

BEFORE THE METRO COUNCIL

FOR THE PURPOSE OF AUTHORIZING THE ) RESOLUTION NO. 96-2286  
RELEASE OF A REQUEST FOR PROPOSALS )  
FOR A REGIONAL WASTE PREVENTION ) Introduced by Mike Burton  
EDUCATION PROGRAM FOR BUSINESSES, ) Executive Officer  
AND AUTHORIZING THE EXECUTIVE OFFICER )  
TO ENTER INTO A MULTI-YEAR CONTRACT )

WHEREAS, the *Regional Solid Waste Management Plan* (RSWMP) sets a 52 percent recovery goal for the year 2000; and

WHEREAS, waste prevention, which emphasizes the reduce and reuse components of the state's hierarchy for waste management, is a key management practice in the RSWMP and *The Oregon State Integrated Resource and Solid Waste Management Plan*; and

WHEREAS, the FY 95-96 Waste Reduction and Planning Services budget allocates funds to implement waste prevention and recycling programs in the commercial sector; and

WHEREAS, this RFP will solicit the services of a contractor to develop an education pilot project to increase business awareness of waste prevention techniques and costs savings; and

WHEREAS, the effectiveness of the project conducted through this RFP will be evaluated to determine if it increases awareness of waste prevention rather than recycling collection programs; and

WHEREAS, to complete the educational campaign and conduct follow-up evaluation, a multi-year contract is required;

BE IT RESOLVED, .

1. That the Metro Council hereby approves issuance of the Request for Proposals for a Regional Waste Prevention Education Program for Business attached to this Resolution as Exhibit A.
2. That the Council authorizes the Executive Officer to enter into a multi-year contract with the successful proposer.

ADOPTED this 28<sup>th</sup> day of March, 1996.

  
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Jon Kvistad, Presiding Officer

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# **REQUEST FOR PROPOSALS**

## **REGIONAL WASTE PREVENTION EDUCATION PROGRAM FOR BUSINESS**

(RFP #96R-3-REM)

April 1996

METRO  
600 NE Grand Avenue  
Portland, OR 97232-2736  
(503) 797-1650



# REQUEST FOR PROPOSALS

## REGIONAL WASTE PREVENTION EDUCATION PROGRAM FOR BUSINESS

### I. INTRODUCTION AND OVERVIEW

The Regional Environmental Management Department of Metro, a metropolitan service district organized under the laws of the State of Oregon and the 1992 Metro Charter, located at 600 NE Grand Avenue, Portland, OR 97232-2736, is requesting proposals to develop a Waste Prevention Education Program for Businesses (RFP #96R-3-REM). The program will target businesses located within Metro's jurisdiction of Clackamas, Multnomah and Washington counties. Proposals will be due no later than **3:00 p.m., Tuesday, April 30, 1996**, in Metro's business offices at 600 NE Grand Avenue, Portland, OR 97232-2736. Details concerning the project and proposal are contained in this document.

Metro has several goals for the waste prevention campaign. These include,

1. Expand awareness of waste prevention as a positive and beneficial practice, and motivate businesses to adopt waste prevention practices.
2. Reduce the amount of paper and packaging waste in the commercial waste stream as a result of waste prevention practices introduced during the campaign.

The tasks could include but are not limited to the following:

1. Identify businesses (20-200 employees) that use large quantities of paper within their operations as a target for a waste prevention mailer campaign;
2. Develop and implement a paper waste prevention campaign for the targeted business groups that includes an advertising/promotion strategy, campaign sponsor involvement from a professional association or associations, regional business leadership support and media support.

The campaign should create regional recognition for waste prevention from a business "bottom line" perspective. It should include a waste prevention promotional kit that would motivate and educate businesses on why they should incorporate waste prevention into their operations. (The waste prevention kit could include: a) a challenge to implement three specific basic waste prevention tactics; b) business waste prevention "success story" case studies; c) a waste prevention primer; and d) a pledge card that requires the business owner's, manager's or CEO's signature.

3. Solicit support from regional business leaders that will serve as the springboard for the campaign. Business leadership would endorse the campaign, participate in the waste prevention challenge by encouraging peers to follow their lead in adopting and endorsing waste prevention practices.
4. Provide creative direction and project management from implementation to campaign closure.
5. Prepare a final report that documents campaign objectives, strategies and results.

## II. BACKGROUND/HISTORY OF PROJECT

Since 1986, Metro has promoted recycling as part of the agency's waste reduction education efforts to create business awareness and motivate participation in resource conservation programs. In 1989/90, paper continued to be the single biggest portion of waste sent to the regional landfill. During this period, Portland area businesses threw away nearly 23,000 tons of recyclable paper. To help reduce the amount disposed and increase the amount recycled, Metro developed consecutive resource conservation campaigns to motivate businesses to implement new office paper recycling programs and help them get started.

The 1990 campaigns focused on paper recycling only, but a second-tier campaign in 1991 focused on the demand side of the loop: recycled paper.

**"Paper Train Your Staff" - 1990.** Following this direct mail and billboard campaign, office paper recycling increased substantially in 1990. The recycling rate for office paper, waste paper and magazines increased from 23 percent, or 46,000 tons, in 1988 to 49 percent, or 105,000 tons in 1990.

A follow-up survey of participating businesses indicated that 68 percent started recycling programs.

**"Watch Your Waste" - 1991.** Watch Your Waste was a direct mail follow-up to the Paper Train Your Staff campaign that made recycling program support materials, including posters, mugs, recycling boxes and a paper recycling handbook available to businesses.

In 1991, office paper recycling increased by approximately 5,000 tons. Metro's Recycling Information distributed 8,000 desk-side recycling boxes, 4,000 paper handbooks and received 2,500 calls from businesses requested recycling assistance.

**"Make Your Company Look Good on Paper" - 1991.** This campaign promoted recycled paper to businesses that responded to the "Paper Train Your Staff" campaign. The emphasis was on challenging common misconceptions about recycled paper (quality,

price, availability) and explaining that paper recycling works only if there is a demand for recycled paper.

As a result of this campaign, area paper distributors reported a significant increase in requests for recycled paper, especially from graphic designers. Actual sales figures were not available since this is proprietary information.

Metro's current priority is to promote the integration of waste prevention activities into business operations. Waste prevention is using less material to get a job done and creating less waste before recycling. For businesses, this can involve cutting waste that goes into their own dumpsters as well as eliminating materials that can become waste for customers. Waste prevention is the next logical step in reducing the business waste stream. Waste prevention integration is compatible with business goals. As business processes and operations become more efficient there is a direct correlation between less waste and financial benefits. Most businesses already include some waste prevention practices within their operations when they reduce costs.

### **III. PROPOSED SCOPE OF WORK/SCHEDULE**

Metro is seeking proposals from qualified firms to perform the following services and to deliver the products described below:

**All proposers must address the outlined tasks but proposers may also include an alternative plan, for Metro review, that meets the agency's goals for the project.**

**Task 1: Campaign Planning and Development.** Upon contract award, meet with Metro and local government representatives to identify campaign objectives, target audiences, sponsorship and endorsement opportunities.

Review existing waste prevention materials, including case studies, past campaigns, and research.

Identify, with Metro and local government input, the types of paper-generating businesses the campaign will target and what professional associations will be involved in supporting the campaign.

Develop a detailed campaign plan, draft budget, and timeline for Metro and local government review and approval. The campaign goal is to expand awareness and implementation of waste prevention practices by promoting the bottom line business benefits of doing so. The plan should propose a method to measure campaign results.

Coordinate with local government recycling coordinators during campaign development and implementation. Information disseminated within the campaign

must comply with applicable codes and ordinances in all jurisdictions within the region. Metro will provide the contractor with a list of local government contacts.

**Task 2: Campaign Production and Implementation.** Design campaign materials for Metro review and approval. Materials should be approved at the following stages: comps, camera-ready art, blue line and completed pieces.

Complete production and distribution of all approved materials. This includes coordinating printing and mail distribution.

**Task 3: Contractor Reports to Metro.** Prepare monthly reports for the Metro project manager that details the project's progress and resources utilized per task. Allocate time, as needed for Metro project status meetings.

Based on agreed upon measurement criteria, prepare a final project report that quantifies results, identifies business participants and includes business recommendations for future Metro waste prevention campaigns. The final report should also include examples of promotional materials developed to support the waste prevention campaign.

The final report will be duplicated by Metro and made available for distribution through Metro Recycling Information. The report should serve as a resource to assist others in implementing similar campaigns.

Metro expects to award the contract and commence work in **May 1996**.

#### **IV. QUALIFICATIONS/EXPERIENCE**

Proposers shall have the following experience:

1. Promotion and project management experience
2. Excellent writing skills (both marketing and report)
3. Strong interpersonal and communication skills
4. Experience with, or ability to work, with a government agency

#### **V. PROPOSAL INSTRUCTIONS**

##### **A. Submission of Proposals**

4 copies of the proposal shall be furnished to Metro, addressed to:  
Metro Regional Environmental Management Department  
Attn.: Genya Arnold  
600 NE Grand Avenue  
Portland, OR 97232-2736

**B. Deadline**

Proposals will not be considered if received after **3:00 p.m., Tuesday, April 30, 1996.**

**C. RFP as Basis for Proposals:**

This Request for Proposals represents the most definitive statement Metro will make concerning the information upon which Proposals are to be based. Any verbal information which is not addressed in this RFP will not be considered by Metro in evaluating the Proposal. All questions relating to this RFP should be addressed to **Ms. Genya Arnold, Environmental Management Department at (503) 797-1676.** Any questions, which in the opinion of Metro, warrant a written reply or RFP amendment will be furnished to all parties receiving this RFP. Metro will not respond to questions received after **April 24, 1996.**

**D. Information Release**

All proposers are hereby advised that Metro may solicit and secure background information based upon the information, including references, provided in response to this RFP. By submission of a proposal all proposers agree to such activity and release Metro from all claims arising from such activity.

**E. Minority and Women-Owned Business Program**

In the event that any subcontracts are to be utilized in the performance of this agreement, the proposer's attention is directed to Metro Code provisions 2.04.100 & 200.

Copies of that document are available from the Risk and Contracts Management Division of Administrative Services, Metro, Metro Center, 600 NE Grand Avenue, Portland, OR 97232 or call (503) 797-1717.

**VI. PROPOSAL CONTENTS**

The proposal should contain not more than 14 pages of written material (excluding biographies and samples, which should be included in an appendix), describing the ability of the consultant to perform the work requested, as outlined below. **The proposal should be submitted on recyclable, double-sided recycled paper(post consumer content). No waxed page dividers or non-recyclable materials should be included in the proposal.** This does not apply to submitted work samples.



- A. Transmittal Letter: Indicate who will be assigned to the project, who will be project manager, and that the proposal will be valid for ninety (90) days.  
--1 page
- B. Approach/Project Work Plan: Describe how the work will be done within the given time frame and budget. Include a proposed work plan and schedule.  
-- 4 pages
- C. Staffing/Project Manager Designation: Identify the persons who assisted in preparing the proposal. Identify specific personnel assigned to major project tasks, their roles in relation to the work required, percent of their time on the project, and special qualifications they may bring to the project. Include resumes of individuals proposed for this contract.

Metro intends to award this contract to a single firm to provide the services required. Proposals must identify a single person as project manager to work with Metro. The consultant must assure responsibility for any subconsultant work and shall be responsible for the day-today direction and internal management of the consultant effort.

-- 2 pages

- D. Experience: Indicate how your firm meets the experience requirements listed in section IV. of this RFP. List projects conducted over the past five years which involved services similar to the services required here. Provide final product work samples related to each project. For each of these other projects, include the name of the customer contact person, his/her title, role on the project, and telephone number. Provide, if available, final reports for each campaign documenting campaign results and impacts. Identify persons on the proposed project team who worked on each of the other projects listed, and their respective roles.  
-- 4 pages

- E. Cost/Budget: Using the attached cost form, present the proposed cost of the project and the proposed method of compensation. List hourly rates for personnel assigned to the project, total personnel expenditures, support services, and subconsultant fees (if any). Requested expenses should also be listed. Metro has established a budget not to exceed \$40,000 for this project. **All production and distribution costs, including postage, must be covered by this budget.**  
-- 3 pages

- F. Exceptions and Comments: To facilitate evaluation of proposals, all responding firms will adhere to the format outlined within this RFP. Firms wishing to take exception to, or comment on, any specified criteria within this RFP shall document their concerns in

this part of their proposal. Exceptions or comments should be succinct, thorough and organized.

## VII. GENERAL PROPOSAL/CONTRACT CONDITIONS

- A. Limitation and Award: This RFP does not commit Metro to the award of a contract, nor to pay any costs incurred in the preparation and submission of proposals in anticipation of a contract. Metro reserves the right to waive minor irregularities, accept or reject any or all proposals received as the result of this request, negotiate with all qualified sources, or to cancel all or part of this RFP.
- B. Billing Procedures: Proposers are informed that the billing procedures of the selected firm are subject to the review and prior approval of Metro before reimbursement of services can occur. Contractor's invoices shall include an itemized statement of the work done during the billing period, and will not be submitted more frequently than once a month. Metro shall pay Contractor within 30 days of receipt of an approved invoice.
- C. Validity Period and Authority: The proposal shall be considered valid for a period of at least ninety (90) days and shall contain a statement to that effect. The proposal shall contain the name, title, address, and telephone number of an individual or individuals with authority to bind any company contacted during the period in which Metro is evaluating the proposal.
- D. Conflict of Interest. A Proposer filing a proposal thereby certifies that no officer, agent, or employee of Metro or Metro has a pecuniary interest in this proposal or has participated in contract negotiations on behalf of Metro; that the proposal is made in good faith without fraud, collusion, or connection of any kind with any other Proposer for the same call for proposals; the Proposer is competing solely in its own behalf without connection with, or obligation to, any undisclosed person or firm.

## VIII. EVALUATION OF PROPOSALS

- A. Evaluation Procedure: Proposals received that conform to the proposal instructions will be evaluated. The evaluation will take place using the evaluation criteria identified in the following section. Interviews may be requested prior to final selection of one firm.

B. Evaluation Criteria: This section provides a description of the criteria which will be used in the evaluation of the proposals submitted to accomplish the work defined in the RFP.

**30%** Project Work Plan/Approach

1. Demonstration of understanding of the project objectives
2. Performance methodology.

**45%** Project Staffing Experience

1. Experience and ability of firm and project staff
2. Resources and staff committed to project

**25%** Budget/Cost Proposal

1. Commitment to budget parameters.
2. Practicality and value of proposed budget.

**IX. NOTICE TO ALL PROPOSERS -- STANDARD AGREEMENT**

The attached personal services agreement is a standard agreement approved for use by the Metro Office of General Counsel. This is the contract the successful proposer will enter into with Metro; it is included for your review prior to submitting a proposal.

# COST FORM

Task 1			
Personnel	Hours _____	x Rate \$ _____	Total \$ _____ =
	Hours _____	x Rate \$ _____	Total \$ _____ =
	Materials _____	+ Expenses _____	Total \$ _____ =
Total Cost Task 1. \$			\$

Task 2			
Personnel	Hours _____	x Rate \$ _____	Total \$ _____ =
	Hours _____	x Rate \$ _____	Total \$ _____ =
	Materials _____	+ Expenses _____	Total \$ _____ =
Total Cost Task 2. \$			\$

Task 3			
Personnel	Hours _____	x Rate \$ _____	Total \$ _____ =
	Hours _____	x Rate \$ _____	Total \$ _____ =
	Materials _____	+ Expenses _____	Total \$ _____ =
Total Cost Task 3. \$			\$

Total Project Cost                      \$

**PERSONAL SERVICES AGREEMENT**

THIS AGREEMENT is between Metro, a metropolitan service district organized under the laws of the State of Oregon and the 1992 Metro Charter, located at 600 NE Grand Avenue, Portland, Oregon 97232, and \_\_\_\_\_, referred to herein as "Contractor," located at \_\_\_\_\_.

In exchange for the promises and other consideration set forth below, the parties agree as follows:

1. **Duration.** This personal services agreement shall be effective on the last signature date below and shall remain in effect until and including \_\_\_\_\_ unless terminated or extended as provided in this Agreement.
2. **Scope of Work.** Contractor shall provide all services and materials specified in the attached "Exhibit A -- Scope of Work," which is incorporated into this Agreement by reference. All services and materials shall be provided by Contractor in accordance with the Scope of Work, in a competent and professional manner. To the extent that the Scope of Work contains additional contract provisions or waives any provision in the body of this Agreement, the Scope of Work shall control.
3. **Payment.** Metro shall pay Contractor for services performed and materials delivered in the amounts, manner and at the times specified in the Scope of Work for a maximum sum not to exceed \_\_\_\_\_ Dollars (\$\_\_\_\_\_).
4. **Insurance.** CONTRACTOR shall provide METRO with a certificate of insurance complying with this article and naming METRO as an insured within fifteen (15) days of execution of this Contract or twenty-four (24) hours before services under this Contract commence, whichever date is earlier.
  - a. Contractor shall purchase and maintain at the Contractor's expense, the following types of insurance, covering the Contractor, its employees, and agents:
    - (1) Broad form comprehensive general liability insurance covering bodily injury and property damage, with automatic coverage for premises, operations, and product liability. The policy must be endorsed with contractual liability coverage; and
    - (2) Automobile bodily injury and property damage liability insurance.
  - b. Insurance coverage shall be a minimum of \$500,000 per occurrence. If coverage is written with an annual aggregate limit, the aggregate limit shall not be less than \$1,000,000.

c. Metro, its elected officials, departments, employees, and agents shall be named as ADDITIONAL INSUREDS. Notice of any material change or policy cancellation shall be provided to Metro 30 days prior to the change or cancellation.

d. Contractor, its subcontractors, if any, and all employers working under this Agreement that are subject employers under the Oregon Workers' Compensation Law shall comply with ORS 656.017, which requires them to provide Workers' Compensation coverage for all their subject workers. Contractor shall provide Metro with certification of Workers' Compensation insurance including employer's liability. If Contractor has no employees and will perform the work without the assistance of others, a certificate to that effect may be attached, as Exhibit B, in lieu of the certificate showing current Workers' Compensation.

e. If required by the Scope of Work, Contractor shall maintain for the duration of this Agreement professional liability insurance covering personal injury and property damage arising from errors, omissions, or malpractice. Coverage shall be in the minimum amount of \$500,000. Contractor shall provide to Metro a certificate of this insurance, and 30 days' advance notice of material change or cancellation.

5. Indemnification. Contractor shall indemnify and hold Metro, its agents, employees and elected officials 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, or with any patent infringement or copyright claims arising out of the use of Contractor's designs or other materials by Metro and for any claims or disputes involving subcontractors.

6. Maintenance of Records. Contractor shall maintain all of its records relating to the Scope of Work on a generally recognized accounting basis and allow Metro the opportunity to inspect and/or copy such records at a convenient place during normal business hours. All required records shall be maintained by Contractor for three years after Metro makes final payment and all other pending matters are closed.

7. Ownership of Documents. All documents of any nature including, but not limited to, reports, drawings, works of art and photographs, produced by Contractor pursuant to this Agreement are the property of Metro, and it is agreed by the parties that such documents are works made for hire. Contractor hereby conveys, transfers, and grants to Metro all rights of reproduction and the copyright to all such documents.

8. Project Information. Contractor shall share all project information and fully cooperate with Metro, informing Metro of all aspects of the project including actual or potential problems or defects. Contractor shall abstain from releasing any information or project news without the prior and specific written approval of Metro.

9. Independent Contractor Status. Contractor shall be an independent contractor for all purposes and shall be entitled only to the compensation provided for in this Agreement. Under no circumstances shall Contractor be considered an employee of Metro. Contractor shall provide all tools or equipment necessary to carry out this Agreement, and shall exercise complete control in achieving the results specified in the Scope of Work. Contractor is solely responsible for its performance under this Agreement and the quality of its work; for obtaining and maintaining all licenses and certifications necessary to carry out this Agreement; for payment of any fees, taxes, royalties, or other expenses necessary to complete the work except as otherwise specified in the Scope of Work; and for meeting all other requirements of law in carrying out this Agreement. Contractor shall identify and certify tax status and identification number through execution of IRS form W-9 prior to submitting any request for payment to Metro.

10. Right to Withhold Payments. Metro shall have the right to withhold from payments due to Contractor such sums as necessary, in Metro's sole opinion, to protect Metro against any loss, damage, or claim which may result from Contractor's performance or failure to perform under this Agreement or the failure of Contractor to make proper payment to any suppliers or subcontractors.

11. State and Federal Law Constraints. Both parties shall comply with the public contracting provisions of ORS chapter 279, and the recycling provisions of ORS 279.545 - 279.650, to the extent those provisions apply to this Agreement. All such provisions required to be included in this Agreement are incorporated herein by reference. Contractor shall comply with all applicable requirements of federal and state civil rights and rehabilitation statutes, rules and regulations including those of the Americans with Disabilities Act.

12. Situs. The situs of this Agreement is Portland, Oregon. Any litigation over this agreement shall be governed by the laws of the state of Oregon and shall be conducted in the circuit court of the state of Oregon, for Multnomah County, or, if jurisdiction is proper, in the U.S. District Court for the District of Oregon.

13. Assignment. This Agreement is binding on each party, its successors, assigns, and legal representatives and may not, under any circumstance, be assigned or transferred by either party.

14. Termination. This Agreement may be terminated by mutual consent of the parties. In addition, Metro may terminate this Agreement by giving Contractor five days prior written notice of intent to terminate, without waiving any claims or remedies it may have against Contractor. Termination shall not excuse payment for expenses properly incurred prior to notice of termination, but neither party shall be liable for indirect or consequential damages arising from termination under this section.

15. No Waiver of Claims. The failure to enforce any provision of this Agreement shall not constitute a waiver by Metro of that or any other provision.

16. Modification. Notwithstanding any and all prior agreements or practices, this Agreement constitutes the entire Agreement between the parties, and may only be modified in a writing signed by both parties.

\_\_\_\_\_

METRO

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Print name and title

\_\_\_\_\_  
Print name and title

\_\_\_\_\_  
Date

\_\_\_\_\_  
Date



Exhibit A .

Scope of Work

**1. Statement of Work.**

Contractor shall perform the following services.

**2. Payment, Billing and Term.**

Contractor's proposal is incorporated into this contract by this reference; if there is any conflict between the proposal and the other parts of this contract, then the other parts of this contract shall prevail. Contractor shall perform task 1 for a price not to exceed \$\_\_\_\_. Contractor shall perform task 2 for a price not to exceed \$\_\_\_\_. Contractor shall perform task 3 for a price not to exceed \$\_\_\_\_. Contractor shall provide all the above services at the hourly rate of \$\_\_\_\_ for a maximum price not to exceed \_\_\_\_ THOUSAND, \_\_\_\_ HUNDRED AND \_\_\_\_ DOLLARS (\$\_\_\_\_.00). In the event Metro wishes for Contractor to provide services after the maximum contract price has been reached, Contractor shall provide such services pursuant to amendment at the same unit prices and under the same terms and conditions as are set forth above. Metro may, in its sole discretion and upon written notice to Contractor, extend the term of this contract for a period not to exceed 12 months. During such extended term all terms and conditions of this contract shall continue in full force and effect.

The maximum price includes all fees, costs and expenses of whatever nature. Each of Metro's payments to Contractor shall equal the percentage of the work Contractor accomplished during the billing period. Contractor's billing statements will include an itemized statement of work done and expenses incurred during the billing period, will not be submitted more frequently than once a month, and will be sent to Metro, Attention Regional Environmental Management Department. Metro will pay Contractor within 30 days of receipt of an approved billing statement.

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## STAFF REPORT

### **CONSIDERATION OF RESOLUTION NO. 96-2286 FOR THE PURPOSE OF AUTHORIZING THE RELEASE OF A REQUEST FOR PROPOSALS FOR A REGIONAL WASTE PREVENTION EDUCATION PROGRAM FOR BUSINESSES, AND AUTHORIZING THE EXECUTIVE OFFICER TO ENTER INTO A MULTI-YEAR CONTRACT.**

Date: March 6, 1996

Presented by: Leigh Zimmerman  
Genya Arnold

## PROPOSED ACTION

By approving this resolution, the Metro Council authorizes the release of RFP #96R-3-REM. This RFP solicits professional services to conduct a promotion and education pilot program on waste prevention (reduce and reuse) for businesses in the region. The resolution also authorizes the Executive Officer to enter into a multi-year contract.

## BACKGROUND

Metro's *Regional Solid Waste Management Plan (RSWMP)* establishes a goal of recovering 52 percent of waste generated in the tri-county region by the year 2000. To achieve this goal there must be a reduction in waste generated and disposed in the commercial sector. Regional waste prevention promotion and education programs have been identified as key management practices to reduce commercial waste. Waste Prevention has also been identified as an important objective and strategy in *The Oregon State Integrated Resource and Solid Waste Management Plan* (January 1994) prepared by the Department of Environmental Quality.

The Year 7 (FY 96-97) annual workplans for Metro and local governments include a work task for Metro to conduct a regional media campaign emphasizing waste prevention. Prior to starting large regional campaigns, Metro, local governments and targeted businesses often test new ideas and approaches by means of pilot projects. If successful, these can later be duplicated by the larger business community, and become part of local government commercial programs.

This RFP combines two smaller contracts from the FY 95-96 budget for targeted generator waste diversion strategies. One was for mortgage/title companies and the second for multi-tenant buildings. Metro and local government recycling coordinators determined that a waste prevention awareness campaign would be a preferable approach than the original contracts for the following reasons: 1) Lack of awareness by businesses of waste prevention has been a barrier to developing comprehensive waste diversion strategies, and 2) mortgage companies and multi-tenant buildings do not have strong professional associations to co-sponsor and disseminate recycling information to their members. This is a key element for a successful targeted generator strategy.

## PURPOSE AND JUSTIFICATION

This Request for Proposal will secure the services of a contractor to develop a waste prevention education campaign for businesses to increase their awareness of the term "waste prevention." In the solid waste hierarchy, waste prevention (reduce and reuse) has a higher priority than recycling, and can result in cost savings for businesses. Examples of waste prevention activities include double-sided copies, specifying reduced packaging in procurement, and reuse of transport containers.

Based upon Metro and local government experience working with various industries, it has become apparent that businesses identify waste prevention and recycling as the same activity or they cannot explain the concept at all. In order to help businesses accept and practice waste prevention, it is important to clarify what waste prevention means to business.

The RFP will help to accomplish the following objectives:

- Define waste prevention from a business "bottom line" perspective.
- Demonstrate, through use of select case studies, that waste prevention is compatible with business operations.
- Provide basic tools to start a waste prevention program.
- Survey business participants, over a two year period, to determine if they understand waste prevention, whether behavior changes have occurred, and whether participating businesses plan to continue to implement new waste prevention strategies within their operations.

Metro's past experience with education campaigns indicates that businesses will respond to new programs if they have direction and a clear understanding of the program's potential impact. An example is the 1990 "*Paper Train Your Staff*" Campaign. Prior to this campaign, paper was the single largest portion of waste sent to the landfill. Between 1988 and 1990, 23,000 tons of recyclable paper was thrown away by Portland area businesses. Following the 1990 campaign, the recycling rate for office paper increased from 23 percent, or 46,000 tons in 1989 to 49 percent or 105,000 tons in 1990. A follow-up survey of participating businesses indicated that 68 percent started recycling programs.

The project proposed through this RFP will attempt to achieve similar results in "waste prevention." The contractor and staff will work with 2500 businesses. Businesses will be selected from various size companies throughout the region. Contract funds will be used to develop a creative approach, contact businesses, develop and distribute promotional materials, design and conduct surveys. Funds will not be used to purchase equipment or products for individual businesses.

The selected contractor will prepare a final report that measures the campaign's effectiveness in achieving program objectives. Metro's expectation is that the report will serve as a resource to assist others in implementing similar programs. If the campaign is effective in meeting

objectives, it will benefit the whole region and be duplicated. If not, other waste prevention strategies will be examined.

The Oregon Chapter of Business for Social Responsibility (BSR) has committed to work with Metro on this project and will also promote the waste prevention strategies of their members. Some of the Oregon BSR Chapter members include: Hanna Andersson, The Body Shop, Ponzi Vineyards, Progressive Securities, Ron Paul Charcuterie, Sokol Blosser Vineyards, and Rejuvenation Inc.

A multi-year contract is required, since it will not be possible to select a contractor, implement the program and evaluate its effectiveness by the end of the fiscal year.

### **BUDGET IMPACT**

Funds for this project are allocated in the FY 95-96 Waste Reduction and Planning Services Division budget. Money will be carried over into next fiscal year in order to allow sufficient time to complete the project.

### **EXECUTIVE OFFICER RECOMMENDATION**

The Executive Officer recommends approval of Resolution No. 96-2286.

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