

November 1, 2017

Request for Proposals

The City of Sedalia Public Works, Sanitation and Recycling Department is seeking an education and/or communications firm or individual for our “Recycle Sedalia” campaign.

The Sanitation and Recycling Department is committed to providing responsible management of all solid waste with a focus on recyclable materials generated within its service area for the protection of health, safety and welfare of the public and environmental benefit in a cost effective manner.

SCOPE OF SERVICES

1. Target audience for recycling public education campaign.
 - Residential curbside and commercial recycling customers.
 - Non-residents participating in the fee-based drop-off site.
 - All users of the grant-funded e-waste and household hazardous waste drop-off sites.
2. Recycling public education campaign objectives:
 - Reduce contamination in residential curbside recycling carts and at the recycling drop-off sites.
 - Increase understanding of what is acceptable and not acceptable to recycle with curbside recyclers and at the recycling drop-off sites.
3. Metrics as measured by the City.
4. Design and prepare a 4-5 month “Recycle Sedalia” public education campaign planned to reach target audiences.
 - The plan shall identify all outreach tools/resources/partnerships that will be utilized as a part of the plan.
 - Develop necessary outreach strategies to reach the target audiences and achieve campaign objectives (e.g. electronic public service announcements/videos, printed advertising, direct mail, door hangers, social media, informational sessions, etc.).
 - Develop the necessary graphics and custom brand for the educational campaign.
 - Identify schedule for implementing various elements of the educational campaign.
 - Coordinate plan implementation.
5. Conduct public education informational sessions at schools, organizations and other agreed upon locations.
6. Three main educational elements related to the “Recycle Sedalia” theme including:
 - Know the guidelines for recycling and what is recyclable.
 - Plastic sacks and trash bags can “gum up” recycling and sorting equipment causing problems at the material recovery facility.
 - Recycling options if not accepted at curbside such as glass bottles and jars.

- This listing may be adjusted based on contractors research and education plan design and grants received by the City.
7. Prepare, receive City approval and disseminate public service announcements with electronic and print media, as needed.
 8. Coordinate and receive approval in advance of release from the Public Works Director on all press releases, advertising buys, social media elements and any website updates related to the education campaign.

The City of Sedalia reserves the right to waive any minor irregularities, reject any and all proposals which are incomplete, conditional, or obscure, accept or reject any proposal in whole or in part with or without cause and accept the proposal which best serves the City of Sedalia.

All interested parties shall submit proposals including qualifications to the City of Sedalia, Public Works Department in the Municipal Building, at 200 South Osage, Sedalia, Missouri 65301 **until 2:00 P.M. Wednesday, November 15, 2017.**

Any questions should be directed to Brenda Ardrey, Public Works Director, 200 S. Osage, Sedalia, MO 65301, or (660) 827-3000 extension 1166, or at bardrey@cityofsedalia.com.

This project is funded in part by the West Central Missouri Solid Waste Management Region F and the Missouri Department of Natural Resources.