

Recommendation re: Award of Solid Waste and Recycling Public Outreach Campaign (Bid No. 8176) to Resource Recycling Systems Inc.

Under the direction the City Manager, based on a request from the Mayor and City Commission during the budget retreat, the Solid Waste Division was asked to develop a comprehensive outreach and education campaign for City's recycling and garbage programs to all City residents and businesses.

In May 2018, the Solid Waste Division and City Communications staff met to discuss the needs and goals of a comprehensive outreach and education campaign. Both groups agreed that the best approach would be to contract with an outside solid waste marketing/consulting firm. That firm would conduct market research, and develop a comprehensive outreach and education campaign for city staff to execute final production of the library requested materials.

On June 4, 2018, the City of Lakeland issued a request for proposals, and on June 25, 2018, the City's Purchasing Division received the following five bids for the advertised project:

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| 1. Resource Recycling Systems Inc., Ana Arbor, MI      | \$ 55,000.00      |
| 2. Verde and Recycling Perks., Chesapeake, VA          | \$ 48,000.00      |
| 3. Uppercase Inc., Tampa, FL                           | \$104,000.00      |
| 4. McQueen Marketing, Lakeland, FL                     | \$ 68,750.00 est. |
| 5. Signs and Specialties/Lord and Lasker, Lakeland, FL | \$975,000.00      |

City staff, evaluated the bids and determined Resource Recycling Systems Inc., to be the most responsive bidder. Subsequently, a Notice of Intent to Award was sent out on July 19, 2018. As part of the selection process research phase it was identified that Verde and Recycle Perks group, the lowest bidder, relies heavily on a web based recycling points program called Recycle Perks to promote recycling to local citizens. It was the evaluation committee's strong consideration that citizen reward based programs quickly lose interest especially with other competing reward points program and the ability to market to them once customers stop using the program is challenging. The Solid Waste Division and Communications Department are looking for assistance in branding the city solid waste and recycling programs along with developing an effective outreach and education library based on the outcomes of citizen and employee based research. Resource Recycling Systems Inc. proposal was selected by a five person committee as the lowest priced proposal that meets bid specifications as outlined in the RFP.

Funding is provided for in the FY 2018 & FY 2019 Solid Waste Advertising budget. It is anticipated that the work will begin September 2018, and be completed in September 2019.

It is recommended that the City Commission authorize the award of Bid No. 8176 for solid waste and recycling public outreach campaign to Resource Recycling Systems Inc., in the amount of \$55,000.00.