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## 2013 – Request for Proposals for Qualitative Summation of Solid Waste Management Fund Projects (AKA 20 Year Progress Report)

The Missouri Recycling Association (MORA) is seeking proposals from qualified individuals and firms to provide professional services to create a progress report that summarizes the success of the State of Missouri Solid Waste Management Fund Projects coordinated by the Solid Waste Management Districts, EIERA Market Development Program and the Missouri Department of Natural Resources Solid Waste Management Program since passage of Senate Bill 530 in 1990. The report is a continuation of the successful Show Me Recycling Campaign published in 2008 that was a compilation of recycling success stories from around the state.

Services include research, creative writing, layout and production of a report no more than six pages long. Some content will be provided by MORA.

### Background

#### Senate Bill 530

In 1990 Senate Bill 530 revised Missouri's Solid Waste Management Law to focus solid waste management on practices that would maximize waste prevention, resource recovery and recycling. SB 530 set a goal to divert 40 percent of the waste stream from landfill disposal and created 20 solid waste management districts across the state to help achieve this goal through regional collaboration and planning. The law levied a landfill tonnage fee to be deposited into a Solid Waste Management Fund. This fund would be distributed to the solid waste districts for resource recovery grants, reduction of illegal dumps and statewide education and training in solid waste reduction. The law also banned lead acid batteries, major appliances, waste oil, whole automobile tires and yard waste from landfill disposal.

#### Show Me Recycling

In October 2005, MORA received a grant from the U.S. Environmental Protection Agency, Region 7. Through a collaboration of Solid Waste Districts, the EIERA Market Development Program, MORA, MDNR SWMP, and the EPA, a state wide education program called Show Me Recycling (SMR) was created. The campaign targeted legislators, local officials and opinion leaders by showcasing sustainable programs that improved the economy and community as well as benefited the environment. The goal was to increase awareness, support for and participation in recycling at the city, county and state level.

The campaign made an emotional connection with the impact of recycling on people's lives by showcasing 100 success stories, many of which received funding in full or in part by the state solid waste funds. In addition, the data from many of the stories was put thru the EPA "Warm" module for carbon footprint information. The key message was that recycling in Missouri:

- **Expands Our Economy**
- **Strengthens Our Communities**
- **Protects Our Environment**

MORA hired the Customer Communications Group (CCG) to develop materials to effectively communicate the SMR key message. The final report contains several indexes allowing viewers to look up success stories by program type or commodity; view stories by geographic location; or view an index that identifies funding assistance. The report was sent for print in March 2008. The team continued to develop tools such as a brochure, PowerPoint template and SMR training workshops were held statewide in 2008 and 2009. All of the documents and presentation materials can be found on the MORA website [http://www.mora.org/smrc/project\\_information](http://www.mora.org/smrc/project_information).

## I. Scope of Work

## Goal

It has been approximately 20 years since the programs established by SB530 started demonstrating results. The progress report will demonstrate the impact of spent Solid Waste Fund dollars and the efforts that led to the current status of solid waste management and recycling in Missouri:

- Missouri waste diversion increased from less than 5% to 44% in 2007.
- Approximately \$70 million invested in the state's recycling infrastructure (\$1/person/year)
- Unprecedented cooperation among public, private and non-profit communities to create and deliver programs in Missouri
- Job growth and economic development through continued investment in waste diversion and sustainable programs

## Target Audience

It is imperative that decision makers are made aware of and understand the benefits of current recycling efforts and the potential for future growth in the industry. City and County officials must understand that their constituents value recycling and the associated benefits to communities. Businesses need to understand the economic benefits of recycling, and the general public should be reminded that their engagement in recycling is a key to creating a clean, healthy, and prosperous state.

## Key Message

Continuing the SMR theme that Missouri's recycling industry expands our local economies, strengthens our communities, and protects our environment to help secure Missouri's future:

- **Economic message:** Recycling stimulates economic development by reducing costs and generating resources to create good jobs and generate new tax revenues.
- **Environment message:** Recycling saves energy, reduces pollution, saves natural resources, and reduces greenhouse gas emissions to help secure Missouri's future.
- **Community message:** Recycling stimulates civic pride, promotes volunteerism, and fosters collaboration to improve the quality of life in Missouri communities.

## II. Deliverables

20 Year Progress Report

- Booklet format. Full color, printed on recycled-content paper
- No more than 6 double-sided pages, not counting front and back cover

### Tasks

1. As directed by MORA contact entities that represent recycling success stories (from the 2008 SMR report and possibly new case studies) to obtain updated information and photos to illustrate the key message.
2. Using concise, non-technical language draft report content
3. Design a visually appealing layout that uses graphics and photos to support text
4. Provide report in a print ready format and in electronic printer friendly format.

### Printing Option

Please provide costs for coordinating and printing 10,000 copies of the report.

## III. Timeline

Deadline for Submittal	January 11, 2013
Notice of Award	January 18, 2013
Project kick-off meeting	TBD
First draft of layout	February 18, 2013
Final version	March 4, 2013

## IV. Qualifications

- a. Applicant must demonstrate ability to comprehend Senate Bill 530 and the history of its implementation.
- b. Applicant must demonstrate experience in environmental communications and marketing, with direct experience in recycling and solid waste management.
- c. Applicant must demonstrate ability to meet project timeline, efficient delivery of services within budget.

## V. Evaluation Criteria

Proposals will be evaluated by MORA and assigned the following points based on 100 total points.

Criteria	Maximum Points
Experience and Qualifications	60
Cost	30
References	10

## VI. General Conditions

- a. Failure to meet all requirements of this RFP may result in rejection of the proposal.
- b. Contractor will designate one staff person to serve as project manager or liaison with MORA.
- c. MORA does not guarantee all of the project elements will be implemented. Additional project elements may be assigned or substituted based on mutual agreement.
- d. MORA will retain all copyright and ownership claims for all design concepts and materials produced.
- e. MORA reserves the right to request additional information as part of the evaluation process.
- f. Contractor shall maintain compliance with all applicable local, state, and federal rules and regulations during the contract term.

## Submittal Information

All proposals shall be submitted electronically and must include:

1. Completed bid sheet (below)
2. Examples of previous print and graphic design work in PDF format
3. Three references including name, company, phone number and email of primary contact included in the body of the email sent to:

**Ms. Angie Gehlert, Executive Director  
Missouri Recycling Association  
angie@MORA.org**

**Proposals are due by 4:00 p.m. CDT on January 11, 2013**

**Missouri Recycling Association  
Request for Proposals for Qualitative Summation of Solid Waste Management Fund Projects (AKA 20  
Year Progress Report)**

**Company or Firm Name**

**Address**

**City**

**State**

**Zip**

**Contact Person**

**Contact Email**

**Contact Phone**

**Website (if applicable)**

**Description of your organization, years of operation, and services**

**Description of your experience and background (similar project scopes, environmental communications and marketing, solid waste management and recycling)**

<b>Cost Proposal</b>	<b>Hourly Rate</b>	<b>Total Cost</b>	<b>Notes</b>
Estimated 6 pages of content			
Graphic Design and Layout			
Stock Photos (assume purchase of up to 20 photos)	N/A		
<b>TOTAL Project Cost:</b>			
<b>Printing (cost estimate only)*</b>			
Coordinating printing			
Print cost for 10,000 copies	N/A		

**\*Printing costs will not be used in evaluating proposal**