

Hartwell, Ana

From: Mattson, Tom
Sent: Friday, May 22, 2015 10:57 AM
To: Hartwell, Ana
Subject: FW: HWMA Draft Recycling RFP and Evaluation Criteria
Attachments: ZWH 11-24-14 - Recycling RFP Eval. Crit.- Categ. & Subjects w CP.pdf; ZWH 11-29-2014 Reg. Recycling Processor Exp.pdf

Rfp comments

From: Jud Ellinwood [<mailto:jud@humboldt1.com>]
Sent: Friday, January 16, 2015 7:27 PM
To: Mark Andre; Miles Slattery; Mattson, Tom; JD Berchtold; Jay Parrish; Kyle Knopp
Cc: Jill Duffy; Tyler Egerer; ndial@hwma.net
Subject: HWMA Draft Recycling RFP and Evaluation Criteria

Dear RFP Evaluation Subcommittee Members,

You will find attached two Zero Waste Humboldt documents: a copy of the evaluation criteria compilation and our list of recycling contractor expectations which were sent to Jill at the end of November. I'm sure you've already had a look at them, but I'm sending them along anyway with the thought you may want them at your fingertips in the next week or so.

The compilation of the evaluation criteria is just that, a list of criteria that had been referred to in several public venues (noted in the document) prior to November 2014. The "Expectations" are standards Zero Waste Humboldt would like the recycling contractor chosen by HWMA and its member governments to meet, and which would be addressed in the RFP and Evaluation Criteria that are adopted by the HWMA Board. We believe they are consistent with the HWMA 10 year strategic plan adopted in 2012, which we understand to be a guidance document.

We have requested all of the criteria to be discussed and considered during development of the Draft RFP you have been working on. To be clear, we are not taking the position they all be included, but we take the position that the RFP and Criteria provide the means for all of the "Expectations" to be met.

Incidentally, I wanted you to be aware that as of January 16 HWMA has received 45 letters, give or take a few, supporting this position and consideration of the compiled criteria. We believe this demonstration of interest and engagement is a reflection of popular support within our communities for consideration of the compiled criteria and for setting the bar with the "Expectations", and hope you will take this into account.

We are looking forward to presentation of a Draft RFP and Evaluation Criteria at the February 12 HWMA Board meeting that will be consistent with the Strategic Plan and lead to selection of a processor willing to meet our local and regional needs with 21st Century services and technology.

Sincerely,

Jud Ellinwood
Policy Coordinator
Zero Waste Humboldt

**2015 HWMA REGIONAL RECYCLING RFP:
EVALUATION CRITERIA CATEGORIES AND SPECIFIC
SUBJECTS IDENTIFIED TO DATE**

Prepared For Humboldt Waste Management Authority
by Zero Waste Humboldt
November 24, 2014



**2015 HWMA REGIONAL RECYCLING RFP:
EVALUATION CRITERIA CATEGORIES AND SPECIFIC SUBJECTS IDENTIFIED TO DATE**

This document provides RFP drafters with the relevant RFP evaluation criteria subjects and issues identified to date. We have categorized them, and suggested a 1=low, 2=medium, 3=high system for rating a proposal's relative importance within each category. There is also space for adding additional evaluation criteria subjects. To use, assign a value to each subject area (category) (e.g., 3.5 points to cost; 3.5 to operations, 5 points to value-added recycling, etc) , then use the priority ranking to guide allocating points within each category.

Evaluation criteria subject sources:

- HWMA 2010 RFP;
- March 8, 2013 staff report to Arcata City Council;
- March 20, 2013 comments of staff, Council members and public at Arcata City Council meeting;
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	RANKING		
	1	2	3
OPTIMIZED VALUE-ADDED RECYCLING			
Proposer's processing system has flexibility to adapt to market fluctuations and trends.			
Proposer's processing system design is intended to separate and clean materials to meet preferred buyer specifications.			
"Highest and best use" of the locally collected material is the Proposer's processing system goal.			
Proposer's business methods foster local recycling market development.			
Proposer demonstrates commitment to support and establish a cooperative working relationship with the North Coast Recycling Market Dev. Zone (RMDZ) administrator position.			
To ensure the availability and quality of discards for local market development, the Proposer agrees to permit transporting of recyclables (by either contractor, 3 rd party trucking or end user) from a business or institution directly to another business or manufacturer, bypassing the Processor.			
Proposer proposes to maximize the quality of the materials processed to maximize their sales value.			
Proposer commits unequivocally to provide any and all collected and /or processed materials to local companies whose business is to add value to these materials. <i>[at cost or on a preferred customer basis?]</i>			
Proposer agrees to add additional materials to its processing and marketing at cost, as directed by HWMA and/or as			

such collection and processing are mandated by law or regulation or become cost-effective.		
COST		
Incentives for increasing quality and quantity of materials processed and reducing out-throws and residuals. [who provides incentives? HWMA? Processor? How would this work?]		
Pricing formulas shall be used that reflect long term market conditions, provide operation stability, and demonstrate ability to meet other criteria below.		
Transportation costs: The closer the processing facility is to the serviced areas, the more points are assigned based on actual distance from the processing facility, e.g., <10 miles = 3; 10-29 miles=2; >300 miles=1)		
Reasonableness and competitiveness of cost proposal: Considerations- (1) Logical relationship between proposed costs and operational assumptions for the cost proposal relative to other proposals submitted. (2) Plan that clearly specifies a specific dollar value base (tipping fee or payment) and percentage of additional revenue sharing proportionate to the projected values of recyclables of different categories and thus projected net income (Goal is to incentivize increased revenue sharing.)		
Revenue Sharing Plan in contract: A reasonable relationship between market conditions and potential revenue-sharing, proposing use of a predetermined formula, with revenue sharing adjusted quarterly.		
Annual Funding for HWMA outreach/public education: (See Funding of Public Education below.) (1) Contractor shall give a to-be-specified amount to HWMA for support of a cooperative HWMA outreach/public education program. (2) Said public education program will be comprehensive, including how to reduce waste and contamination, and reuse materials.		
OPERATIONS		
Reporting: Proposer demonstrates ability and commitment to use required reporting methods: (1) tracking and reporting operational activities such as productivity, staffing levels, training programs, safety records and out-throws and residuals disposed and (2) reporting procedures and accuracy including quantity (tonnage) and quality (grades) by material type.		
Processing System design flexibility factors: The proposer's demonstrated ability to respond to changing market conditions – local, domestic and international.		
Efficiency of the processing sorting equipment design and operations: Proposer demonstrates ability and commitment to maintain low levels of contamination, equal to or better than residuals average attained by previous contractors, with fiber contamination low enough to satisfy domestic buyers. Proposer demonstrates how they will handle and maximize value of material from both dual stream and single stream materials.		

<p>Non-management employees' wages: Proposer defines livable wage structure based on comparable work in area or wages equivalent to public sector wages and benefits, specifically those paid by HWMA - whichever is higher.</p>			
<p>Materials Processed: Proposer demonstrates ability to process all current materials and to accept additional future materials as determined by HWMA.</p>			
<p>Residuals: The minimum allowable residual percentages will be defined and adjustable downward over time through cooperative public education .</p>			
<p>Ability to take prompt corrective actions: The proposer's ability to address contamination issues/factors as soon as they are identified, including but not limited to:</p> <ul style="list-style-type: none"> (1) A public outreach/education program in collaboration with local governments (e.g., public education about proper preparation and placement of materials for recycling pick up; (2) Inspection methods of incoming loads for processing; (3) Processing employee training; (4) Processing equipment; (5) Regular curbside audits performed by collectors, HWMA members, or external evaluator. (6) Communications with collectors. 			
<p>Recyclables Loading Plan: Efficiency and effectiveness of loading HWMA's materials for transport to proposer's processing facility. For example, higher score if it is a direct drop-off and materials do not have to be unloaded twice. Includes other operational considerations such as planning details of facilities space usage for material storage, equipment types, and number of personnel, maintenance and administration.</p>			
<p>Proposer's plan to transport HWMA's recyclables: Proposer will include type of vehicles, trailer capacity, driver safety programs, alternative fuel usage and back haul plans.</p>			
<p>Extent to which proposer's proposal maximizes economy of scale.</p>			
<p>PROVISION/FUNDING OF PUBLIC EDUCATION SERVICES</p>			
<p>Extent to which the proposer demonstrates a commitment and capability to work cooperatively on public education that focuses on Reduction, Reuse, Recycling and Composting. Outreach and cooperative public education programs require partnerships, ongoing and consistent how-to messages, demonstrations, reminders, and the who-what-where-AND-why explanations to integrate the correct methods and bigger picture understanding into the daily life habits of Humboldt residents, businesses, agencies, schools and community organizations. It requires more than advertising and public relations.</p>			
<p>ENVIRONMENTAL CONSIDERATIONS</p>			

Scoring should account for where feedstock is sold and how much to geographic markets - local better than regional, regional/U.S. better than overseas.		
Proposer commitment to work with HWMA and the public to identify domestic markets for recyclable materials, propose a plan to HWMA for maximizing recycling within the US, provide annual market reports to HWMA, revise plan as directed.		
Greenhouse Gas (GHG) Emissions impacts are increasingly important in multi-year contracts: Description of current and planned reduction in GHG through the a) use of alternative fuels in trucks and equipment; b) purchase or generation of renewable power in Contractor's buildings; c) marketing of materials to California or West Coast market (greener energy use), and d) the use of carbon offsets to counter atmospheric emissions, or other GHG emission reduction proposals.		
LOCAL PREFERENCES		
Number and percentage of the Proposer's employees who live in HWMA service area - (breakdown of management and sorting-line employees located in HWMA's jurisdictions).		
Location of processing facilities in HWMA service area. Yes or No.		
PERFORMANCE STANDARDS AND GOALS		
Proposer agrees to provide all reporting and Contract Performance information as specified by HWMA and consistent with the HWMA Strategic Plan .		
COMPANY QUALIFICATIONS AND EXPERIENCE		
Company Experience and Past Performance Record: Demonstrated experience of the company in operating transfer stations, transporting waste and other materials, operation of MRFs and related facilities, marketing and sales of recycled materials. Review of company's history with litigation and regulatory action.		
Key Personnel Qualifications: Extent and relevance of the qualifications and experience of key personnel proposed for the team and on-going management of the operations. Demonstrated capabilities of the company's existing management and its responsiveness to the ongoing needs and requests of customers including: reporting, providing new services, tracking and monitoring operational activities, regulatory compliance, safety record, general quality of operations, billing and collection, scale house performance and management, materials marketing to local, domestic and international buyers and administrative services.		
Financial Stability: Financial strength and ability of company to acquire equipment and provide financial assurance of performance based on review of its audited financial statements and its proposed financing plan. Contingencies and ability to respond to changing economic conditions.		

<p>Commodity Marketing Experience: Demonstrated ability to (a) reliably market commodities including but not limited to those produced by HWMA's past contractors (b) obtain the best revenues from commodity sales, and (c) manage a strategic balance of domestic and export.</p>			
<p>Jurisdiction References: Level of satisfaction of jurisdictional customers with Proposer services.</p>			
CONTRACT EXCEPTIONS			
<p>Number and Materiality of Exceptions to Agreement: The more exceptions taken by proposer, the lower the score.</p>			
<p>Contract Modifications: Expressed agreement to modify contract if and when state or local government laws or regulations require contract adjustments or introduction of newer technology would reduce residuals or improve quality of recyclables, on a cost basis.</p>			
DISCLOSURE OF CAMPAIGN CONTRIBUTIONS AND GIFTS			
<p>The proposer discloses all campaign contribution or gifts to local elected decision makers and local government personnel for the previous five years.</p>			



Promoting waste reduction and values-added recycling in
Humboldt County

November 29, 2014

Humboldt County's Regional Recycling Processor – Our Expectations

We expect that the outcome of the upcoming Regional Recycling RFP Process will be the award of a contract to a company that will:

- a) Minimize contamination levels of recyclables (especially paper/fiber) resulting in higher-valued recyclables.
- b) Minimize residuals post-sorting (resulting in less waste to landfill).
- c) Maximize categories of items separated or processed as recyclables.
- d) Maximize values of recyclables processed.
- e) Use best practices to increase percentage and tonnage of recyclables in waste stream.
- f) Minimize its carbon footprint through transportation and operational efficiencies.
- g) Set a minimum fixed level for payment/ton to HWMA and maximize revenue sharing as a percentage of recyclable sales.
- h) Emphasize local/regional/in-state marketing where cost-effective and markets available (supports local/US businesses/decreases natural resource depletion).
- i) Agree to modify the contract to respond to changes in laws and regulations, improve technology and operational efficiencies, and reduce waste on a cost-only basis.
- j) Agree to allow diversion of recyclables deposited at facility to local/regional remanufacturing/reuse businesses at cost or at reasonable/preferred rates (e.g., minus processing/export costs).
- k) Conform operations to be consistent with HWMA strategic plan goals and strategies, and work with HWMA/member agencies to plan how to reach those goals/implement those strategies.
- l) Agree to work in public/private partnership with local non-profits and governments to promote the 3 R's and improve efficiencies through public and commercial education .
- m) Operate efficiently to control costs while providing living wages and safe working conditions to employees/contractors.
- n) Maximize use of local employees/contractors by processing materials at a local facility.
- o) Provide operational and sales data as specified in HWMA contract and as needed to permit transparency for contract oversight and monitoring purposes.

Hartwell, Ana

From: Mattson, Tom
Sent: Friday, May 22, 2015 10:59 AM
To: Hartwell, Ana
Subject: FW: ZWH's Comments re HWMA's REVISED Draft Regional Recycling RFP
Attachments: ZWH Recycling Draft RFP Comments-Humboldt Co.pdf; ZWH 11-24-14 - Recycling RFP Eval. Crit.- Categ. & Subjects w CP.pdf

More rfp

From: Jud Ellinwood [mailto:jud@humboldt1.com]
Sent: Thursday, March 19, 2015 11:38 AM
To: Lovelace, Mark; Bass, Virginia; Sundberg, Ryan; Fennell, Estelle; Bohn, Rex
Cc: Smith-Hanes, Phillip; Mattson, Tom; Hayes, Kathy
Subject: ZWH's Comments re HWMA's REVISED Draft Regional Recycling RFP

Dear Board Members,

You will find attached Zero Waste Humboldt's critique of the HWMA Revised Draft Regional Recycling RFP which you will be discussing at one of your upcoming meetings. In addition, we attach our compilation of criteria by category document, which is referred to in our letter.

Thank you for taking the time to read and consider our comments.

Please feel free to call or email me if you have any questions or need more information.

[Kathy: Thank you in advance for providing Board members with printed copies and for entering our letter into the appropriate meeting's written record. -JE]

Sincerely,

Jud Ellinwood
Policy Coordinator
Zero Waste Humboldt
443-9153



Promoting waste reduction and values-added recycling in
Humboldt County

A CALIFORNIA REGISTERED TAX EXEMPT 501 ©(3) NON-PROFIT CHARITABLE CORPORATION.

March 19, 2015

Board of Supervisors
County of Humboldt
825 Fifth St.
Eureka, CA 95501

SUBJECT: HWMA REVISED DRAFT REGIONAL RECYCLING RFP

Dear Council Members:

We are taking this opportunity to comment on the revised Draft Regional Recycling RFP you will be reviewing at a regular meeting in the next month. Our comments are broken down in to General Comments and Item Specific Comments.

NOTE

- RFP page numbers are placed at the beginning of items that will be commented on below.
- RFP excerpts are italicized.
- Specific listed items in the RFP will be referred to by their position in which they appear in the top to bottom order under a particular heading. For example, the tenth item under 6.3. is denoted by (10th).
- Section and subsection headings are underlined.

General Comments

Formatting: Several key lists are not numbered, making discussion difficult. List items should be numbered or lettered.

The lists include those in Sections 2.0 Proposal Considerations, 4.0 Scope of Services, 6.0 Qualifications Response, 7.0 Cost Proposal and Form[s]. Of special importance are the lists under Subsections 1.2 Authority Goals and Objectives and 8.2 Proposal Evaluation Criteria.

An over-riding concern is the evaluation design. Issues include lack of objective analysis which could be attained by the use of criteria that address how a proposal meets specific Authority Goals and Objectives, the quality and range of proposed services, and desired contract conditions. In its current form, the process can be viewed as leaving too much of the evaluation up to the personal interpretations of evaluators.

The "factors" listed on p. 23 are meant to serve as criteria, but they are neither comprehensive (i.e., do not address all aspects of desired service and performance and Authority Goals and Objectives), nor can they be used qualitatively because they have no maximum score assigned to each, and, most importantly, their uniform use is not required. Current RFP language: "*Potential factors **that may be considered** [our emphasis] by the proposal evaluation team when developing the score for each criterion [what we regard as criteria category] are presented below.*" If criteria are going to be applied analytically, they need to cover a full range of narrowly defined, specific aspects that taken as a whole provide a comprehensive assessment.

In our opinion, the Draft RFP does not provide evaluators with a standardized, quantitative method of ensuring each proposal is thoroughly evaluated and numerically scored, and receives the same fundamental evaluation assessment as all others.

A LOOK AT THE ZWH EVALUATION CRITERIA COMPILATION SENT TO YOUR HWMA REPRESENTATIVE, HWMA STAFF AND RFP EVALUATION SUBCOMMITTEE PROVIDES YOU WITH AN EXAMPLE OF HOW A BETTER STRUCTURED, MORE OBJECTIVE AND MORE PRECISE SET OF CRITERIA WOULD PRODUCE BETTER RESULTS. (See specific evaluation comments below.)

Part of the overall process problem, too, is the order in which the draft evaluation process steps occur; it allows a dissatisfied proposer to call into question the very integrity of the evaluation and selection process.

The process described can be summarized as this:

- Step 1. Specific information requested in the RFP is reviewed.
- Step 2. The information is evaluated and scored, resulting in a preliminary ranking.
- Step 3. A short list of proposers **may** be prepared.
- Step 4. One or more proposers (presumably limited to only those on the short list if one is prepared) **may** be invited to produce information (for clarification purposes only is not specified).

Step 5. Evaluation Committee now prepares a final ranking of (short list) proposers.

Step 6. This list presented to the Board for review and approval.

We believe if implemented in the order described, the HWMA will be exposing itself to claims by proposers that they were treated unfairly because the process was not only overly subjective but it was open to undue influence by proposers who were invited to be interviewed, to give presentations to the Evaluation Committee, and/or have their facility sites visited AFTER the initial ranking is completed.

ALL INFORMATION UPON WHICH AN EVALUATION AND RANKING WILL BE BASED SHOULD BE FRONT-END LOADED BEFORE ANY EVALUATION IS CONDUCTED. ANY INFORMATION GATHERED THROUGH INTERVIEWS, PRESENTATIONS AND/OR SITE VISITS SHOULD BE STRICTLY FOR CLARIFICATION PURPOSES ONLY.

We strongly urge that the following steps be followed in descending order:

1. All information, including requested clarifying information, is gathered;
2. it is evaluated with a better set of criteria with assigned point maxima uniformly applied to the proposal;
3. proposals are numerically ranked by total score. Assuming the criteria are thorough and the evaluation fairly conducted, the ranked list should be sent to the Board for review and approval with no stops along the way.

Given the State's requirement that 75% of collected materials are diverted by 2020 and the minimum 10 year term of the contract that will be entered into, we must express concern and disappointment that the RFP information requirements and evaluation criteria don't place a stronger, specific focus on how this diversion requirement will be met. When it comes to diverting and processing organic materials, What commitment of resources is each proposer willing to make, what goals will they agree to meet, what is the extent of collaboration to be expected? Will other sortable materials currently not diverted be separated and reused/diverted? What about textiles for instance?

A large amount of area in the Hawthorne Transfer Station is currently used to unload and reload collected recycled materials destined to be processed by SWOW. We would like to see this use ended as soon as possible and the area rededicated to diversion

activities. Restoring use of this space should be a stated Authority objective.

Specific Comments

(p.19) 6.3 Operations, Recyclables Receiving and Processing.

- (13th) - Marketing Plan Requirements. No information is requested about **how** the processor will emphasize selling processed materials to domestic markets/buyers, and particularly to local buyers. Will discounts be applied? What exceptions may be made for local buyers or local use? Additional comments will be made below about the Processor's marketing plan.
- (14th) *"Describe a detailed description of a proposed revenue sharing program with the Authority for materials recovered and sold by the Proposer"* No mention is made of a floor price or revenue share above that floor price per ton of received recyclables. Also, no mention of how the costs and revenue share will be calculated adjusted over time (e.g., CPI or market indices).

Comparing apples with apples -- Proposers should be using the same methodology and formulas to make calculations of revenue share.

- A standard spreadsheet format needs to be used for describing sales of materials, material-by-material. See Solid Waste of Willit's spreadsheet as a good example.
- A single, standard formula needs to be used by processors and HWMA to calculate revenue share.

Evaluators must be given the ability to compare apples with apples.

(p.21) 7.0 Cost Proposal and Cost Forms.

- Form #2. Item D. Determination of the Revenue per ton from the sale of Recyclables credited back to the HWMA. See comments above.

(p. 22) 8.1 Proposal Evaluation Procedures.

We've addressed the process steps in general comments above. The comments below are directed at specific elements.

"RFP [Evaluation] Committee may prepare a short list of Proposer to be interviewed. " "Invitations may be initiated to make oral

presentations to and/or interviews with the Evaluation Committee." "Site visits...**may** also be required as part of the selection process"

"Based on the contents of submitted proposals, the results of interviews and oral presentations, and site visits, if conducted, along with other information requested by the HWMA, the review team will then prepare a final ranking of the short list Proposers, which will be presented to the Board."

All of the "mays" provide neither uniformity and definition, nor certainty to the proposers. "Shalls" needs to be used to tighten this up.

(p. 22) 8.2 Proposal Evaluation Categories and Factors

"Proposals will be numerically scored and ranked...The scores assigned will reflect the extent to which criteria is [sic] satisfied **relative to other proposals** [my emphasis]." Criteria should be standards to be met and scored accordingly. If the score is the result of a comparison, how do you truly assess the strengths and weaknesses of proposals if they aren't measured against standards set by the Authority? This is another loss of analytical objectivity. The criteria need to be an incentive to get the best services possible.

TO GUARANTEE THE OBJECTIVE AND UNIFORM APPLICATION OF CRITERIA, AN EVALUATION CRITERIA MATRIX SHOULD BE USED WITH EACH CRITERIA CONTRIBUTING A SPECIFIED MAXIMUM NUMBER OF POINTS.

To thoroughly evaluate information, all requested information and goals and objectives should be covered in parts by individual criteria and completely by all of the criteria. THEY AREN'T. See specifics below. More evaluation criteria are needed to accurately assess proposals. IF HWMA IS UNWILLING TO AUGMENT EXISTING CRITERIA, THE EVALUATION SUBCOMMITTEE SHOULD DEVELOP THEIR OWN AND/OR UTILIZE EXISTING CRITERIA SUCH AS ZWH'S.

(p. 23) "**Potential factors that may be considered** by the evaluation team when developing the score for each criterion [what we call a category or topic] are presented below." This adds insult to the injury of an incomplete set of inadequate criteria. These factors are **potential**? They **may** be considered? Either they are or they aren't. TO REITERATE, AN EVALUATION CRITERIA MATRIX SHOULD BE USED WITH EACH CRITERIA CONTRIBUTING A SPECIFIED MAXIMUM NUMBER OF POINTS.

WE URGE HWMA MEMBER AGENCIES TO GIVE YOUR EVALUATION SUBCOMMITTEE THE TOOLS IT NEEDS TO CONDUCT A MORE COMPREHENSIVE, SYSTEMATIC AND STANDARDIZED EVALUATION OF PROPOSALS.

In regard to specific listed Goals and Objectives ("Gs&Os", p.5), the 2nd and 3rd Gs&Os are only partially addressed by evaluation criteria, and the 5th and 6th Gs&Os are not addressed at all. These deficiencies can be remedied by using the following criteria in the ZWH Criteria Compilation document:

- 2nd G&O - 4th Compilation criteria under Operations
- 3rd G&O - 2nd Compilation criteria under Operations
- 5th G&O - 6th Compilation criteria under Operations
- 6th G&O - 7th Compilation criteria under Operations

(p.25) Under Environmental Enhancement, Workplace Compliance, Litigation History and Other Considerations.

- (2nd listed "factor") Market Enhancements. *"Identify domestic markets for recyclable materials and propose a plan for maximizing reuse or recycling within the U.S."* What about locally? We recommend adding language at the end of the sentence that says something like "with top priority assigned to getting materials into the hands of local manufacturers who add value to processed materials."

Conclusion and Recommendations

This review and set of comments should not to be considered an exhaustive critique.

It is our conclusion that this draft requires significant, substantive revision before it is ready to be presented to you for approval in Final form.

We believe your staff, and that of other HWMA member agencies, will want sufficient time to (1) review our comments and other public comments you may receive prior to this Tuesday's meeting as well as your own comments; (2) conduct their own review and (3) to develop recommendations and present them to you in the form of a timely report with enough time to spare for you to formally approve revisions that will be sent back to HWMA prior to the May 29 deadline for submitting revisions for inclusion in the Final RFP, which the HWMA Board will consider approving at their June 11 meeting. Although the HWMA RFP process doesn't contain this formal step, it wouldn't create a delay in the process. Please consider placing an item on the agenda of a

Council meeting - scheduled prior to HWMA's May 29 submittal deadline - that would allow you to review and approve the revisions submitted by the County to HWMA.

Sincerely,

Jud Ellinwood
Policy Coordinator,
Zero Waste Humboldt
443-9153

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EVALUATION CRITERIA CATEGORIES AND SPECIFIC
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November 24, 2014



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<p>Materials Processed: Proposer demonstrates ability to process all current materials and to accept additional future materials as determined by HWMA.</p>			
<p>Residuals: The minimum allowable residual percentages will be defined and adjustable downward over time through cooperative public education .</p>			
<p>Ability to take prompt corrective actions: The proposer's ability to address contamination issues/factors as soon as they are identified, including but not limited to:</p>	<ul style="list-style-type: none"> (1) A public outreach/education program in collaboration with local governments (e.g., public education about proper preparation and placement of materials for recycling pick up; (2) Inspection methods of incoming loads for processing; (3) Processing employee training; (4) Processing equipment; (5) Regular curbside audits performed by collectors, HWMA members, or external evaluator. (6) Communications with collectors. 		
<p>Recyclables Loading Plan: Efficiency and effectiveness of loading HWMA's materials for transport to proposer's processing facility. For example, higher score if it is a direct drop-off and materials do not have to be unloaded twice.</p>	<p>Includes other operational considerations such as planning details of facilities space usage for material storage, equipment types, and number of personnel, maintenance and administration.</p>		
<p>Proposer's plan to transport HWMA's recyclables: Proposer will include type of vehicles, trailer capacity, driver safety programs, alternative fuel usage and back haul plans.</p>			
<p>Extent to which proposer's proposal maximizes economy of scale.</p>			
<p>PROVISION/FUNDING OF PUBLIC EDUCATION SERVICES</p>			
<p>Extent to which the proposer demonstrates a commitment and capability to work cooperatively on public education that focuses on Reduction, Reuse, Recycling and Composting. Outreach and cooperative public education programs require partnerships, ongoing and consistent how-to messages, demonstrations, reminders, and the who-what-where-AND-why explanations to integrate the correct methods and bigger picture understanding into the daily life habits of Humboldt residents, businesses, agencies, schools and community organizations. It requires more than advertising and public relations.</p>			
<p>ENVIRONMENTAL CONSIDERATIONS</p>			

Scoring should account for where feedstock is sold and how much to geographic markets - local better than regional, regional/U.S. better than overseas.	Proposer commitment to work with HWMA and the public to identify domestic markets for recyclable materials, propose a plan to HWMA for maximizing recycling within the US, provide annual market reports to HWMA, revise plan as directed.			
Greenhouse Gas (GHG) Emissions impacts are increasingly important in multi-year contracts: Description of current and planned reduction in GHG through the a) use of alternative fuels in trucks and equipment; b) purchase or generation of renewable power in Contractor's buildings; c) marketing of materials to California or West Coast market (greener energy use), and d) the use of carbon offsets to counter atmospheric emissions, or other GHG emission reduction proposals.				
LOCAL PREFERENCES				
Number and percentage of the Proposer's employees who live in HWMA service area - (breakdown of management and sorting-line employees located in HWMA's jurisdictions).				
Location of processing facilities in HWMA service area. Yes or No.				
PERFORMANCE STANDARDS AND GOALS				
Proposer agrees to provide all reporting and Contract Performance information as specified by HWMA and consistent with the HWMA Strategic Plan.				
COMPANY QUALIFICATIONS AND EXPERIENCE				
Company Experience and Past Performance Record: Demonstrated experience of the company in operating transfer stations, transporting waste and other materials, operation of MRFs and related facilities, marketing and sales of recycled materials. Review of company's history with litigation and regulatory action.				
Key Personnel Qualifications: Extent and relevance of the qualifications and experience of key personnel proposed for the team and on-going management of the operations. Demonstrated capabilities of the company's existing management and its responsiveness to the ongoing needs and requests of customers including: reporting, providing new services, tracking and monitoring operational activities, regulatory compliance, safety record, general quality of operations, billing and collection, scale house performance and management, materials marketing to local, domestic and international buyers and administrative services.				
Financial Stability: Financial strength and ability of company to acquire equipment and provide financial assurance of performance based on review of its audited financial statements and its proposed financing plan. Contingencies and ability to respond to changing economic conditions.				

<p>Commodity Marketing Experience: Demonstrated ability to (a) reliably market commodities including but not limited to those produced by HWMA's past contractors (b) obtain the best revenues from commodity sales, and (c) manage a strategic balance of domestic and export.</p>					
<p>Jurisdiction References: Level of satisfaction of jurisdictional customers with Proposer services.</p>					
<p>CONTRACT EXCEPTIONS</p>					
<p>Number and Materiality of Exceptions to Agreement: The more exceptions taken by proposer, the lower the score.</p>					
<p>Contract Modifications: Expressed agreement to modify contract if and when state or local government laws or regulations require contract adjustments or introduction of newer technology would reduce residuals or improve quality of recyclables, on a cost basis.</p>					
<p>DISCLOSURE OF CAMPAIGN CONTRIBUTIONS AND GIFTS</p>					
<p>The proposer discloses all campaign contribution or gifts to local elected decision makers and local government personnel for the previous five years.</p>					