

Introduction

The City of Alameda ("City") is requesting proposals from qualified contractors/firms to work with Alameda's businesses, multifamily, and industrial sectors to reduce solid waste going to the landfill by providing free waste reduction (including waste prevention, reuse, recycling and composting) education and technical assistance with regular frequency and follow-up.

The main objective of the technical assistance will be to offer assistance to commercial, multi-family, and industrial account holders with Alameda's Zero Waste Implementation Plan diversion requirements and Alameda County Waste Management Authority (StopWaste) Mandatory Recycling Ordinance (MRO) compliance. Assistance has been provided already to a limited number of multi-family property owners or managers and has focused on setting up or improving the infrastructure for organics collection programs, rather than direct outreach performed to multi-family residents and business organizations.

The City currently collaborates with StopWaste, Alameda County Industries (ACI), and Community Action for a Sustainable Alameda (CASA) to identify specific businesses in need of technical assistance and has focused efforts on those without services. ACI has 0.5 FTE staff dedicated to conducting outreach and education in the community, which is augmented by StopWaste's work with commercial and multi-family customers to achieve compliance with its Mandatory Recycling Ordinance provided at no cost. ACI and StopWaste efforts can be further enhanced by greater targeted commercial and multi-family technical assistance, offered through a third party.

The City of Alameda has approximately 780 franchised commercial garbage accounts, 610 multifamily properties, and 140 industrial accounts.

The purpose of this Request for Proposals (RFP) is to identify and select well qualified firms and/or individuals to coordinate with City staff to provide measurable waste reduction technical assistance and services to Alameda businesses, organizations and multi-family properties, with the goal to increase Alameda's overall landfill diversion in these sectors to reach Alameda's Zero Waste goal.

Scope of Services

Objectives

The selected firms or individuals will, with the guidance of City staff, be required to deliver technical assistance services to numerous businesses, institutions, and multi-family properties in Alameda for waste reduction assistance.

The contract would be for a one year (12 month) period with an estimated start date of September 1, 2018.

Proposals shall include a detailed estimate of total hours conducting technical assistance and related tasks as described below.

The selected consultant(s) will be required to conduct the following tasks on an ongoing basis or as otherwise noted below:

Tasks

1. Identify the largest landfill waste generators in the commercial, multi-family and industrial sectors as targets for technical assistance. The top 50 waste generators should be the primary focus for technical assistance efforts;
2. Reach out to businesses, multi-family properties and industrial account holders. Efficiencies may be gained by having primarily one or two team members make the majority of the initial contacts.
3. Perform on-site waste reduction assessments at targeted accounts to assess the level of recyclables and organics (such as food scraps, compostable paper, and plant debris) in garbage, and identify opportunities to reduce target materials from the landfill stream, including: recyclable paper/cardboard, food and beverage containers, food waste, and other organic materials. Assess contamination of recycling and organics collection containers, and identify opportunities for improving proper waste sorting;
4. Provide information for securing recycling equipment, such as recycling totes for multi-family residents and/or indoor recycling and food scrap containers for businesses;
5. Prepare brief waste reduction assessment reports (based on report templates approved by the City) and recommend service level changes including cost implications, if appropriate for sites visited;
6. Create a plan for follow-up with target waste generators to ensure multiple opportunities are provided for waste reduction program implementation assistance. Technical assistance should be pro-active, prioritizing face-to-face communications and on-site support work.
7. Provide waste reduction program implementation assistance via phone, email, and in person. This may include, but is not limited to, strategically placing indoor containers and appropriate signage, advising on source reduction strategies, recommending front of house and back of house waste management changes, and communications regarding solid waste service adjustments;
8. Conduct employee and/or janitor presentations/trainings for target account recycling and organics programs (sometimes done in coordination with local haulers and/or City staff);
9. Work with franchised commercial hauler, Alameda County Industries (ACI), to accurately convey which materials are accepted in each solid waste stream. As needed, assist waste generators with finding local markets for less common, potentially recoverable materials when allowable outside of ACI's franchise agreement (AlamedaRecycles.org, "RecycleWhere" at www.StopWaste.Org/recycle is an available resource, or exploring the need to

- have the City permit specialty recycling haulers for specified commercial recyclables);
10. Provide support materials such as signage for recycling and composting programs (e.g., posters and stickers), compostable food service ware purchasing information, other educational materials. Refer waste generators to additional helpful publications and resources including StopWaste grant opportunities (such as the Free Indoor Food Scrap Bin Program); Work with StopWaste, CASA, ACI, City staff, and/or other business community stakeholders (Technical Assistance Team) to identify waste prevention opportunities and coordinate technical assistance efforts;
 11. Facilitate Team meetings or conference calls (monthly progress reports submitted to the City's project manager and 4 quarterly team meetings; and
 12. Track activities and results, including information on waste generators contacted or assisted, contamination rates in generator waste streams, stage of waste reduction implementation, and progress towards meeting the above objectives.
 13. Provide measurement focused reporting to the City to demonstrate outcomes e.g., diversion from landfill, increased use of recycling/compost, and/or material reduction efforts, and/or reduction of target materials.

Deliverables

At a minimum, deliverables for this project shall include:

1. Initial kick-off meeting with City staff to discuss program scope, deliverables, and expectations;
2. Monthly progress reports of Technical Assistance activities;
3. Activity tracking and recommendations for businesses (tracked in the CRM);
4. Agendas for quarterly Team meetings to review progress and challenges;
5. Four (4) quarterly reports to City staff which shall include a list of customers contacted and/or visited, summary of outreach provided, and hours worked under relevant subcategories (multi-family, commercial), and results/outcome of scope tasks performed;
6. One (1) Annual Report (may be submitted in Microsoft PowerPoint or Word); and
7. Other work products that the City deems necessary to measure progress and success of the project not limited to interim findings, training outlines, waste reduction assessment reports or diversion progress reports.

Contractor must provide a method to determine a measurable success rate and follow up plan for all accounts, and a plan for multiple points of contact and outreach if earlier attempts do not work. This plan will be a crucial detail of this proposal, as previous methods have not been effective.

Minimum Selection Criteria.

1. Demonstrated ability to identify recycling, composting and/or waste prevention opportunities for businesses and multi-family properties;

2. Significant experience assisting businesses and multi-family properties with starting and/or improving on-site diversion programs;
3. Demonstrated ability to work collaboratively with garbage haulers and recyclers to setup and maintain diversion programs;
4. Experience providing training to employees or janitorial service contractors who are or who will be responsible for implementing an organization's diversion programs;
5. Experience working in a service environment that is framed by municipal franchise agreements that include commercial recycling and organics collection services; and
6. Location in Greater Bay Area – it is preferred that key personnel employed by firms or individuals responding to this RFP be located in the Greater Bay Area.