

Request for Proposal

San Mateo County Too Toxic To Trash Guide 2012

(Proposals are due no later than November 17, 2011)

This Request for Proposals (RFP) is not a commitment or contract of any kind. The County of San Mateo reserves the right to pursue any and/or all ideas generated by this request. Costs for developing the proposals are entirely the responsibility of the applicants and shall not be reimbursed. The County reserves the right to reject any and all proposals. The County reserves the right to waive any requirements of this RFP when it determines that waiving a requirement is in the best interest of the County.

Government Code Sections 6550 et. seq., the "Public Record Act" defines public record as any writing containing information relating to the conduct of the public business. The Public Record Act provides that public records shall be disclosed upon written request, and that any citizen has a right to inspect any public record, unless the document is exempted from disclosure.

The County of San Mateo cannot represent or guarantee that any information submitted in response to this RFP will be confidential. If the County receives a request for any document submitted in response to this request, it will not assert any privileges that may exist on behalf of the person or business entity submitting the proposal. It is the responsibility of the person or business entity submitting the proposal to assert any applicable privileges or reasons why the document should not be produced.

1. INTRODUCTION:

San Mateo County Environmental Health is interested in working with a contractor to produce a Too Toxic To Trash guide for the Pollution Prevention Team. This educational guide will serve as a comprehensive reference guide to toxics recycling services in San Mateo County.

2. BACKGROUND:

The San Mateo County Environmental Health Division's Pollution Prevention Program represents 20 municipal jurisdictions, and the unincorporated areas of San Mateo County. This project is funded by a grant from the California Department of Resources Recycling and Recovery (CalRecycle). The Program promotes the recycling of used motor oil and filters.

There are over 60 recycling centers in San Mateo County that accept and recycle used motor oil and filters for free. In addition, most local garbage haulers provide curbside recycling services for single family residents. Furthermore, the Household Hazardous

Waste (HHW) program accepts used motor oil and filters as well as contaminated oil. The HHW program is currently the only facility that accepts contaminated oil.

For the past sixteen years the program has worked on creative and innovative ways to educate San Mateo County residents regarding recycling of used motor oil, filters, universal waste and other household hazardous waste items. For the past few years a Too Toxic To Trash guide was created that summarizes recycling locations and provides information regarding our programs and proper disposal. The program is currently interested in developing a creative new marketing guide that uses both new information and existing content from the current Too Toxic To Trash guide in a more user friendly layout.

3. SCOPE OF WORK:

The selected contractor shall provide to San Mateo County Environmental Health a design idea for the new Too Toxic To Trash guide.

The scope of work includes the following:

- **Creative Development Services:** Provide creative development to San Mateo County Environmental Health staff for the production of a printer-ready Too Toxic To Trash outreach guide. This includes: copywriting, illustration, photography, art direction, layout, graphic design/production, and other services needed for the creation of the new guide. The guide should be a fold out or another creative design that communicates the message. A poster size layout is not an option for this project. Attached is our current Too Toxic To Trash poster guide.

- **Elements to be included in guide (Some appear already on the existing guide and some are new topics that shall be included.):**
 - Automotive Chart
 - Curbside Services and Waste Hauler Narrative
 - Household Hazardous Waste Narrative
 - Hazardous Waste Disposal for Small Business Narrative
 - Retail Take Back Narrative
 - Electronic Waste Disposal Narrative
 - Pharmaceutical Disposal Narrative and Chart
 - Sharps Recycling Narrative
 - Car Wash Narrative
 - Our Water Our World Program Narrative
 - Volunteer Opportunities Narrative
 - Space for Mailing Label
 - Website Reference Narrative

- **Multi-Cultural Outreach:** Translate the guide for non-English Speakers in Spanish

and Chinese. The Spanish and Chinese versions will be stand alone guides translated within the English version. Final product will be 2 guides one English/Spanish and the other English/Chinese.

- **Printing:** Contractor shall communicate with chosen printer to provide print specifications and files upon design completion and approval.
- **Artwork:** Contractor shall provide all final artwork to EH on a disk or flash drive, as well as in accessible PDF format, JPGs, and/or files that can be edited in the future.

3.1. Contractor Requirements:

- The Contractor must have over 3 years experience in marketing communication.
- The Contractor must guarantee that all creative designs done for the County will be original designs and creative proposals.
- The Contractor must guarantee support with qualified and experienced creative team and a dedicated account manager to manage the project and provide a consistent contact for the County.

The Contractor may use program materials available from San Mateo County Environmental Health, including text and graphics from existing web and print materials.

The Contractor will manage the project, including creative design, and provide final files to printing company. The County will provide oversight of the project, contract administration, existing program materials, guide content, and provide input in the development of the creative design. In addition, the County can assist with providing access to used oil recycling and HHW collection facilities.

3.2 Timeline

Contractor will provide a projected timeline for development of creative design and production.

4. PROPOSAL SUBMISSION

Proposal Format

All proposals shall be typewritten.

1. To be considered, submit a copy of your proposal to:

San Mateo County Environmental Health

Attn: Ana Clayton

2000 Alameda de las Pulgas, Ste 100

San Mateo, CA 94403

Or email your proposal to amclayton@co.sanmateo.ca.us as an Adobe PDF document.

2. Proposals must be received or postmarked no later than **November 17, 2011 by 5:00 P.M. PST** late proposals will not be accepted.

3. Include the following in your proposal:
 - **Title page.** Show the RFP project name, company name, address, phone number, fax number, and e-mail address.
 - **Contractor responsibilities.** Your proposed approach to the project. Include a project timeline as stated in the Scope of Work 3.2 Timeline.
 - **Staffing.** Describe proposed staff and their duties, including specialties, as appropriate. Describe training and experience of staff.
 - **Budget.** Describe proposed budget. Provide budget information for each of the following categories:
 - Creative design development
 - Production
 - Spanish and Chinese guide layout
 - Project management
 - Other (optional) – name and describe any other budget category that is not listed but is necessary to complete this contract.
 - **Background.** Describe your background or the organization's history, mission, programs, and services it provides; administrative structure; and experience in providing similar services. Provide 2 samples that are similar to the scope of work of this RFP either as a link to a website or on CD. Provide creative directors name and date of production for each sample.
 - **Qualifications.** Provide two reference contacts for a previous project you have completed.
4. Questions may be directed to Ana Clayton at amclayton@co.sanmateo.ca.us. Please put questions in writing. Questions that generate new information will be made available to all proposers via our website: www.flowstobay.org/usedoil. Any questions, requests or comments must be received by the County by November 10, 2011. After such deadline no further questions, requests or comments will be taken into consideration or answered.
5. There is no page limit for proposals, but proposals should be clear and concise. Proposals should be double sided and stapled, not bound if mailed in.

Proposals will be evaluated by the County of San Mateo Environmental Health staff. A selection will be made based on the following criteria:

- Previous work experience developing marketing materials
- Proposed cost for project
- Quality of work examples
- Proximity to San Mateo County preferred

We will notify all applicants of their status by email no later than December 8, 2011. The selected contractor will be expected to sign a contract and begin work January 2012.

The County requires that independent contractors offer equal benefits to their employees, have general liability and automotive insurance, and comply with federal, state and local laws, directives and executive orders regarding non-discrimination for all employees and subcontractors under the agreement. The contractor shall provide insurance certificates indicating liability insurance of a minimum of \$1,000,000 for each of the following: comprehensive general, motor vehicle, professional and worker's compensation if contract is awarded.

The County maintains the right to reject all proposals and to not enter into any contract for the services described in the RFP.

Schedule

RFP issuance	October 14, 2011
Deadline for submitting proposals	November 17, 2011
Consultant selection	December 8, 2011
Guide development with Environmental Health	January 9, 2012 – March, 2012
Final design delivery	By March 16, 2012