Question Development – The contractor will work with CalRecycle’s Office of Public Affairs and Used Oil Program staff to create a series of questions and scenarios to ask consumers to gauge level of knowledge about oil change frequency, attitudes about oil change frequency, and knowledge of CCC among do-it-yourself oil changers.
- B. Survey – The contractor will use a variety of methods including but not limited to phone interviews, focus groups and questionnaires. Surveys will be conducted statewide in English and Spanish by qualified bi-lingual interviewers. Contractor will identify and acknowledge any cultural and language barriers and work to ensure that outreach efforts resonate with ethnic audiences through in-language/in-culture information. Contractor will also conduct a post-campaign survey measuring the success of the campaign.

Task 3: The 3000 Mile Myth Campaign

- A. Advertising/Marketing – The contractor will create advertising recommendations for print and/or online publications, social media, as well as television and/or radio advertising or Public Service Announcements (PSAs) in both English and Spanish with oil change awareness messaging that reflects survey results. If television or radio PSAs are produced, contractor will duplicate and distribute to radio and broadcast stations throughout California, tracking air time, stations and frequency of plays. The contractor should leverage free-media placement to the greatest extent possible.
- B. Partnerships/Events – The contractor will develop public/private partnerships to disseminate the 3000 mile myth campaign message, using various means including events, giveaways etc.

Task 4: Pilot Program for Used Oil Certified Collection Centers

The contractor will:

- A. Conduct research with corporate offices of retail auto stores to gauge interest and ability to establish a used oil filter collection program.
- B. Identify possible incentives and barriers to filter collection.
- C. Design and implement a pilot program in a regional market specified by campaign research. This will include corporate and other auto retail establishments to collect not only oil but used oil filters, and an education campaign for their customers that will heighten awareness of proper disposal of oil and filters.
- D. Develop a plan based on the pilot program successes and failures with suggestions on statewide regional implementation.

Task 5: Education Materials for Use by Jurisdictions

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The contractor will work with CalRecycle's Used Oil and Public Affairs staff to create educational materials that could include but not be limited to brochures, videos, and posters for use by Used Oil grantees to educate their own constituency. Contractor will develop a Used Oil education curriculum for use at the Used Oil/Household Hazardous Waste Annual Conference. Components of this curriculum may include a presentation for the conference and handouts.

Task 6: Reporting

- A. The contractor will provide regular progress reports every three months to the Contract Manager for tracking project implementation and success.
- B. All documents and/or reports drafted for publication by or for CalRecycle in accordance with this contract shall adhere to CalRecycle's Contractor Publications Guide at www.CalRecycle.ca.gov/Publications/PubGuide/ and, must be reviewed by a technical editor of the Contractor's choosing to assure that the reports comply with CalRecycle's publication guidelines, after which they shall be submitted to and reviewed by the Contract Manager in consultation with the CalRecycle editor.
(The Contractor is encouraged to consult with the CalRecycle project management and editorial staff early in the development process to ensure deliverable requirements are clearly understood and to minimize the need for revisions.)
- C. The contractor shall submit a draft final report to the CalRecycle Contract Manager six weeks prior to the due date for the final report. The draft, like the final report, must be reviewed by a technical editor of the contractor's choosing to assure that the reports comply with CalRecycle's publication guidelines. The draft will be reviewed by CalRecycle staff who will provide comments or questions that should be addressed or incorporated into the subsequent draft of the report. Any requested changes must be completed by the contractor and resubmitted to the Contract Manager for final approval. Only when all revisions are made and approved by the Contract Manager will the report be deemed final.
- D. The contractor will provide a final report that summarizes all activities, including the finalized Statewide Used Oil Filter Collection/Exchange Program Implementation Plan and including an evaluation of its effectiveness, on or before April 30, 2012.
- E. The final report shall adhere to the CalRecycle Publications Guidelines and shall be reviewed by a technical editor of the contractor's choosing. The contractor will not receive final payment until the final report has been approved by the CalRecycle Contract Manager. The final report shall be printed double-sided, on 100 percent recycled-content paper.
- F. The contractor shall be aware that 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. The contractor shall secure express written permission from the copyright holder or the holder's licensing representative. The contractor will include letters of permission to use copyright material as an appendix in the final report. If the 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. The term of the contract shall be one year, from the date of execution.

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The contractor will develop a work plan and timeline for the project. The work plan and timeline will include due dates for specific deliverables, including, but not limited to, the draft and final reports. If needed, the work plan and timeline may be modified as necessary throughout the project with the written approval of the CalRecycle Contract Manager.

Location of Services

Campaign will be aimed at a statewide audience with a pilot project focused in a yet to be determined region.

Control of Work

1. CalRecycle 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

All equipment, if any, purchased through the contract will remain the property of CalRecycle. All Contractor travel to perform the services of the campaign must be pre-approved in writing by the CalRecycle Contract Manager. Any Contractor travel for which written pre-approval has not been obtained will not be paid by the contract. All costs and charges, whether anticipated or unforeseen, must be pre-approved in writing by the CalRecycle Contract Manager before payment will be issued through the contract.

These decisions will be deemed final and enforceable by the CalRecycle Contract Manager when the Contractor fails to complete orders required by this Contract.

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 Contract
 - Act as the Contractor's Representative regarding contractual matters relating to this Contract

If during the course of the Contract, it is deemed necessary to replace the Project Manager, CalRecycle 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
CalRecycle	Department of Resources Recycling and Recovery
CCR	California Code of Regulations
DVBE	Disabled Veteran Business Enterprise
EPA	Environmental Protection Agency (Federal Government)
GC	Government Code
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)

CalRecycle Staff

Staff of the Department of Resources Recycling and Recovery involved in the implementation of this contract or representatives of Consultant to the Department of Resources Recycling and Recovery as designated in the Scope of Work and/or Work Orders.

Consultant

The person or persons, firm, partnership, corporation, or combination thereof, which may enter into this Contract with CalRecycle to provide work pursuant to this RFP or his or their legal representatives

Contract

A legally binding agreement between the state and another entity, public or private, for the provision of goods or services; 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.

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 Director of CalRecycle, or his/her designees. Any references to Executive Officer shall mean the 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 Holiday

Those days designated as State holidays in the Government Code.

Project Manager

Department of Resources Recycling and Recovery
RFP (S) Number DRR10043

Contractor's representative for all work performed under this Contract. All official correspondence, reports, submittals, billings, and other work done under this Contract shall be reviewed and signed by the Project Manager prior to submittal to CalRecycle.

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 Contract to the same extent as if set forth herein in full.

Subcontractor

A person or entity that contracts with the Contractor to perform all or a portion of the work as specified in the Scope of Work.

Odwyerpr.com

Attachments

Odwyerpr.com

Cost Proposal Sheet
Statewide Outreach and Education Campaign for Used Oil and Oil Filter Recycling
DRR10043

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 Contract, including rent and supplies, as applicable)	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 \$						
Total by Line Item	(Sum of Total \$)									GRAND TOTAL

Acknowledgement/Authorization

The undersigned acknowledges that the submittal of this proposal constitutes an irrevocable offer for a ninety (90) day period for CalRecycle to award a Contract. Additional acknowledgement is made of receipt of all competitive documents, including Addenda, relating to this Contract.

The undersigned acknowledges that the Proposer has read all of the requirements set forth in CalRecycle 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 CalRecycle in verification of the recitals comprising this Proposal and also hereby authorizes CalRecycle 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 §§ 10410, 10411, and Government Code §§ 87100, by the submitting firm and/or any subcontractors listed in the Proposal.

I declare under penalty of perjury, under the laws of the State of California, 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:

If fringe benefits and/or overhead are not specifically itemized in the Cost Proposal Sheet and if the proposer inserts a \$0, the proposer must explain why these line items are not itemized. A blank space for either fringe benefits or overhead will be grounds for immediate disqualification.

**Proposal Scoring Sheet
Statewide Outreach and Education Campaign for Used Oil and Oil Filter Recycling**

DRR10043

To qualify, the Proposer MUST achieve an overall subtotal score of 56 points in order for the cost proposal points to be applied towards the total score.

Contractor/Company Name: _____

Proposer's Score

1. Overall Approach and Organization – Maximum Score 10 Points

- a. Format of proposal. (1)
- b. Overall approach and understanding of problems, issues and required tasks. (4)
- c. Addresses all items in RFP. (3)
- d. Clarity of proposal. (2)

2. Methodology – Maximum Score 25 Points

- a. Soundness of proposed methodology. (10)
- b. Quality of proposed methodology. (10)
- c. Feasibility of work plan and schedule. (5)

3. Qualifications/Resources – Maximum Score 20 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. (10)
- c. Abilities of assigned staff to conduct the necessary research with proficiency and accuracy without omission. (5)

4. Past Work – Maximum Score 10 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)

5. Budget/Cost - Maximum Score 5 Points

- a. Reasonableness of hourly and overhead rates. (5)

SUBTOTAL

**6. Cost Effectiveness of Proposal – Maximum Score 30 Points
(To be calculated by Contract Analyst)**

TOTAL SCORE

**Oral Interview Scoring Sheet
Statewide Outreach and Education Campaign for Used Oil and Oil Filter Recycling**

DRR10043

Contractor/Company Name: _____

The Evaluation Committee may, if it deems necessary, select up to the top three (3) scoring qualified proposers (and their proposed subcontractors if requested) for oral interviews. This oral interview will allow proposers to demonstrate their understanding of the project objectives and to articulate their capability to meet or exceed the requirements of this RFP.

The evaluation committee reserves the option of conducting the presentation at the finalist's or the proposed subcontractor's site, or other designated site. The Evaluation Committee reserves the right to designate one or more members of the committee to perform the oral interview, if needed, so that grading of oral interview may be done by fewer than the entire committee.

If the proposers cannot meet on the designated oral interview date, the Evaluation Committee reserves the right to disqualify the proposers as nonresponsive.

If interviews are deemed necessary, they will apply only to the top scoring proposers, as selected by the Evaluation Committee. The following criteria will be used for scoring any such oral interviews:

	<i>Max. Points/Score</i>
1. Quality of in-person presentation graphics, slides, audio/video materials and other work examples.	20 _____
2. Professionalism of staff in delivering oral presentation. Ability to articulate ideas, organization, and overall clarity and focus of presentation.	20 _____
3. Quality and completeness of answers to questions regarding the proposed work plan and presentation.	30 _____
4. Proposer's overall ability to demonstrate how its hypothetical work plan meets the Department's needs and will achieve the projected outcomes.	30 _____
SUBTOTAL POINTS- ORAL INTERVIEW EVALUATION	100 _____
SUBTOTAL POINTS- PROPOSAL EVALUATION	100 _____
GRAND TOTAL-	200 _____

Attachment D

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) must be attached for each Small and DVBE business identified.

ATTACHMENT E

Darfur Contracting Act

Pursuant to Public Contract Code section 10478, if a bidder or proposer currently or within the previous three years has had business activities or other operations outside of the United States, it must certify that it is not a "scrutinized" company as defined in Public Contract Code section 10476.

Therefore, to be eligible to submit a bid or proposal, please complete only one of the following three paragraphs (via initials for Paragraph # 1 or Paragraph # 2, or via initials and certification for Paragraph # 3):

1. _____
Initials We do not currently have, or we have not had within the previous three years, business activities or other operations outside of the United States.

OR

2. _____
Initials We are a scrutinized company as defined in Public Contract Code section 10476, but we have received written permission from the Department of General Services (DGS) to submit a bid or proposal pursuant to Public Contract Code section 10477(b). A copy of the written permission from DGS is included with our bid or proposal.

OR

3. _____
Initials + certification below We currently have, or we have had within the previous three years, business activities or other operations outside of the United States, but we certify below that we are not a scrutinized company as defined in Public Contract Code section 10476.

CERTIFICATION For # 3.

I, the official named below, CERTIFY UNDER PENALTY OF PERJURY that I am duly authorized to legally bind the prospective proposer/bidder to the clause listed above in # 3. This certification is made under the laws of the State of California.

<i>Proposer/Bidder Firm Name (Printed)</i>		<i>Federal ID Number</i>
<i>By (Authorized Signature)</i>		
<i>Printed Name and Title of Person Signing</i>		
<i>Date Executed</i>	<i>Executed in the County and State of</i>	

YOUR BID OR PROPOSAL WILL BE DISQUALIFIED UNLESS YOUR BID OR PROPOSAL INCLUDES THIS FORM WITH EITHER PARAGRAPH # 1 OR # 2 INITIALED OR PARAGRAPH # 3 INITIALED AND CERTIFIED.

ATTACHMENT F

STATE OF CALIFORNIA
 Department of Resources Recycling and Recovery
 CALRECYCLE 74C (Revised 1/10 for Contracts)

To be completed by Contractor	
Name of Contractor:	
Contract #::	Work Order #:

Recycled-Content Certification

Check this box if no products, materials, goods, or supplies were purchased with contract dollars and submit to your CalRecycle contract manager.

This form may be completed by contractor, vendor, bidder, buyer, state-contracting officer, or state purchasing agent. The form must be completed and returned to CalRecycle with a row completed for each product purchased with contract dollars. Attach additional sheets if necessary. Information must be included, even if the product does not contain recycled-content material. Product labels, catalog/website descriptions, or bid specifications may be attached to this form as a method of providing that information.

Contractor's Name _____ Date _____
 Address _____ Phone _____
 Fax _____ E-mail _____ Web site _____

Product Manufacturer	Product Description / Brand	Purchase Amount (\$)	¹ Percent Postconsumer Material	² SABRC Product Category Code	Meets SABRC

Public Contract Code sections 12205 (a) (1) (2) (3) (b) (1) (2) (3)

I certify that the above information is true. I further certify that these environmental claims for recycled content regarding these products are consistent with the Federal Trade Commission's Environmental Marketing Guidelines in accordance with PCC 12205.

Print name _____ Signature _____ Company _____ Date _____

(See footnotes on the back of this page.)

ATTACHMENT F

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.CalRecycle.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

ATTACHMENT G

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, as well as Samples of Work in Other Media
 - Client References
 - Copy of Required License(s) (Secretary of State)
 - Contractor Status Form
 - Small Business (SB)/Disabled Veteran Business Enterprise (DVBE) Participation Summary
 - Copies of SB/DVBE Certification Letters for all Contractors and Subcontractors listed on the SB/DVBE Participation Summary Form *(Copies of Certification Letters must be submitted for each SB and/or DVBE identified on the SB/DVBE Participation Summary Form)*
 - Darfur Contracting Act Certification
-

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"
 - Five (5) 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(s) 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 F)
 - 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.

ATTACHMENT H

Contractor Status Form

Contractor's Name: _____ County: _____

Address: _____ Phone Number: _____

_____ Fax Number: _____

Federal Employer Identification Number: _____

STATUS OF CONTRACTOR PROPOSING TO DO BUSINESS

- Individual Limited Partnership General Partnership Corporation Other

If Individual or sole proprietorship, state the true name of sole proprietor: _____

If a Limited or General Partnership, list each partner and state their true name and interest in the partnership:

If a Corporation, state place and date of incorporation: _____

President: _____ Vice President: _____

Secretary: _____ Treasurer: _____

Other Officer: _____ Other Officer: _____

Provide explanation if claiming Other:

SMALL BUSINESS PREFERECE

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

ATTACHMENT I

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:

ATTACHMENT J

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 February 15, 2011 by submitting this form. The completed notification shall be faxed, e-mailed or mailed to:

Bruce Ring
916.341-6302--phone
916.319-7345--fax
contracts@CalRecycle.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

odwyerpr.com

Question and Answers for Bid #DRR10043 - Statewide Outreach and Education Campaign for Used Oil and Oil Filter Recycling

OVERALL BID QUESTIONS

There are no questions associated with this bid. If you would like to submit a question, please click on the "Create New Question" button below.

Question Deadline: Feb 22, 2011 5:00:00 PM PST