

Brightside St. Louis
“Recycle Responsibly” Regional Education Campaign
Request for Proposals
September 2020

INTRODUCTION

Operation Brightside, Inc. d.b.a. Brightside St. Louis, on behalf of their partners (East-West Gateway Council of Governments, Republic Services, Earthways Center, St. Louis County, City of St. Louis, earthday-365, St. Louis Composting, University of Missouri-St. Louis, Washington University and University City) is seeking proposals from qualified individuals and firms to provide professional services to bolster and execute a multi-faceted media campaign to engage and energize the St. Louis Region to “Recycle Responsibly.” The goal of the campaign is to reduce recycling contamination and confusion plus invigorate participation in recycling programs across the St. Louis region.

The successful Contractor will possess professional credentials, training and experience in environmental health/recycling communications, marketing, public policy, media advocacy and grassroots campaign development. Brightside St. Louis will serve as the contract and project manager.

Grant funding for the project comes from the St. Louis-Jefferson Solid Waste Management District (SWMD) and the Missouri Department of Natural Resources. The proposed budget is approximately \$120,000.00, which includes media buys.

Payment will be for services rendered utilizing standard hourly rates and associated out-of-pocket expenses as provided on the proposal’s budget form. The service contract will be for one year. The anticipated start date for the contract is November 2, 2020.

Applicant(s) shall submit a proposal for a comprehensive strategy that addresses the following:

- Bolster key regional message
- Develop a traditional media and social media plans
- Enhance advertising creative
- Develop collateral materials such as bill inserts, web page templates, bookmarks, magnets, etc. as needed
- Implement media contracts and conduct media buys.
- Promote (1-2) events
- Improve, enhance, and create marketing material for the searchable database
- Create PR and promote waste reduction techniques.
- Work with team to develop and implement local/grass root initiatives (neighborhoods, schools, churches, etc.)

BACKGROUND

Single-stream recycling has been prevalent in the St. Louis Region since 2007. The ease of commingling containers, paper and boxes in one large cart or alley dumpster increased the volume of recycling considerably. Markets were strong and the tolerance for contamination was high. People were told to recycle everything they can and expansive lists with resin codes and detailed descriptions dominated recycling education. When in doubt, people were encouraged to throw it the recycling bin.

Today, residents are using residential single-stream programs to “recycle” everything from wading pools to strands of holiday lights. Recycling processors shut down daily to cut out plastic bags and detangle hangers, cords, garden hoses and more from equipment. There is confusion between what is recyclable in a single-stream program and what is recyclable. Some items need to be processed through another outlet such as electronic recyclers, scrap metal dealers and in the case of plastic bags, retail outlets. Exacerbating the problem is stricter and stricter contamination standards being set by overseas recycling markets. The 2018 National Sword has set a .5% contamination rate for baled product shipped to China, causing processors to scramble.

In 2015, Brightside St. Louis took on the role of leading the City of St. Louis’ recycling education and outreach. This recycling program, known as Saint Louis City Recycles, began working on a SWMD-funded grant to reduce contamination and develop simple, clear and consistent messaging to increase recycling participation. Countless pages of media containing mixed messaging and instructions were simplified. A searchable database was created at STLCityRecycles.com/database for residents to look up any item by zip code and find a proper source for recycling of items that don’t belong in the single-stream. This program served as a foundation for “Recycle Responsibly.”

OneSTL Sustainability Summit

Representatives from Brightside St. Louis, St. Louis County, University City, earthday-365, ONESTL, Republic Services Recycling, Earthways Center, St. Louis Composting, University of Missouri-St. Louis, Washington University and others (hereafter referred to as Committee) came together in 2017 at the OneSTL Sustainability Summit as members of the Materials and Recycling workgroup. In total, six sustainability targets were identified at this summit, covering a range of sustainability issues (biodiversity, waterways, transit, reducing climate change and food access). The specific target the Materials and Recycling workgroup recommended is:

Reduce the tonnage of waste going to landfills within our watershed by 30 percent by 2030 from a 2015 baseline.

Contractor should be aware that this education campaign is part of a larger regional effort to improve sustainability and reduce the impacts of climate change. More information on the targets can be found at onestltargets.org

Through the OneSTL workgroup process, the Committee secured funding through the SWMD to reach this target. Brightside St. Louis applied to the SWMD for funding to develop the “Recycle Responsibly” campaign. St. Louis County has also dedicated funding from landfill surcharge fees to pay for advertising in the County and also to promote the campaign to licensed waste haulers and municipalities through their municipal grant program.

The goal is to assure residents see the same clear and concise recycling message regardless of the county or municipality in which they reside. Each entity using the campaign will be integrating this into their various websites and social media. Proposals should not include a microsite or new social media platforms. In addition to a standard message about what belongs in a single-stream recycling bin, the searchable database created at www.STLCityRecycles.com/database is a resource for the whole region to find a proper source for recycling of items that don’t belong in the single-stream.

Recycle Responsibly Campaign (current)

The Committee worked with a professional advertising contractor to kick-off the Recycle Responsibly campaign in November of 2018 on America Recycles Day. The Recycle Responsibly message is shown below depicting the simplified message of what to recycle as well as the contamination message of keeping plastic bags out of recycling bins. Plastic bags and plastic film were found to be the number one contaminant in our region’s single-stream recycling. This message was put forth in a small half-sheet flyer and a reusable bag reminder was created as well. Examples below:

Flyer:



Window Cling:



Recycle Responsibly during COVID-19:



Tip No.1

Bag your groceries at your car.

Skip the store's plastic bags and use your reusable shopping bags.



Tip No.2

Ask for paper bags instead of plastic.

Paper bags are easily recycled into new paper products like paper towels and toilet paper.



Tip No.3

Find alternate uses for plastic bags.

Use plastic bags to pick up after pets or to line bathroom waste cans.



Tip No.4

Save plastic bags & wraps to recycle later.

Once Covid-19 restrictions are lifted, bring your bags and wraps back to the store for recycling.



Tip No.5

Keep contamination out of recycling centers.

NEVER dispose of face masks or disposable gloves in your home recycling bin.



Tip No.6

Perform a personal waste audit.

Now that you are home all the time, take a look at how much waste you are generating and think of ways you can reduce your impact on the environment.



[RecyclingResponsibly.org](https://www.RecyclingResponsibly.org)

Funding for the Recycle Responsibly project is provided by the St. Louis-Jefferson Solid Waste Management District and the Missouri Department of Natural Resources.



This message was shared through the OneSTL website at www.RecycleResponsibly.org, various partnering municipal websites, events, neighborhood meetings and a social media campaign @OneSTL on Facebook and Instagram. Billboard, radio and TV were utilized to promote the campaign.

From there, Recycle Responsibly grew to respond to how to recycle during COVID-19 as well as a focus on how to recycle plastic bags and wraps. Media outreach was successful gaining TV time and articles in local newspapers. We strive to push the Recycle Responsibly message as a foundation to help the region reduce plastic waste.

I. SCOPE OF WORK

Applicant(s) are requested to submit proposals to address your strategies for the following project elements/tasks.

DELIVERABLES (to include, but not necessarily limited to):

A. Project Kick-Off Meeting

Successful contractor will set agenda and facilitate discussion to gain insight on the target audience, regional data, existing communication channels, partners and potential partners who will be using the Recycle Responsibly campaign. From the meeting the Contractor will determine if additional data is needed.

B. Bolster Key Regional Message: Recycle Responsibly

Using information and data obtained from the kick-off meeting, Contractor will develop plan to enhance the key regional message, “Recycle Responsibly,” and advertise creative plan. This message will be integrated into all advertising, collateral materials, in addition to multiple municipal, counties, not-for-profit and other entities’ existing website, social media and recycling education efforts.

Two to four “Recycle Responsibly” outreach events will need to be planned and promoted accordingly by the Contractor to ensure proper collateral and media coverage prepared or obtained.

C. Create PR and promote Waste Reduction techniques

In addition to the Key Regional Message, supplemental messaging around reducing waste at home, work, and play will also need to be developed and promoted. The focus areas of waste reduction will be determined by the Materials and Recycling Working Group with the intent to work toward the workgroup target: “Reduce the tonnage of waste going to landfills within our watershed by 30 percent by 2030 from a 2015 baseline.”

D. Create PR and promote recycling for “hard to recycle” materials

Many materials that are considered contamination in single stream recycling are easily recyclable other places. The searchable database www.STLCityRecycles.com/database is a resource for the whole region to find a proper source for recycling of items that don't belong in the single stream. Due to COVID, some of the locations in the database do not accept materials. This database will need to be updated and promoted, with messaging specific to the top "hard to recycle" items can be promoted as well.

E. Traditional and Social Media Plan

Contractor will develop a strategic media plan to promote the campaign. In addition to paid advertising, plan should identify publicity activities and methods to disseminate the message and creative through multiple channels including earned media, community relations, paid advertising, social media and potentially other online messaging opportunities.

Media plan should include any recommended collateral material to support the campaign for use by all partners. Examples include bill inserts, magnets, bookmarks, web templates, etc. that can be integrated into the various partner's public outreach. Prior to production, all materials must receive approval of and include the St. Louis-Jefferson Solid Waste Management District and Missouri Department of Natural Resources logo and/or funding statement.

F. Implement Media Contracts

Contractor will negotiate rates and contract with the recommended media outlets and complete all creative development (write, design and size ads). Negotiated rates will factor in that some media (billboards, theater slides, etc.) located exclusively in St. Louis County will also have a contract directly with the St. Louis County Department of Public Health, utilizing the same campaign, but paid directly by the County. Recommended Media Buys and estimated budget shall be listed on Appendix C.

II. COST PROPOSAL

Costs for personnel and direct costs shall be itemized on Appendix B. This budgeted cost will be used in the evaluation criteria. Proposers shall list recommended media buys and recommended budget to meet project goals.

III. REQUIRED EXPERIENCE

Applicant(s) must demonstrate experience in the following:

- A. Applicant must be in good standing with State Attorney General's Office, Better Business Bureau, regulatory agencies and professional associations.***

- B. Applicants are expected to provide the same information to verify the qualifications and capabilities of any subcontractors selected in response to the Request for Proposal (RFP). Brightside reserves the right to reject any proposed subcontractor based on the information provided by the contractor and other available information.***
- C. Applicant must demonstrate proven track record for meeting deadlines, efficiently coordinating projects, delivering services/bringing projects in within budget and achieving established goals and measurable objectives.***
- D. Applicant may submit, if available, proof of required insurance as discussed in Appendix D of the RFP. The winning applicant shall be required to demonstrate proof of required insurance coverage.***

IV. GENERAL CONDITIONS

- A. Failure to meet all requirements of this RFP may result in rejection of the proposal.***
- B. Committee reserves the right to split award and consolidate project elements from different Applicants in the best interest of the project. Successful contractors will be asked to work as a team with one contractor designated by Brightside as lead agency.***
- C. The winning applicant will be awarded a contract with payment based on the standard hourly rates and unit costs not to exceed the total bid cost, by task, as provided in the final budget proposal. Payment will be based on satisfactory completion of performance milestones established by the Committee contract manager. Billable hours will not exceed estimates agreed upon nor will payment be made for materials or services not specifically requested by Brightside. In-kind materials and professional services beyond agreed upon estimate will be accepted.***
- D. The term of the winning contract is for one year.***
- E. Contractor will designate one staff person to serve as project manager or liaison with Brightside.***
- F. Contractor will obtain approval prior to production for all materials, designs, reports, supporting documents, electronic media and outputs from Brightside.***
- G. At a minimum, Contractor will provide an accurate written narrative summary of services provided, milestones achieved and quantitative results with each invoice submitted for payment. Invoices shall be submitted no more frequently than monthly. Each payment shall be contingent upon Brightside approval of the written narrative report and invoice and***

supporting documentation.

- H. Brightside will retain all copyright and ownership claims for all design concepts and materials produced as a result of this contract.*
- I. Brightside reserves the right to request additional information as part of the evaluation process.*
- J. Contractor shall maintain compliance with all applicable local, state and federal rules and regulations during the contract term. Failure to do so may be cause for termination.*
- K. Contractor shall follow procurement requirements of the St. Louis-Jefferson Solid Waste Management District for all goods and/or services purchased for this contract.*
- L. All of the above conditions apply equally to all subcontractors, if any.*

V. EVALUATION CRITERIA

Proposals will be evaluated by a committee selected solely at the discretion of Brightside and assigned the following points based on 100 total points. Selection will be based on the following:

Criteria	Maximum Points
1. Soundness of Approach	50
2. Experience and Qualifications	20
3. Cost (personnel and direct costs)	20
4. References	10

Formal presentations and/or interviews may be required. Brightside reserves the right to request additional information as part of the evaluation process.

VI. SUBMITTAL

Applicant shall provide the following information in the proposal. Please submit one (1) original and an electronic version of the proposal.

A. SUBMITTAL FORMAT

- 1. Complete a copy of the Cover Sheet (Appendix A)

2. Attachment A: Experience, Training and Professional References.
 - a) Provide a description of the experience in sustainability/recycling communications and marketing, public policy and public participatory process for local governments. Experience must be relevant to the activities described in the specifications.
 - b) Provide a client list for similar or related projects for the past three (3) years and at least three (3) performance references including project description; date of project; project cost; project accomplishments; project manager within your firm; client company name, address, contact person name and phone number.
 - c) Include a list of personnel, including any proposed subcontractors, who will be involved in the project including academic and professional training and experience and tasks to be performed on this project.
 - d) Submit a portfolio of examples of public education materials or promotional materials that demonstrate a multi-faceted approach to reaching the public.
3. Attachment B: Written Proposal. Provide a narrative description of the comprehensive strategy for completing all required project elements/tasks to achieve the desired outcomes, including a work plan and timeline, with staff assignments, a media plan that reflect the diversity of the St. Louis region and demonstration of adequate availability and commitment of staff for successful project management. The written proposal should also include the recommended media buys and recommended budget for paid advertising for this project.
4. Attachment C: Budget Proposal. Applicants shall complete the Budget Form in Appendix B for personnel and any direct costs related to the budget. This total cost will be the cost used to evaluate proposal. **AUTHORIZED OFFICIAL MUST SIGN BUDGET PROPOSAL FORM.**
5. Attachment D: Recommended Media Buys. Bidders must complete the proposed Budget Form in Appendix C.
6. Attachment E: Insurance Coverage. Bidders may submit, if available, proof of required insurance as discussed in Appendix D of the RFP. The winning bidder shall be required to demonstrate proof of required insurance coverage, as needed.

B. SUBMITTAL INSTRUCTIONS

1. Questions concerning the RFP shall be directed to Brightside St. Louis through email at elysia@brightsidedstl.org on or before October 9, 2020. Responses may be deferred and subsequent answers will be posted on <http://www.brightsidedstl.org/3155/request-for-proposal/> for all applicants to view by October 12, 2020.
2. Proposal packages must be received no later than 3:00 p.m. on October 13, 2020. Faxed proposals will not be accepted. One (1) original and one

electronic of the proposal can be mailed or delivered to the following address: Brightside St. Louis, 4646 Shenandoah Avenue, St. Louis, MO 63110

A short list of qualified Applicants may be required to make formal presentations to the review committee within two weeks of submitting their proposals. Brightside St. Louis will schedule presentations.

C. SCHEDULE:

Issue RFP	September 30, 2020
Questions/Responses posted on website	October 9-12, 2020
Deadline for Submittal	October 13, 2019
Formal Presentations/Interviews (if needed)	October 19/20, 2019
Anticipated Notice of Contract Award	October 23, 2020

Appendices

- Appendix A – Cover Sheet**
- Appendix B – Budget Personnel and Direct Cost Form**
- Appendix C – Recommended Media Buys**
- Appendix D- Insurance**

**COVER SHEET
REQUEST FOR PROPOSAL (RFP) FOR
Brightside St. Louis
“Recycle Responsibly” Regional Education Campaign**

Instructions: Please type and submit one copy.

I. Name of Firm: _____

II. Address: _____

Phone Number: _____ FAX Number: _____

III. Primary Contact Person: _____

IV. Description of Firm: _____

V. Name of Principals: _____

VI. Number of Full-time Staff: _____

VII. Date of Incorporation: _____

VIII. Main Office (City): _____

IX. Branch Offices (Cities): _____
(if applicable)

Total Personnel and Direct Costs = _____

Total Recommended Media Buys = _____

Personnel and Direct Cost Budget Form

A. Project Kick-Off Meeting- Personnel	Hourly Rate x	# Hours =	Total
Total Personnel Cost =			
B. Enhance Recycle Responsibly Message- Personnel	Hourly Rate x	# Hours =	Total
Total Personnel Cost =			
C.Traditional/ Social Media Plan- Personnel	Hourly Rate x	# Hours =	Total
Recommended Collateral Material Development- Personnel			
Total Personnel Cost			
D. Implement Media Contracts- Personnel	Hourly Rate x	# Hours =	Total
Total Personnel Cost			
Direct Costs (stock photos, etc.)		Cost	Total
Total Direct Costs			
TOTAL PROJECT COST, EXCLUDING MEDIA BUYS			

Authorized

Recommended Media Buys	Recommended Budget
TOTAL COST RECOMMENDED MEDIA BUYS	

APPENDIX C

Insurance

The successful applicant agrees to carry the following insurance coverage during the period of this contract and will provide Brightside with certificates of insurance on all required coverage prior to commencement of the work under this contact.

1. Commercial General Liability - \$2,000,000 combined single limit per occurrence for bodily injury, personal injury and property damage. The general aggregate limit separately to this project/location or the general aggregate shall be twice the required occurrence limit. Brightside shall be named as additional insured as it applies to this coverage.
2. Worker's Compensation - As required by the law of the State of Missouri, including Employer's Liability.
3. Automobile, Bodily Injury and Property Damage Liability - Limits of not less than \$2,000,000 CSL per occurrence bodily injury and property damage is required. Non-ownership hired cares are to be included in the coverage.
4. The successful applicant, by accepting this contract, agrees to save and hold harmless Brightside and the City of St. Louis, its elected and appointed officials employees and volunteers. The insurer shall agree to waive all rights of subrogation against Brightside and the City of St. Louis, its officers, officials, employees and volunteers for losses arising from work performed by the bidder.
5. Contractor shall provide Brightside and the City of St. Louis with notice of policy cancellation, termination or modification of any kind within thirty (30)-calendar days of the changes.