



San Gabriel Valley Council of Governments

Assessment of Retailer Value Provided by Household Hazardous Waste Take-Back Programs

Request for Proposals

No. 10-01

Release Date: January 4, 2010

Submittal Deadline: January 25, 2010



San Gabriel Valley Council of Governments

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EXECUTIVE DIRECTOR

Nicholas T. Conway

San Gabriel Valley Council of Governments
3452 E. Foothill Blvd, Suite 910
Pasadena, CA 91107

January 4, 2010

RE: Assessment of Retailer Value for Compact Florescent Light Bulb and Battery Take-Back Program Survey (RFP)

Dear Sir or Madam:

Attached please find a copy of the San Gabriel Valley Council of Governments' (SGVCOG) Request for Proposals (RFP) to develop and conduct a consumer survey focusing on the financial and publicity benefits provided to retailers for offering a battery and/or Compact Florescent Light Bulb take-back program. In accordance with the State of California's Household Hazardous Waste Competitive Grant requirements, SGVCOG is seeking a qualified individual or firm to develop and conduct phone interviews regarding customers' perceptions of businesses providing this take-back service. This will include development of a sampling plan, finalizing survey questions, conducting the survey, and a final report summarizing the findings of the survey which outline the benefits to retailers from the customer perspective.

The firms or individuals applying should have significant experience conducting surveys for public agencies of this nature, preferably with relevant experience surveying consumers regarding their opinion of a specific program or service. All responses to this RFP are due to the SGVCOG offices by **January 25, 2010**.

Should you have any questions or need any further information, please contact our offices at (626) 564-9702.

Sincerely,

Nicholas T. Conway
Executive Director

REQUEST FOR PROPOSALS
San Gabriel Valley Council of Governments
DEVELOPMENT OF MARKET RESEARCH STUDY
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1.0 Overview

The San Gabriel Valley Council of Governments (SGVCOG) is a Joint Powers Authority of the 31 incorporated cities in the San Gabriel Valley; the three Los Angeles Supervisorial Districts representing the unincorporated areas in the San Gabriel Valley; and the Valley's three water agencies. SGVCOG is soliciting proposals from qualified and experienced firms or individuals to develop and conduct a survey focusing on the financial and publicity benefits provided to retailers for offering a battery and/or Compact Florescent Light bulb (CFL) take-back program. The survey, in accordance with the State of California's Household Hazardous Waste Competitive Grant, will gauge customers' perceptions of businesses providing the take-back service.

Proposals may be submitted in the following ways:

1. Electronically in Adobe Printable Document Format (.pdf) and identified as "Response to Assessment of Retailer Value Take-Back Program Survey" to Nicholas Conway, Executive Director, at sgv@sgvcog.org.
2. Three (3) printed copies of the proposal received at the following address:

San Gabriel Valley Council of Governments
ATTN: Assessment of Retailer Value Program (RFP)
3452 E. Foothill Blvd., Suite 910
Pasadena, CA 91107

Proposals must be received by **January 25, 2010**.

2.0 Background

The Household Hazardous Waste Competitive Grant was awarded to the SGVCOG in 2009 by the California Integrated Waste Management Board (CIWMB) during its 18th cycle. The grant program was created by CIWMB to provide funding for projects directed at establishing or expanding hazardous waste management programs. One of the primary goals of the SGVCOG's grant program is to use this funding to increase product stewardship through the involvement of local businesses that sell hazardous waste products. Through the creation and implementation of pilot take-back programs, the SGVCOG hopes to increase the involvement of these retailers in managing the life cycle of their products, while simultaneously benefiting the environment, consumers, and the businesses themselves. This survey is the first step towards gauging the general population's interest in programs of this nature, and will provide crucial evidence to retailers regarding these programs and correlating impacts on consumer perception, sales, and community outreach.

3.0 General Requirements

- 3.1 All surveyors are bound by the deadline and survey boundaries established in this RFP.
- 3.2 Surveyors electing to respond to this RFP are responsible for all costs incurred in the preparation and submission of the proposals; demonstrations; interviews; preparation of

responses to questions and requests for additional information; for contract discussions; or for anything in any way related to this RFP. SGVCOG is not liable for any costs incurred by the surveyor in response to this RFP and the surveyor, including all related parties, disclaims and voluntarily and knowingly waives any and all rights to reimbursement of any such costs.

- 3.3 Late proposals will not be considered.
- 3.4 SGVCOG reserves the right to reject any or all responses or any portion thereof and to select the response(s) which, in its sole discretion, it judges to be in the best interest of its member agencies.
- 3.5 SGVCOG reserves the right to cancel or modify this RFP. There is no guarantee that the SGVCOG will place the requested service under contract.
- 3.6 SGVCOG reserves the right to investigate the qualifications of any surveyor, or require additional evidence of experience and qualifications to provide the services or otherwise discharge the obligations required by this RFP.
- 3.7 SGVCOG reserves the right to disclose information contained in proposals to the public, subject to confidentiality statutes.
- 3.8 SGVCOG reserves the right to approve or disapprove of any proposed team members, or joint venture partners.
- 3.9 SGVCOG reserves the right to evaluate response in terms of the best interest of the cities, applying criteria provided in this RFP and any other criteria SGVCOG, in its sole discretion, deems pertinent.
- 3.10 SGVCOG reserves the right to accept other than the lowest cost proposal based upon an evaluation of all aspects of the response.
- 3.11 By the submission of a proposal, each surveyor accepts and agrees to execute a written agreement.
- 3.12 All responses must remain valid for a minimum of ninety (90) days after the response due date. Responses may not be modified or withdrawn by the surveyor during this period of time except in accordance with this RFP and with written permission granted by SGVCOG.
- 3.13 Individuals or firms may withdraw their proposal prior to the date and time set for receipt of proposals provided a written request is submitted prior to the date and time set for receipt of proposals.

4.0 Questions and Addenda

- 4.1 All questions or requests for clarification shall be submitted via email to Nicholas Conway at sgv@sgvcog.org by **January 11, 2010**. All questions and responses will be posted on the SGVCOG website at www.sgvcog.org by **January 13, 2010**.
- 4.2 If it becomes necessary to revise any part of this RFP, an amendment will be posted on the SGVCOG website at www.sgvcog.org. It shall be the sole responsibility of the surveyor to check for any amendments to the RFP that may be issued by SGVCOG.

5.0 Submittal of Proposals

- 5.1 Proposals should be simply developed and include the information requested in Section 7.0—Scope of Services. All proposals must be submitted electronically in Adobe Printable Document Format (.pdf) format or as printed copies at the SGVCOG office. File size shall be limited to no larger than 2 MB. Proposals not meeting these criteria will not be accepted or considered. Proposals must be submitted no later than **4:00 pm** on **January 25, 2010**, either to Nicholas Conway, Executive Director at sgv@sgvcog.org, or three (3) printed copies of the proposal must be received at the following address:

San Gabriel Valley Council of Governments

ATTN: Assessment of Retailer Value Program (RFP)

3452 E. Foothill Blvd., Suite 910

Pasadena, CA 91107

Proposals received after that time will not be accepted. When submitting a proposal via email, it must be identified as “Response to Assessment of Retailer Value Take-Back Program.”

- 5.2 After the due date of the proposals, a surveyor may not correct, modify, or withdraw the price or any other provision of its response in a manner of prejudicial to the interests of SGVCOG or fair competition. SGVCOG may waive minor informalities or allow the surveyor to correct them.

6.0 Surveyor’s Responsibilities

- 6.1 It is presumed that each proposer has read and is thoroughly familiar with the scope of services to be performed under this RFP.
- 6.2 The proposer agrees that, if a contract is executed with SGVCOG, the proposer shall make no claim against SGVCOG because of any estimate or statement made by any employees, agents, or consultants of SGVCOG which may prove to be erroneous in any respect.

7.0 Scope of Service

The SGVCOG is requesting proposals from qualified individuals or firms for development and administration of a single telephone survey and a draft and final report. The Proposer should have significant experience related to conducting telephone surveys, sampling, statistical data and analysis. Prior experience conducting marketing research for government organizations is preferred.

The scope of work includes the development of a questionnaire that includes no more than fifteen (15) questions regarding the perception of businesses providing hazardous waste take-back services among consumers of these products (primarily mercury containing lighting such as CFLs and household batteries). The survey will also require the development of a sampling plan that achieves a 95% confidence level in its findings. Once the questionnaire has been created and approved, the individual or firm must complete a minimum of 225 telephone interviews in various geographical areas of the San Gabriel Valley. It is important that the demographics of those surveyed reflect the demographics of the SGVCOG region and results are identified by demographic group. This is because some stores cater to specific demographic groups and this information will be critical to addressing concerns or barriers of those retailers to participate in take-back programs. The geographical areas and demographics used in the survey shall be approved by the SGVCOG.

Following the survey's completion, the individual or agency shall put together a comprehensive report analyzing the collected data that includes a summary of the methodology, findings and conclusion.

8.0 Proposal Format

All proposals shall include the following information and comply with the associated page limit restrictions. Note that 1 page includes the front side of an 8.5x11 sheet of paper and the cover does not constitute a page.

1. **Cover Letter** – 1-page cover letter signed by the individual or an officer of the firm, binding the individual or firm to all of the commitments made in the submittal.
2. **Firm or Individual's Relevant Background** – 1-page background on the individual or firm and its associated specialties. An additional 1-page may be included to highlight the background of any proposed sub-consultants or team members.
3. **Previous Experience** – 3-page summary of the individual's or the firm's experience in working with surveys, statistical analysis, and any past experience working with government organizations. References should be included.
4. **Project Approach** – Maximum 5-page summary of the proposed approach to developing the survey, including development of a sampling plan, survey questions, conducting the survey, and completing the final report. The final report should include a detailed discussion of the benefits to retailers to participate in take-back programs, if any, and any other key information. This should address how the firm or individual will work with SGVCOG and all other project stakeholders.

5. **Proposed Personnel** – 1-page resumes for each of the leading staff members that will be performing the majority of the work on the project.
6. **Schedule** – 1-page schedule detailing how the survey will be completed and submitted to the SGVCOG within the time frame.
7. **Cost Estimate** – 2-page cost estimate. The individual or firm should provide the estimated labor hours, hourly rates for assigned individuals, and other related expenses.

9.0 Evaluation Criteria

Each individual’s or firm’s response will be evaluated upon the following criteria:

1. **Experience & Staffing (35%)** – The individual’s or firm’s previous experience with similar work in similar fields and qualifications and depth of the staff that will perform the work on this project.
2. **Project Approach (25%)** – The individual’s or firm’s responsiveness in developing the survey, sampling plan, and approach to execution of the survey.
3. **Schedule (20%)** – The individual’s or firm’s presentation of a work plan that meets the **April 16, 2010** deadline.
4. **Cost (20%)** – The individual’s or firm’s fees and expenses for proposed levels of effort.

10.0 Selection Process

A review of the proposals will be conducted and a selection will be made by an evaluation panel. Proposals will be ranked on qualifications and interviews may be requested of the top ranked individuals or firms.

SGVCOG will utilize the following schedule for the selection process:

Event	Date
Release RFP	January 4, 2010
Submittal Deadline	January 25, 2010
Selection Completed	February 1, 2010

11.0 Period of Performance

A draft report must be submitted no later than **April 2, 2010** and the final report submitted to the SGVCOG no later than **April 16, 2010**. Firms or individuals who cannot comply with the schedule should not respond to the RFP.