

BEFORE THE COUNCIL OF THE
METROPOLITAN SERVICE DISTRICT

FOR THE PURPOSE OF AWARDING A) RESOLUTION NO. 91-1486
TWO-YEAR CONTRACT TO MARX/)
KNOLL, DENIGHT & DODGE TO DESIGN)
AND IMPLEMENT RECYCLING AND)
WASTE REDUCTION EDUCATION)
CAMPAIGNS TO SUPPORT METRO'S)
WASTE REDUCTION PROGRAMS.)

WHEREAS, the Metropolitan Service District (Metro) requires the services of an advertising agency to design and implement campaigns that support the promotion and public education component of the Solid Waste Reduction Program; and

WHEREAS, the Council has approved a budget of \$200,000 for FY 1991-92 to contract with an advertising agency; and

WHEREAS, the Council has authorized the Public Affairs Department to execute the contract with the agency selected through an approved solicitation and evaluation process, as presented in the Staff Report attached hereto; and

WHEREAS, Marx/Knoll, Denight & Dodge was the agency selected through that process; now therefore

BE IT RESOLVED,

1. Pursuant to Metro Code 2.04.033(a) the Council authorizes the Executive Office to execute an agreement with Marx/Knoll, Denight & Dodge to design and implement recycling and waste reduction campaigns to support Metro's waste reduction programs.

ADOPTED by the Council of the Metropolitan Service District this 8th
day of August, 1991.



Tanya Collier, Presiding Officer

ATTEST:

Clerk of the Council

STAFF REPORT

CONSIDERATION OF RESOLUTION NO. 91-1486, FOR THE PURPOSE OF AWARDING A TWO-YEAR CONTRACT TO MARX/KNOLL, DENIGHT & DODGEO TO DESIGN AND IMPLEMENT RECYCLING AND WASTE REDUCTION EDUCATION CAMPAIGNS TO SUPPORT METRO'S WASTE REDUCTION PROGRAMS.

Date: July 22, 1991

Presented by Vickie Rocker

FACTUAL BACKGROUND AND ANALYSIS

Description

The services of an advertising and public relations agency are required to implement the promotion and public education component of the Solid Waste Reduction Program.

The agency will assist in waste reduction/recycling education and promotion planning, develop waste reduction and recycling advertising campaigns, design and produce major campaign materials, place media, and identify and pursue cooperative promotional opportunities. Campaigns will focus on yard debris recycling, corrugated cardboard recycling *and/or* other issues identified as waste reduction priorities.

The objective of campaigns will be a measurable reduction in targeted materials entering the waste stream, increased recycling of those targeted materials and increased calls to the Metro Recycling Information Center regarding targeted materials.

Selection Process

1. Request for Proposals

An RFP was distributed to 39 firms beginning on May 24, 1991. Advertisements were placed in the Oregonian, the Daily Journal of Commerce and the Skanner. Notification was sent to the six advertising firms registered as disadvantaged businesses.

2. Preliminary Evaluation

The three-member evaluation committee consisted of Metro staff from Public Affairs and Executive Management. Each proposal was evaluated according to the following criteria:

- 25% Approach: Understanding objectives/sound methodology
- 25% Staffing: Relevant experience and balance
- 40% Previous work: Relevance, creativity and results
- 10% Budget: Value

The five firms that scored the highest were selected for the interview stage of evaluation. Nine firms were eliminated because of weak past work, limited relevant staff experience and/or failure to adequately address approach.

3. Presentations and interviews

Presentations and interviews were held July 16 and 17 with the following firms: Marx/Knoll, Denight & Dodge; The Coates Agency; Turtledove Clemens, Inc.; Pihas Schmidt Westerdahl; and Gard & Lesh. The six-member interview committee consisted of representatives from the Public Affairs, Solid Waste and Executive Management Departments, and the general manager of The Rockey Company, a Northwest public relations firm.

Firms were asked to address three specific areas in their presentations. The committee evaluated each proposer according to the following criteria:

- 20% Account team: Expertise & rapport
- 30% Past project case study: Relevance, creativity & results
- 30% Corrugated cardboard campaign assignment: Approach & creativity.
- 20% Overall impression

Marx/Knoll, Denight & Dodge and Turtledove Clemens, Inc. were the two highest scoring agencies. However, when scores from proposal evaluations were taken into account, Marx/Knoll et al outscored Turtledove Clemens by 14.5 points.

4. Selection

Based on the cumulative scores, overall impressions as a result of the interview process and a reference check, the interview team decided to recommend Marx/Knoll for the contract.

Budget

The Metro Council has approved an annual budget of \$200,000 for advertising and public relations services to support waste reduction promotion programs during FY 1991-92. The year two budget for FY 92-93 is also expected to be at least \$200,000. Following start-up meetings at the onset of the contract, the agency will develop a two-year work plan within the fixed budget parameters.

EXECUTIVE OFFICER'S RECOMMENDATION

The Executive Officer recommends adoption of Resolution No. 91-1486.

PERSONAL SERVICES AGREEMENT

THIS AGREEMENT dated this 23rd day of August 1991 is between the METROPOLITAN SERVICE DISTRICT, a municipal corporation, hereinafter referred to as "METRO," whose address is 2000 S.W. First Avenue, Portland, OR 97201-5398, and Marx/Knoll, Denight & Dodge, hereinafter referred to as "CONTRACTOR," whose address is 1230 S.W. First Ave., Ste 200 Portland, OR 97204, for the period of Aug. 23, 1991, through June 30, 1993, and for any extensions thereafter pursuant to written agreement of both parties.

W I T N E S S E T H :

WHEREAS, This Agreement is exclusively for Personal Services;

NOW, THEREFORE, IT IS MUTUALLY AGREED AS FOLLOWS:

CONTRACTOR AGREES:

1. To perform the services and deliver to METRO the materials described in the Scope of Work attached hereto;
2. To provide all services and materials in a competent and professional manner in accordance with the Scope of Work;
3. All applicable provisions of ORS chapters 187 and 279, and all other terms and conditions necessary to be inserted into public contracts in the State of Oregon, are hereby incorporated as if such provision were a part of this Agreement,

including but not limited to ORS 279.310 to 279.320.

Specifically, it is a condition of this contract that Contractor and all employers working under this this Agreement are subject employers that will comply with ORS 656.017 as required by Oregon Laws 1989, ch 684.

4. To maintain records relating to the Scope of work on a generally recognized accounting basis and to make said records available to METRO at mutually convenient times;

5. To indemnify and hold METRO, its agents and employees harmless from any and all claims, demands, damages, actions, losses and expenses, including attorney's fees, arising out of or in any way connected with its performance of this Agreement, with any patent infringement arising out of the use of CONTRACTOR'S designs or other materials by METRO and for any claims or disputes involving subcontractors;

6. To comply with any other "Contract Provisions" attached hereto as so labeled; and

7. CONTRACTOR shall be an independent contractor for all purposes, shall be entitled to no compensation other than the compensation provided for in the Agreement. CONTRACTOR hereby certifies that it is the direct responsibility employer as provided in ORS 656.407 or a contributing employer as provided in ORS 656.411. In the event CONTRACTOR is to perform the services described in this Agreement without the assistance of others, CONTRACTOR hereby agrees to file a joint declaration with METRO to the effect that CONTRACTOR services are those of an

independent contractor as provided under Oregon Laws 1979,
ch 864.

METRO AGREES:

1. To pay CONTRACTOR for services performed and materials delivered in the maximum sum of Four hundred thousand AND no ___/100THS (\$ 400,000) DOLLARS and in the manner and at the time designated in the Scope of Work; and

2. To provide full information regarding its requirements for the Scope of Work.

BOTH PARTIES AGREE:

1. That METRO may terminate this Agreement upon giving CONTRACTOR five (5) days written notice without waiving any claims or remedies it may have against CONTRACTOR;

2. That, in the event of termination, METRO shall pay CONTRACTOR for services performed and materials delivered prior to the date of termination; but shall not be liable for indirect or consequential damages;

3. That, in the event of any litigation concerning this Agreement, the prevailing party shall be entitled to reasonable attorney's fees and court costs, including fees and costs on appeal to an appellate court;

4. That this Agreement is binding on each party, its successors, assigns, and legal representatives and may not, under any condition, be assigned or transferred by either party; and

5. That this Agreement may be amended only by the written agreement of both parties.

CONTRACTOR NAME

METROPOLITAN SERVICE DISTRICT

By: _____

By: _____

Date: _____

Date: _____

APPROVED AS TO FORM:

By: _____

Date: _____

AMH:jp
PERSONAL.FOR
6/17/91



GRANT/CONTRACT SUMMARY

METROPOLITAN SERVICE DISTRICT

GRANT/CONTRACT NO. 902012 BUDGET CODE NO. 531-313200-524130-75809

FUND: General DEPARTMENT: Public Affairs (IF MORE THAN ONE) _____

SOURCE CODE (IF REVENUE) _____

INSTRUCTIONS

- OBTAIN GRANT/CONTRACT NUMBER FROM CONTRACTS MANAGER. CONTRACT NUMBER SHOULD APPEAR ON THE SUMMARY FORM AND ALL COPIES OF THE CONTRACT.
- COMPLETE SUMMARY FORM.
- IF CONTRACT IS —
 - SOLE SOURCE, ATTACH MEMO DETAILING JUSTIFICATION.
 - UNDER \$2,500, ATTACH MEMO DETAILING NEED FOR CONTRACT AND CONTRACTOR'S CAPABILITIES, BIDS, ETC.
 - OVER \$2,500, ATTACH QUOTES, EVAL. FORM, NOTIFICATION OF REJECTION, ETC.
 - OVER \$50,000, ATTACH AGENDA MANAGEMENT SUMMARY FROM COUNCIL PACKET, BIDS, ETC.
- PROVIDE PACKET TO CONTRACTS MANAGER FOR PROCESSING

REGIONAL FACILITIES
PROCUREMENT DIV

JUL 25 '91

- R. F. Director
- Contract Admin
- Construction Mgr.
- Labor Manager
- Building Mgr.
- Fac. Plan. Mgr.

1. PURPOSE OF GRANT/CONTRACT waste reduction advertising

2. TYPE OF EXPENSE
- | | | |
|---|---|---------------------------------------|
| <input checked="" type="checkbox"/> PERSONAL SERVICES | <input type="checkbox"/> LABOR AND MATERIALS | <input type="checkbox"/> PROCUREMENT |
| <input type="checkbox"/> PASS THROUGH AGREEMENT | <input type="checkbox"/> INTER-GOVERNMENTAL AGREEMENT | <input type="checkbox"/> CONSTRUCTION |
| | | <input type="checkbox"/> OTHER |

OR

TYPE OF REVENUE GRANT CONTRACT OTHER

3. TYPE OF ACTION
- | | |
|---|---|
| <input type="checkbox"/> CHANGE IN COST | <input type="checkbox"/> CHANGE IN WORK SCOPE |
| <input type="checkbox"/> CHANGE IN TIMING | <input type="checkbox"/> NEW CONTRACT |

4. PARTIES Metropolitan Service District & Marx/Knoll Denight & Dodge

5. EFFECTIVE DATE August 23, 1991 TERMINATION DATE June 30, 1991
(THIS IS A CHANGE FROM _____)

6. EXTENT OF TOTAL COMMITMENT:

| | |
|--------------|----------------------|
| ORIGINAL/NEW | \$ <u>400,000.00</u> |
| PREV. AMEND | _____ |
| THIS AMEND | _____ |
| TOTAL | \$ <u>400,000.00</u> |

7. BUDGET INFORMATION

- A. AMOUNT OF GRANT/CONTRACT TO BE SPENT IN FISCAL YEAR 198 91-8-92 \$ 200,000.00
- B. BUDGET LINE ITEM NAME Promo/PR Contracts AMOUNT APPROPRIATED FOR CONTRACT \$ 200,000.00
- C. ESTIMATED TOTAL LINE ITEM APPROPRIATION REMAINING AS OF _____, 19 91 \$ 200,000.00

8. SUMMARY OF BIDS OR QUOTES (PLEASE INDICATE IF A MINORITY BUSINESS ENTERPRISE)


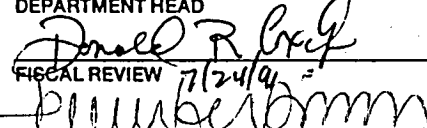
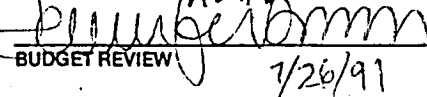
See attached

| | | |
|--------------------|----------|------------------------------|
| SUBMITTED BY _____ | \$ _____ | <input type="checkbox"/> MBE |
| AMOUNT | | |
| SUBMITTED BY _____ | \$ _____ | <input type="checkbox"/> MBE |
| AMOUNT | | |
| SUBMITTED BY _____ | \$ _____ | <input type="checkbox"/> MBE |
| AMOUNT | | |

9. NUMBER AND LOCATION OF ORIGINALS Five finalist proposals. See Public Affairs files.

10. A. APPROVED BY STATE/FEDERAL AGENCIES? YES NO NOT APPLICABLE
 B. IS THIS A DOT/UMTA/FHWA ASSISTED CONTRACT YES NO
11. IS CONTRACT OR SUBCONTRACT WITH A MINORITY BUSINESS? YES NO
 IF YES, WHICH JURISDICTION HAS AWARDED CERTIFICATION _____
12. WILL INSURANCE CERTIFICATE BE REQUIRED? YES NO
13. WERE BID AND PERFORMANCE BONDS SUBMITTED? YES NOT APPLICABLE
 TYPE OF BOND _____ AMOUNT \$ _____
 TYPE OF BOND _____ AMOUNT \$ _____
14. LIST OF KNOWN SUBCONTRACTORS (IF APPLICABLE) N/A
- | | | |
|------------|---------------|------------------------------|
| NAME _____ | SERVICE _____ | <input type="checkbox"/> MBE |
| NAME _____ | SERVICE _____ | <input type="checkbox"/> MBE |
| NAME _____ | SERVICE _____ | <input type="checkbox"/> MBE |
| NAME _____ | SERVICE _____ | <input type="checkbox"/> MBE |
15. IF THE CONTRACT IS OVER \$10,000.
 A. IS THE CONTRACTOR DOMICILED IN OR REGISTERED TO DO BUSINESS IN THE STATE OF OREGON?
 YES NO
- B. IF NO, HAS AN APPLICATION FOR FINAL PAYMENT RELEASE BEEN FORWARDED TO THE CONTRACTOR?
 YES DATE _____ INITIAL _____
16. COMMENTS:

GRANT/CONTRACT APPROVAL

| | | |
|---|---|--|
| <p>INTERNAL REVIEW  DEPARTMENT HEAD</p> <p>FISCAL REVIEW <u>7/24/91</u>  BUDGET REVIEW <u>7/26/91</u> </p> | <p>CONTRACT REVIEW BOARD (IF REQUIRED) DATE _____</p> <p>1. _____ COUNCILOR</p> <p>2. _____ COUNCILOR</p> <p>3. _____ COUNCILOR</p> | <p>COUNCIL REVIEW (IF REQUIRED)</p> <p>DATE _____</p> |
|---|---|--|

LEGAL COUNSEL REVIEW AS NEEDED:

- A. DEVIATION TO CONTRACT FORM _____
- B. CONTRACTS OVER \$10,000 _____
- C. CONTRACTS BETWEEN GOVERNMENT AGENCIES _____

Advertising Agencies Submitting Proposals

(Asterisk "*" indicates those that were interviewed/pound sign "#" indicates DBE or WBE firm)

| <u>Name</u> | <u>1st score (100 poss.)</u> | <u>2nd score (50 poss.)</u> | <u>Overall average</u> |
|------------------------------|----------------------------------|---------------------------------|----------------------------|
| Marx/Knoll, Denight & Dodge* | 95.8 | 41 | 136.8 |
| The Coates Agency*/# | 83.8 | 33.5 | 117.3 |
| Turtledove Clemens, Inc.* | 81.8 | 40.5 | 122.3 |
| Pihas Schmidt Westerdahl* | 74.5 | 37 | 111.5 |
| Gard & Lesh* | 71.5 | 27 | 98.5 |
| Young & Roehr | 67 | -- | |
| Cole & Weber | 65.3 | -- | |
| KVO | 64.8 | -- | |
| Lawton, Sweitzer, Ratti | 61.8 | -- | |
| Enviro/Comm | 61.16 | -- | |
| Gerber | 57.5 | -- | |
| Adams, McKinney & Johnson | 56.6 | -- | |
| Richardson, Strang & Assoc. | 52.5 | -- | |
| Recycled Consortium | 39.6 | -- | |

MEMO

Date: July 22, 1991
To: Amha Hazen, Contracts
From: Michel Gregory, Public Affairs
Re: Advertising agency contract

Last week we completed our selection process for an advertising agency to handle Metro's waste reduction campaigns for the next two years. We used a two-step evaluation. In the first stage Don Rocks, Vickie Rocker and I scored the fourteen written proposals we received. In the second stage, a committee of six people (Bob Martin; Janice Larson; Pete Dorn, an outside public relations professional; and the three listed above) evaluated 90-minute presentations from the top five agencies. The agency with the highest overall score, Marx/Knoll, Denight & Dodge, was selected. Both evaluation forms are attached.

Also attached are the contract documents, including an RFP summary form, the contract summary form, three copies of the personal services contract and the proposals we received from the five finalists. All proposers submitted either the DBE compliance form or stated that they understood the subconsultant requirements and would comply if they were to subcontract any work. Based on the wording from the RFP, ("If applicable, complete the attached DBE/WBE compliance form with your application"), we considered both adequate responses to the subconsultant requirement.

Your prompt attention to this contract will be appreciated. We are tentatively scheduled on the August 6 Solid Waste Committee agenda, so the attached resolution and staff report are due in the Council office a week from today (July 29).

Please call me or Vickie Rocker if you have questions.

cc: Vickie Rocker

BID/RFP SUMMARY

RFP Title: Request for Proposal for Advertising Services
Description of Work: Design + implement recycling + waste reduction education campaigns. 2yr. contract
Bid/RFP Opening Date: 5/24/91
No. of BIDS/RFPs received: 14 / 5 finalists were interviewed

(If only one bid or RFP received, state reasons why only one was received)

Is bid awarded to the apparent low bidder: / / yes, / / no N/A
If no, explain: fixed annual budget - \$200,000/year
(Use additional sheet if necessary)

Was a committee used for selection of the RFP X / yes, / / no
(Submit a copy of the RFP evaluation form)

DBE/WBE Requirements: / / Do not apply to the Bid/RFP
see attached / / DBE/WBE Goals met. (Provide list of DBE/WBEs, dollar amounts of participation and description of work)
 / / DBE/WBE goals not met. Good faith effort applied by apparent low bidder/proposer per Metro Code 2.04.160. (Documentation attached).

The following bidder/proposer is recommended to the Director of Finance and Administration:

Max/Kroll, Benight + Dodge

Date Signature Title

FOR DEPARTMENT OF FINANCE & ADMINISTRATION USE ONLY

- / / The recommendation submitted has been approved. Please send a notification of award to bidder/proposer.
- / / The recommendation submitted has not been approved. See attached memo for reasons why.

Date Director of Finance & Admin. Signature

DISADVANTAGED BUSINESS PROGRAM COMPLIANCE FORM

(To be submitted with Bid or Proposal)

Name of Metro Project: Metropolitan Service District-Recycling

Name of Contractor: Marx/Knoll, Denight & Dodge

Address: 1230 SW First Ave., Portland, OR 97204

Phone: 226-2867

In accordance with Metro's Disadvantaged Business Program, the above-named contractor has accomplished the following:

- 1. Has fully met the contract goals and will subcontract _____ percent of the contract amount to DBEs and _____ percent to WBES.
- 2. Has partially met the contract goals and will subcontract _____ percent of the contract amount to DBEs and _____ percent to WBES. Contractor has made good faith efforts prior to bid opening (or proposal submission date, as applicable) to meet the full goals and will submit documentation of the same to Metro within two working days of bid opening (or proposal submission date).
- 3. Will not subcontract any of the contract amount to DBEs or WBES but has made good faith efforts prior to bid opening (or proposal submission date, as applicable) to meet the contract goals and will submit documentation of such good faith efforts to Metro within two working days of bid opening (or proposal submission date).

Chris E. Denight
Authorized Signature

June 28, 1991
Date

* Will not subcontract any of contract amount at time of RFP submission. If work plan requires any work be subcontracted, agency will make good faith effort to meet contract goals.

Stage One

PROPOSAL EVALUATION FORM
Advertising Services - Waste Reduction Promotion

Agency name: _____ Reviewer: _____

INSTRUCTIONS: Score the proposal on a scale from 1=low to 5=high as you feel their proposal rates on the following list of criteria. Weighted points equal the factor multiplied by the numerical score.

| CRITERIA | 1 | 2 | 3 | 4 | 5 | FACTOR | WEIGHTED POINTS | MAX SCORE |
|---|---|---|---|---|---|--------|-----------------|-----------|
| Approach: Understanding objectives/issues based on information presented in RFP. Soundness of methodology in developing plan/campaigns. | | | | | | 5 | | 25 |
| Staffing: Relevant experience of account team. Reasonable balance between account management, creative and production. | | | | | | 5 | | 25 |
| Previous work: •Relevance to Metro project (public affairs/education projects directed at general public and business sector). •Creative approach on past projects. •Measurable results/effectiveness. | | | | | | 8 | | 40 |
| Budget: Value (competitive rates, mark-up policy, pro bono/sponsorship options.) | | | | | | 2 | | 10 |
| | | | | | | | SCORE | 100 |
| BONUS POINTS FROM REVERSE (Max. 10 pts.) | | | | | | | | |
| TOTAL | | | | | | | | 110 |

Page 2 - Agency Proposal Evaluation Form

Other comments/considerations (may award up to 10 bonus points):

Stage Two

AGENCY PRESENTATION EVALUATION FORM

Agency name: _____ Reviewer: _____

INSTRUCTIONS: Score the presentation on a scale from 1=low to 5=high as you feel their presentation rates on the following criteria. Weighted points equal the factor multiplied by the numerical score.

| CRITERIA | 1 2 3 4 5 | FACTOR | WEIGHTED POINTS | MAX SCORE |
|--|-----------|--------|-----------------|-----------|
| <i>Account team:</i> Proven expertise. Balance of strategic thinkers/strong creative/media buying/account management. Understand role of public relations in overall promotion plan. Would we be able to communicate & work with them? Do we like them? | | 2 | | 10 |
| <i>Past project:</i> <ul style="list-style-type: none"> •Relevance to Metro project (public affairs/ education projects directed at general public or business sector). •Emphasis on research in developing approach. •Creative & appropriate approach to the problem. •Quality of execution (tone, production values). •Measurable results/effectiveness. | | 3 | | 15 |
| <i>Corrugated campaign assignment:</i> <ul style="list-style-type: none"> •Research-based campaign development. •Comprehensive approach. (Creative, appropriate, multi-dimensional, understanding of public relations role, good use of Recycling Information Center as resource.) •Results measurement plan. | | 3 | | 15 |
| SUBTOTAL | | | | 40 |

| CRITERIA | 1 2 3 4 5 | FACTOR | WEIGHTED POINTS | MAX SCORE |
|--|-----------|--------|-----------------|-----------|
| <i>Overall impression of agency:</i> •Basic understanding of Metro issues & objectives. •Emphasis on client service, results, maximizing budget. •Motivation to make this account a priority. | | 2 | | |
| SUBTOTAL (from reverse) | | | | 40 |
| TOTAL POINTS | | | | 50 |

COMMENTS:



METRO

2000 S.W. First Avenue
Portland, OR 97201-5398
503/221-1646

Memorandum

To: Solid Waste Committee Members

From: John Houser, ^{JSK} Council Analyst

Date: July 29, 1991

Re: Resolution 91-1486, For the Purpose of Awarding a Two-Year Contract to Marx/Knoll, Denight, & Dodgeo to Design and Implement Recycling and Waste Reduction Education Campaigns to Support Metro's Waste Reduction Programs.

Resolution 91-1486 has been scheduled for consideration by the Committee at the August 6, 1991 meeting.

Background

The Public Affairs Department is proposing a two-year contract with Marx/Knoll, Denight, & Dodgeo to implement a waste reduction promotion and public education program. A total of \$200,000 was budgeted for the current fiscal year for this contract. The department anticipates that at least this amount will be budgeted for the second year of the contract. The existing contract for these services expired on June 30, 1991.

The program objective will be to reduce targeted materials from the waste stream, increase recycling of these materials and increase the number of calls to the Recycling Information Center concerning such recycling. The agency will develop a two-year work plan within the projected budget parameters.

Issues and Questions

In considering this resolution, the committee may wish to address the following issues and questions:

The Department has requested that the committee expedite consideration of the resolution so that the full council can take final action on it at its August 8 meeting. This request is being made because the previous contract expired on June 30, 1991 and the department wants to begin a new promotional program as soon as possible. Since it is likely that the council's regular meeting on August 22 will be cancelled, the committee may wish to favorably consider this request.

But it is interesting to note that, while the department began the RFP process for this contract on May 24, 1991, prospective contractors were not interviewed until July 16-17, 1991. If the department were concerned about the expiration of the prior contract, it could have expedited the selection process.

SOLID WASTE COMMITTEE REPORT

CONSIDERATION OF RESOLUTION NO. 91-1486, FOR THE PURPOSE OF AWARDING A TWO-YEAR CONTRACT TO MARX/KNOLL, DENIGHT & DODGE TO DESIGN AND IMPLEMENT RECYCLING AND WASTE REDUCTION EDUCATION CAMPAIGNS TO SUPPORT METRO'S WASTE REDUCTION PROGRAMS

Date: August 7, 1991

Presented by: Gardner

Committee Recommendation: At the August 6 meeting, the Committee voted unanimously to recommend Council adoption of Resolution No. 91-1486. Voting in favor: Councilors Gardner, McLain, and Wyers

Committee Issues/Discussion: Vicki Rocker, Public Affairs Director, reviewed the selection process and praised the caliber of the applicants and the presentations made to the selection committee. She noted that the timing of the selection process allowed the applicants sufficient time to develop their proposals for consideration by Metro.

Representatives from Marx/Knoll, Denight, and Dodge presented examples of prior work on behalf of other clients including the Benjamin Franklin, Northwest Natural Gas and AAA Automobile Club. Ray Dodge indicated that he believed that his firm is distinguished by it's "creativity." He noted that the promotional campaign for Metro will appeal to people's emotions.

Councilor Wyers questioned whether the program will address waste reduction issues. Ms. Rocker indicated that it would address both recycling and waste reduction. Wyers asked about the level of public input into the development of the promotional program. Ms. Rocker indicated that interested parties will be contacted during program development and that the Council Solid Waste Committee will have an opportunity to review the program before it is finalized.

SOLID WASTE COMMITTEE REPORT

CONSIDERATION OF RESOLUTION NO. 91-1486, FOR THE PURPOSE OF
AWARDING A TWO-YEAR CONTRACT TO MARX/KNOLL, DENIGHT & DODGE TO
DESIGN AND IMPLEMENT RECYCLING AND WASTE REDUCTION EDUCATION
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