

CITY OF HOLLYWOOD, FLORIDA
Recycling Incentive Program
April 12th, 2016

Submitted by:



Bill Dempsey

Recycling Perks

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In response to RFP-4503-16-RD

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TAB 1: LETTER OF TRANSMITTAL

City of Hollywood, Florida
c/o: Office of City Clerk
2600 Hollywood Blvd., Rm#: 221
Hollywood, Florida 33020

April 12th 2016

To whom it may concern,

Please find the enclosed proposal for RFP-4503-16-RD Recycling Incentive Program. This proposal explains, in detail, the work to be completed by Recycling Perks LLC for the City of Hollywood as outlined in RFP-4503-16-RD.

Recycling Perks is prepared to propose a complete "turn-key" solution that will include, but is not limited to the following deliverables by the City's proposed start date of June 17th, 2016.

- Recycling Perks will provide an incentive program for members, residential (single and multifamily homes) and commercial, to receive rewards based on positive recycling behavior. Recycling Perks users will use reward points to redeem rewards; reward points never expire.
- Residents will access the program information through a website to see a status of their account balances, to redeem and print their rewards (immediately upon receipt of reward), to schedule pick-up reminders, and more. They can also access information through our customer service hotline by phone, through the website contact form or by email. Accounts may be added or deleted from the program at no charge to the City.
- Recycling Perks will identify, consult and procure reward offerings from businesses. 95% of the offerings will be from local businesses.
- Recycling Perks will provide a quarterly outreach plan including public educational, events and marketing components. The plan and its components will be reviewed at least quarterly in person while the local partner participation and residents' participation will be reviewed monthly via conference call.
- Recycling Perks will be engaged on an ongoing basis with active and potential local partners and the community at large.
- Recycling Perks will provide data in an editable text format to the City within 30 days written request by the City, or termination of the Contract, or default by the Vendor.

We have provided additional services that are above and beyond the scope, to provide visibility on the opportunities that we could provide, for example, the more regular reporting, and recycling behavior maps. We are flexible in our pricing as it relates to some of those services.

Should you have any questions or comments about this proposal, do not hesitate to contact Bill Dempsey or Sandra Hungate, the City's main contacts for this program, at 757-478-5225 and 757-525-1650, respectively.

Sincerely,

William Dempsey
President, Recycling Perks

TAB 2: QUALIFICATIONS

1. STATEMENT OF QUALIFICATIONS, ABILITIES, EXPERIENCE IN PROVIDING THE REQUESTED SERVICES

A. QUALIFICATIONS, ABILITIES, EXPERIENCE & FINANCIAL

Recycling Perks LLC was started in partnership with TFC Recycling in May of 2010 as a vehicle to provide recycling incentives to current and future residential customers.

Recycling Perks' development and experience is heightened by its collaborative partnership with TFC Recycling. Because of this partnership, Recycling Perks was afforded the ability to develop a program that is mutually beneficial to residents, municipalities, and/or hauling firms.

Recycling Perks growth has been organic; expanding to cities and regions desiring operational efficiencies from RFID technology, residents needing an incentive to enhance recycling, and municipalities looking for the community outreach, recycling set out analysis, operational gains, and a turn-key approach provided by Recycling Perks.

Currently, Recycling Perks is contracted to service ten cities and regions throughout Georgia, Florida, and Virginia with several more on the horizon. Recycling Perks successfully provides a comprehensive incentive program to nearly 400,000 homes in communities ranging from 1,400 households to 96,000 households while assisting cities in achieving their goals: increase recycling while promoting local businesses.

Financial information is enclosed in a sealed envelope marked "Financials".

Recycling Perks is capable of and ready to execute a comprehensive recycling incentive program for the City of Hollywood. Experience in markets of varying sizes, tremendous expertise in data management and analysis, and successful goal completion in other service areas has prepared and positioned Recycling Perks for success in Hollywood. Recycling Perks confirms that it has capacity, both financial and otherwise, to provide the requested work.

B. REFERENCES (see forms attached)

2. IDENTIFICATION OF SENIOR AND TECHNICAL STAFF TO BE ASSIGNED TO THE CITY

BILL DEMPSEY | PRESIDENT, RECYCLING PERKS

Almost 20 years of marketing and partnership development. The majority of his career has been within the professional sports world – Past positions held were with the Boston Celtics, Boston Bruins and the New England Patriots Radio Networks.

Prior to moving to Virginia he held the position of Director of Corporate Partnerships with the NBA Charlotte Bobcats. Before coming on board as President of Recycling Perks, Bill served as the GM & Chief Operator of Radio Disney in Virginia Beach.

SANDRA HUNGATE | MARKETING MANAGER, RECYCLING PERKS

Mrs. Hungate brings more than 7 years of comprehensive marketing experience with expertise in campaign design, project management, and marketing research.

Mrs. Hungate joined Recycling Perks in 2015 to oversee the marketing program implementation. Across all service areas, she is actively pursuing low participation areas with targeted marketing campaigns to increase recycling participation.

Prior to joining Recycling Perks, Mrs. Hungate was the Marketing Manager for a worldwide Mercedes-Benz brand, called MBtech, where she mainly worked on marketing electric cars and green manufacturing. Previously, she held an online marketing position at Decathlon, coordinating advertising efforts for a sports brand in Germany.

Mrs. Hungate holds a Master of Media Management with an emphasis in marketing and advertising from the Stuttgart Media University.

MONIQUE WEBB | DIRECTOR OF CUSTOMER SERVICE AND DATA MANAGEMENT, RECYCLING PERKS

Ms. Webb brings more than 5 years of comprehensive marketing experience with expertise in data analysis and market research.

Ms. Webb joined Recycling Perks in 2015 to oversee data mining, data analysis, and the customer service. Across all service areas, she is actively managing the data and information, to generate reporting and increase efficiency.

Prior to joining Recycling Perks, Ms. Webb was a Marketing Assistant at two multi-channel marketing companies working to increase efficiency, reduce data related errors and provide customer service.

Ms. Webb holds a Master of Business Administration (MBA) with an emphasis in marketing from the Florida Institute of Technology.

TAB 3: PROJECT APPROACH AND PLAN

Recycling Perks offers to provide the requested services through its 6 steps offering: a user-friendly online rewards platform, a 24/7 customer service hotline, a permanent Hollywood based Recycling Perks staff, advanced data management, monthly data reporting, quarterly data mapping and targeted outreach.

1. USER-FRIENDLY ONLINE REWARDS PLATFORM FOR COMMERCIAL AND RESIDENTIAL USERS

A. FEATURES

Recycling Perks provides a turn-key solution to incentivize recycling with an online rewards platform that delivers Hollywood commercial and residential participants all the City required features, and more:

- Commercial and residential users can register for the Recycling Perks program online at any time of the day. Registration takes approximately 90 seconds.
- Users are confirmed and connected to addresses based on geo-spacing information.
- Users receive automatic and immediate points awarded for recycling efforts at the address level directly to their Recycling Perks account. Points never expire.
- One same account can withhold several users (for commercial accounts for example).
- Recycling Perks members will have access to RecyclingPerks.com from any device, 24/7, to exchange earned points for discounts from local businesses
- Recycling Perks rewards are available as a printed reward claim or through a mobile reward (a paperless, environmentally sound solution), immediately after redemption
- These rewards (or discounts) will be populated and managed on the Recycling Perks website through dedicated efforts of a Recycling Perks local staff member
- Recycling Perks users will be able to view City-specific information on the My City page where they can view acceptable recycling practices, links to important information about the recycling program, other city news, and relevant blog posts about local projects and events
- Users will receive newsletters for updates about their points balance, new rewards, specials, unique city events, and other information.

B. USER EXPERIENCE

a) MEMBER USER EXPERIENCE OF THE ONLINE PLATFORM

The rewards incentive program will be available for participants to freely activate an account 24/7 by visiting RecyclingPerks.com or calling the toll free customer service line, 855-813-2154. Account activation consists of supplying:

- Name
- Email Address
- Preferred Password
- Address

With these four fields completed, the users will be awarded 100 account activation points to immediately redeem rewards on the site. Users are granted immediate access to the Recycling Perks website and upon registration or log in land on their account dashboard page providing them the option to:

- Shop Rewards
- View more about Hollywood recycling
- View account details (points balance, points earned, points redeemed)
- View and edit profile information (name, email, and password)
- View and edit the address associated with their account
- Add or edit authorized users to their account. Recycling Perks accounts can be family or commercial accounts where all members contributing to the recycling efforts can have their own unique account and password but they all share the earned points
- Opt in to collection day email reminders that go out the evening before their collection day
- Opt out of the collection day confirmation email that is automatically generated after points are awarded to a participant's account
- View, copy, and paste their sharing link where they can share a personal URL with colleagues, friends and family encouraging them to activate their Recycling Perks account. Each successful referral awards 25 bonus points to the referring party's account
- Option to key in a promotional code if they've participated in a volunteer activity and are in receipt of a promo code card for their positive community contribution
- View their account ledger to see all activity (incoming points, outgoing redemptions) for the life of their account
- Log out of their account

The shop rewards section is populated with all rewards and automatically lists reward offerings that are nearest their home first. Rewards can be sorted and shopped a number of ways, including:

- Typing the reward or business name into the search bar
- Seeing rewards near home (based off of the address on the member's account)
- Seeing rewards near their current location (based off of location services where the user's device is currently located). This option requires member approval.
- Shopping by category, point value, service area, or business name

Each reward offering provides the user the option to:

- Add the reward through a quick shop option by selecting Add to Cart from the populated listing of rewards
- Click on the reward name for more information about the discount including a description of the reward offering, the location address, ability to map the location, redemption instructions, and the option to visit the business website
- Click on the business name to read about the business, view all of the rewards the business is offering, location address, mapping feature, and ability to visit the reward partner's website

After a member selects the rewards they would like to purchase with their points, the rewards will sit in the My Perks checkout basket until the member has finished shopping the site. By selecting My Perks, the member will see three sections:

- Cart | Lists all of the rewards they've added to their cart but have not checked out. From their cart, they can choose to checkout their reward, view reward details, add another to their cart, or remove the reward from their cart.
- Checked Out | Lists all of the rewards they've checked out but have not redeemed by printing their reward claim or using the mobile redemption option. From the checked out section, members can choose to print their reward claim, view reward details, add another to their cart, gift the reward to someone, or redeem the reward on their phone or tablet.
- Previously Redeemed | Lists all of the rewards they've previously redeemed. Within this section, members can choose to reprint their reward or add another one to their cart.

Recycling Perks members can save an average of \$25 per month in discounts by recycling in their curbside program and trading in their earned points for the discounts

on the site. Members will receive points the moment the data feed pushes information to the Recycling Perks website. Earned points never expire!

b) BUSINESS USER EXPERIENCE

Recycling Perks works with local businesses to provide an exclusive reward on the recycling rewards website. Recycling Perks works to acquire reward partners to provide discounts on an ongoing basis so there are fresh, new rewards available to local recyclers. Over 95% of all rewards are from local Hollywood businesses. A participating business receives the following free of charge:

- A business page on the Recycling Perks website with a description of their establishment, physical location address, mapping function, link to the business website, business logo, and listing of rewards offered on Recycling Perks
- Monthly email updates from Recycling Perks showing statistics of rewards redeemed and other program updates
- Feature on a Recycling Perks member newsletter showcasing the business, reward, and logo encouraging members to redeem the reward
- Highlight on Recycling Perks local Facebook page alerting members of the business' new reward offering
- Immediate emails alerting the business when a resident has redeemed a reward
- Opportunities to cross promote recycling alongside Recycling Perks

c) NON-COMPUTER USER EXPERIENCE

In addition to the member and business experience described above, Recycling Perks will offer access to the incentive program to non-computer participants by:

- Facilitating membership for non-computer members
- Redeeming rewards for non-computer members

The non-computer membership component is ideal for participants without access to a computer or smartphone. Participants are able to call the toll free customer support line to activate their Recycling Perks membership. Each quarter, they will receive a packet in the mail with relevant account statistics like points earned and available for redemption along with a listing of the rewards and associated point values. Non-computer members can select rewards and mail the reward selections back to Recycling Perks or call the customer support line with their selections. Recycling Perks redeems the rewards on their behalf and mails reward vouchers to their home for use at their selected reward partner locations.

C. PLATFORM ACCESSABILITY AND SECURITY

The program website, RecyclingPerks.com, is available and fully functional on any smartphone, tablet, laptop or desktop personal computer. Recycling Perks supports the last three versions of each browser including Chrome, Internet Explorer, Safari, Firefox, Android, Amazon Silk, and iOS in-app. Links or iframe capability to the Recycling Perks website can be set up from the City of Hollywood's webpage.

Recycling Perks utilizes cloud computing platforms and web servers for optimal support and security. Member accounts are password protected and can only be accessed with the email and password set up by the resident. Recycling Perks never shares member activity with any other party and prides itself on maintaining a program that keeps shopping experiences, lift data, and personal information private.

Recycling Perks will be responsible to perform administrative functions of the platform, see TAB 6.

2. 24/7 CUSTOMER SERVICE HOTLINE

Please see TAB 6

3. HOLLYWOOD BASED RECYCLING PERKS REPRESENTATIVE

Along with our satellite office in Tamarac, FL, Recycling Perks will dedicate a Local Market Representative to the City of Hollywood.

The Hollywood based Recycling Perks staff member will be engaged on an ongoing basis with active and potential local partners to identify, consult and procure reward offerings (rewards) from businesses. 95% of the offerings will be from local businesses.

The Hollywood based Recycling Perks staff member will also participate in the community at large, to educate Hollywood residents about recycling and the benefits of Recycling Perks and sign people up. Furthermore, the Recycling Perks local staff member will set up a table or booth at selected events in order to register residents for our program, and hold presentations at selected events such as neighborhood meetings to educate residents on recycling and the Recycling Perks incentive program.

Finally, the Local Hollywood Market Representative will manage the Hollywood Recycling Perks Facebook page and meet with the City in person, at every meeting.

4. ADVANCED DATA MANAGEMENT, MONTHLY REPORTING AND QUARTERLY DATA MAPING

Please see TAB 6

5. TARGETED OUTREACH

Please see TAB 5

6. ADDITIONAL SERVICES

To summarize, in addition to the required elements, our proposal adds additional value to your City's recycling program with the following:

- Recycling Perks' Local Market Representative, who will be located in Hollywood throughout the length of the contract to enhance community partnerships daily
- Recycling Perks' detailed data reports (monthly) and ArcGIS maps (quarterly) detailed in TAB 6, to display recycling behavior
- Recycling Perks' strategy to use at least 95% of local businesses for rewards
- Recycling Perks' strong knowledge of data to consult you in the strategy of your recycling
- Recycling Perks' online platform offering more features than required in the RFP, such as pick-up reminders, pick-up confirmation and multi-user accounts
- Recycling Perks' offline incentive program for non-computer participants

TAB 4: IMPLEMENTATION PLAN

Please find an example of an implementation plan on the next page.

Implementation plan will be prepared for the City of Hollywood by the Recycling Perks Project Manager and will include, but is not limited to:

- Upon the rewarding of the contract, Recycling Perks will begin the recruiting of a Hollywood based Recycling Perks staff member
- Upon the awarding of the contract, Recycling Perks will work with City's current hauler, to install technology on trucks (truck total tbd; up to 8 trucks are assumed in this proposal)
- Access to RecyclingPerks.com and to Recycling Perks staff and customer support team prior to program roll out
- Outreach and execution directing residents, reward partners, and City staff to connect with Recycling Perks on a local level through a dedicated toll-free number or through a city-specific email account; hollywood@recyclingperks.com
- Partnership search with local businesses to create local rewards
- Preparation of an introduction letter jointly created by Recycling Perks and the City of Hollywood introducing the rewards program to residents
- A press release with a PSA video and a press event jointly created by Recycling Perks and the City of Hollywood introducing the rewards program to residents, with a sign up stand
- Marketing collateral encouraging registration in the rewards program
- A Facebook page dedicated to your city, called "Recycling Perks Hollywood", managed daily
- Presentation and education at events and neighborhoods/association meetings
- Strategic and targeted marketing to neighborhoods with low recycling rates after the initial roll out period is complete. This effort is driven by technology and acts to reduce waste by educating and marketing to those who need it most
- Regular reporting and quarterly outreach calendars (strategic calendar)

Recycling Perks prints all materials on recycled stock and plans for marketing needs that are also recyclable in a standard curbside container. Additionally, Recycling Perks works to partner with local establishments for printing and marketing needs to be further vested in the community.

| Task | Preparation time (90days/12weeks) | | | | | | | | | | | | Launch | | |
|---|-----------------------------------|--------|--------|--------|--------|--------|--------|--------|--------|---------|---------|---------|--------|---|-----------|
| | Week 1 | Week 2 | Week 3 | Week 4 | Week 5 | Week 6 | Week 7 | Week 8 | Week 9 | Week 10 | Week 11 | Week 12 | | | |
| Hiring of Local Market Representative | x | | | | | | | | | | | | | x | continued |
| Partner search | | | x | x | x | x | x | x | | | | | | | |
| Initial meeting to review implementation plan with city | x | | | | | | | | | | | | | | |
| Technology implementation with hauler | x | x | | | | | | | | | | | | | |
| Testing pick-up and points with hauler | | | | | x | x | | | | | | | | | |
| Resident mailer preparation | | | | | | | | | | | | | | | |
| Writing draft | x | | | | | | | | | | | | | | |
| Approval by City | | | x | | | | | | | | | | | | |
| Printing and mailing | | | | | | | | | x | | | | | | |
| Press Release | x | | | | | | | | | | | | | | |
| Writing PR draft | | | | | | | | | | | | | | | |
| Approval PR | | | x | | | | | | | | | | | | |
| Publication PR | | | | | | | | | | | | | | | |
| Marketing collateral printing | | | | | | | | | x | | | | | | |
| Press event | | | | | | | | | | | | | | | |
| Article for City newsletter | | | | | | | | | | | | | | | |
| Writing article | x | | | | | | | | | | | | | | |
| Approval of the article | | | x | | | | | | | | | | | | |
| Sending newsletter | | | | | | | | | | | | | | | |
| RP website City page | | | | | | | | | | | | | | | |
| RP website city text writing | | | | x | | | | | | | | | | | |
| City approval | | | | | | | | | | | | | | | |
| RP website opens new City | | | | | | | | | | | | | | | |
| Facebook page dedicated to new City | | | | | | | | | | | | | | | |
| Preparation | | | | x | | | | | | | | | | | |
| City approval | | | | | | | | | | | | | | | |
| Go-live FB page | | | | | | | | | | | | | | | |
| Facebook page promotion | | | | | | | | | | | | | | | |
| Google Adwords campaign | | | | | | | | | | | | | | | |
| Draft Google Adwords campaign | | | | | | | | | | | | | | | |
| Go-live Google Adwords campaign | | | | | | | | | | | | | | | |
| Neighborhood education | | | | | | | | | | | | | | | |
| PSA video | | | | | | | | | | | | | | | |
| Participation to events from city | | | | | | | | | | | | | | | |

Example of implantation plan

TAB 5: COMMUNICATION AND MARKETING PLAN

Recycling Perks' communication and marketing plans throughout the life of the agreement with the City of Hollywood will be research-based and strategic. Utilizing a heavy amount of mass media has proven not to be effective outside of roll out or launch timing. We do not take a cookie-cutter approach to marketing, and build the program based on the information and data we collect. As such, Recycling Perks will create a Hollywood-specific communication, marketing and events plan (or outreach calendar), even often on a neighborhood specific scale.

1. OUTREACH CALENDAR

If awarded, the contract Recycling Perks will develop a comprehensive launch schedule that works to communicate the new incentive program to every eligible resident as per implementation plan in TAB 4.

After launch, Recycling Perks will plan media and outreach in advance of each quarter. The outreach calendar (strategy calendar) will be developed with collaborative feedback from City staff. Outreach planning will be dependent on the data. Examples of targeted outreach executed in other Recycling Perks service areas include:

- Neighborhood town hall meetings
- Advertisement in neighborhood civic association publications
- Block leaders
- Utility bill inserts
- Users newsletters
- Strategic event participation and sponsorship
- Education through City communication channels
- Social media
- Promotional items and giveaways

- Web banners and Google AdWords
- In person reward (Recycling Perks accompanies the recycling truck and gives gifts to highly participating recyclers)

Recycling Perks works to assure every piece created and every medium utilized for delivery has a clear call-to-action and quantitative evaluation metrics. For example, a project working to reduce contamination in an identified high-contamination area will have strong messaging targeted directly to the residents residing in that neighborhood. Recycling Perks will identify baseline metrics prior to the launch of the project, will measure activity during the project, evaluate the success of the project post-implementation, and report back to the City.

This process is executed on each campaign to assure communication funding is spent in a strategic, smart, and resourceful manner to drive increased tonnage, increased participation, and increased public awareness of recycling in Hollywood.

Please see below an example of a quarterly outreach calendar:

Outreach Calendar



| Q1 OUTREACH | PROGRAM DATES | | | | | | | | | | | | |
|--|---------------|------|------|------|------|------|------|-------|------|-----|------|------|------|
| | 1/3 | 1/10 | 1/17 | 1/24 | 1/31 | 2/7 | 2/14 | 2/21 | 2/28 | 3/6 | 3/13 | 3/20 | 3/27 |
| GOOGLE AD WORDS | CONTINUOUS | | | | | | | | | | | | |
| FACEBOOK MANAGEMENT | | | | | | | | | | | | | |
| FACEBOOK ADVERTISING | | | | | | | | | | | | | |
| REWARDS NEWSLETTER TO USERS | 1/6 | | 1/20 | | 2/3 | | 2/17 | | 3/2 | | 3/16 | | |
| NEW MEMBER WELCOME EMAIL | | | | | 2/1 | | | | 3/1 | | | | 4/1 |
| REDEEM YOUR POINTS EMAIL | | | | | | | | | | | | | |
| BUSINESS PARTNER NEWSLETTER | | | 1/18 | | | | 2/15 | | | | | 3/21 | |
| EARTH DAY INFORMATION EMAIL | | | | | | | | | | | | | |
| NON PROFIT DONATION PROGRAM | CONTINUOUS | | | | | | | | | | | | |
| RECYCLES PRINT PUBLICATION | | | | | 2/1 | | | | | | | | |
| EVENT: WINTER WONDER (SIGN-UP) | 1/9 | | | | | | | | | | | | |
| EVENT: CLEAN & GREEN (SIGN-UP) | 1/9 | | | | | | | | | | | | |
| EVENT: MLK JR PARADE (SIGN-UP) | 14 - 16 | | | | | | | | | | | | |
| EVENT: TEENS @ YOUR LIBRARY (EDUCATION + SIGN-UP) | | | 1/20 | | | | | | | | | | |
| EVENT: TIRE RECYCLING (EDUCATION + SIGN-UP) | | | | | | 2/20 | | | | | | | |
| EVENT: HOME AND GARDEN SHOW (SIGN-UP) | | | | | | | | 26-28 | | | | | |
| EVENT: SPRING CHILDREN'S FESTIVAL (EDUCATION+SIGN-UP) | | | | | | | | | 3/12 | | | | |
| PRESENTATION: DOWNTOWN CIVIL LEAGUE (EDUCATION) | | 1/13 | | | | | | | | | | | |
| PRESENTATION: HARLEM ELEMENTARY (EDUCATION) | | | | | | | | | | | 3/16 | | |
| PRESENTATION: ANIMAL SERVICES FUNDRAISER (EDUCATION+SIGN-UP) | | | | | | | | | | | 3/18 | | |
| RECYCLE FOR THE LOCAL ANIMAL RESCUE - FACEBOOK CAMPAIGN | | | | | | | | | | | | | |
| RECYCLE FOR THE LOCAL ANIMAL RESCUE - VIDEO FILMING | | | | | | | | | | | | | |
| RECYCLE FOR THE LOCAL ANIMAL RESCUE - PRESS RELEASE | | | | | | | | | | | | | |
| RECYCLE FOR THE LOCAL ANIMAL RESCUE - EMAIL TO USERS | | | | | | | | | | | | | |
| EARTH DAY STREET EDUCATION - PREPARATION | | | | | | | | | | | | | |

2. COMMUNITY OUTREACH AND EVENTS

Recycling Perks will participate in several neighborhood events and larger, City-wide events as part of its ongoing communication and outreach planning. Participation at events consists of:

- Setting up a Recycling Perks table with a custom branded Recycling Perks table cover
- Setting up a tent if the event is outdoors
- Utilizing promotional items to reward residents for signing up for their Recycling Perks membership during the event
- Distributing recycling and Recycling Perks information to all booth visitors
- Facilitating an activity, contest, or game depending on the type of event and if space permits

Recycling Perks will commit to participate in at least 6 City-sponsored or environmental events each year with a Recycling Perks branded or co-branded City and Recycling Perks booth.

Community outreach programs are executed by the Hollywood based Recycling Perks staff member. This single point of contact will solicit new reward partners, attend community events, work to engage locals in positive recycling and environmental behaviors.

In addition to event participation, Recycling Perks local staff member will develop relationships with schools and nonprofit groups encouraging them to participate in Recycling Perks' give back campaigns where groups can receive donations from Recycling Perks tied to new member sign ups or redemptions.

Much of the above information will be available for residents to view on the Recycling Perks Hollywood webpage: recyclingperks.com/#/serviceArea/Hollywood. Residents can access the Recycling Perks Hollywood page from the Recycling Perks homepage, by keying in the Hollywood service area URL provided, or by clicking More About Hollywood within their account dashboard.

It is Recycling Perks' goal to be vested in the community and work to develop strong relationships with Hollywood schools, faith-based organizations, civic associations, non-profit groups, and other organizations.

3. OWNERSHIP OF MATERIAL

The use of the City title and/or logo in marketing or program related elements can only be done with prior written approval of the City.

Script, graphic, video, audio elements and other artwork created by Recycling Perks specifically for the City of Hollywood becomes the property of the City of Hollywood. To receive original artwork or files, City staff should request files from the Recycling Perks Project Manager.

Recycling Perks will provide data in an editable text format to the City within 30 days written request by the City, or termination of the Contract, or default by the Vendor.

TAB 6: CUSTOMER SERVICE & REPORTING PLAN

1. CUSTOMER SERVICE

1. CUSTOMER SERVICE FOR THE CITY

Recycling Perks will provide a Project Manager as the single point of contact to City representatives for all aspects of the program. That person will be Sandra Hungate. Along with Mrs. Hungate, the Local Market Representative (mentioned in TAB 3) will be the Hollywood based contact.

2. CUSTOMER SERVICE FOR THE USERS

Residents and businesses can contact Recycling Perks by emailing info@recyclingperks.com or hollywood@recyclingperks.com, completing a contact form on the Recycling Perks website, or calling the toll free customer support line at 1-855-813-2154.

A customer support staff member is available to receive member or business requests Monday through Friday from 8 am to 5:00 pm. Customer support responses are, on average, resolved within 4 hours with most resolved in less than an hour.

The City of Hollywood will receive updates on the questions and concerns coming through the customer support.

3. MAINTENANCE

The customer support staff will be responsible to maintain accounts, by performing administrative functions to include, but not limited to adding addresses to user accounts, correcting addresses, searching user accounts, activate and deactivate accounts, change user passwords and retrieving statistics.

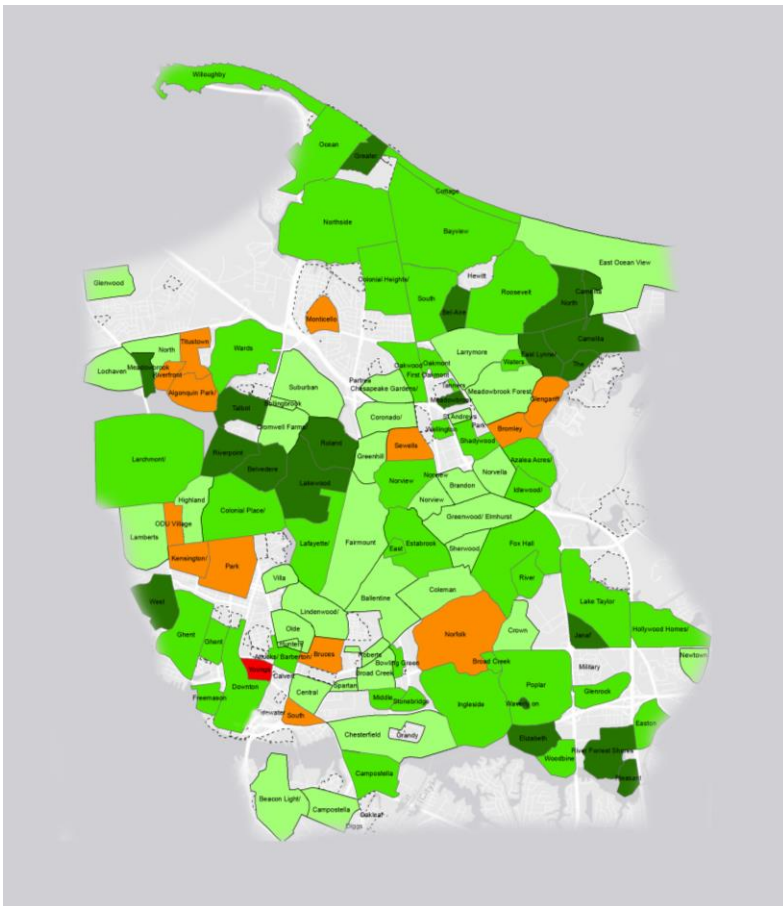
Maintenance of Recycling Perks software, technology and program components will be performed by Recycling Perks, at no additional cost for the City. Repairs will be executed within a 1-week timeframe, or the program must include a contingency plan to allow for the program to continue to function should the timeframe for repairs be lengthier.

2. REPORTING PLAN

Recycling Perks will track, manage and report performance data and provide reports to the City no less than quarterly.

Recycling Perks offers to provide performance reports each quarter on the following metrics on or before the 15th of each January, April, July, and October for the preceding quarter:

- Set out rate by neighborhood or other city-defined geographic area based on GIS layers provided to Recycling Perks from the City of Hollywood GIS department (see example below)



- Strategic marketing and outreach planning (outreach calendar) to increase recycling participation rate and awareness in low performing areas, for the following quarter

Recycling Perks will provide performance reports each month on the following metrics on or before the 15th of each month for the month prior:

- Total number of users registered that month, life of program, and last 12-month's trend
- Total points credited that month, and life of program
- Total points ordered and redeemed that month, during the life of the program, and last 12-month's trend
- Total member savings (in dollars) that month, life of program, and last 12-month's trend
- Total dollars invested in the Hollywood community
- Total reward partners acquired that month and life of program
- A list of all reward partners within the City of Hollywood
- Recycling set-out rate and participation rate (or set-out rate at least once in that month) for that month

Additional reports can be provided based on conversations between Recycling Perks and the City of Hollywood. Report structure, metrics, and timing will be agreed upon prior to the start of the contract. Sample reports from other active service areas are available upon request.

TAB 7: PRICE PROPOSAL

1. ANNUAL PRICE

Recycling Perks propose all the aspects of the projects mentioned in this proposal, at a yearly all-inclusive price of \$145,090.56 for the first year.

| | |
|---|--------------|
| Total Price for Year One | \$145,090.56 |
| Total Price for Year Two | \$133,090.56 |
| Total Price for Year Three up to initial contract term expiration | \$133,090.56 |

2. ITEMIZED PRICING

| Year 1 Itemized Pricing | Unit Price | Monthly Fee | Annual Fee |
|----------------------------------|------------------------|--------------------|---------------------|
| Recycling Incentive Program | \$0.32/household/month | \$11,090.88 | \$133,090.56 |
| Resident Mailer | \$12,000 | | \$12,000 |
| Total | | | \$145,090.56 |

| Year 2 Itemized Pricing | Unit Price | Monthly Fee | Annual Fee |
|----------------------------------|------------------------|--------------------|-------------------|
| Recycling Incentive Program | \$0.32/household/month | \$11,090.88 | \$133,090.56 |

| Year 3 Itemized Pricing | Unit Price | Monthly Fee | Annual Fee |
|----------------------------------|------------------------|--------------------|-------------------|
| Recycling Incentive Program | \$0.32/household/month | \$11,090.88 | \$133,090.56 |

3. COST STRATEGY PER HOUSEHOLD

This price is based on a cost of \$0.32 per household per month or \$11,090.88 per month based on the noted 34,659 households in the RFP document. Recycling Perks bills the City monthly for the standard service and would plan to bill June 17th for the June 17th through July 17th services (including the resident mailer). Every month thereafter would be \$11,090.88 billed monthly on the 1st of each month. In the event the City adds additional households; Recycling Perks will charge the City per household per the matrix below.

| Total Households | Per Unit Rate | Monthly Total |
|-------------------------|----------------------|------------------------|
| 34,000 – 43,999 | \$0.32 | \$10,880 - \$14,079.68 |
| 44,000 – 53,999 | \$0.31 | \$13,640 - \$16,739.69 |

| | | |
|-----------------|--------|-----------------------|
| 54,000 – 79,999 | \$0.30 | \$16,200 - \$23,999.7 |
| 80,000+ | \$0.25 | \$20,000+ |

4. DELIVERABLES

Recycling Perks program fees are per household per month, are turn-key and all-inclusive of the following elements:

- Rewards platform online at RecyclingPerks.com for residential and commercial participants, as well as non-computer responses for participants without internet access
- Acquisition of rewards from local businesses
- Technology implementation for up to 8 trucks
- Local staff member to support City needs, acquire businesses, and attend events
- Reporting and tracking
- Targeted, strategic outreach planning and execution
- Communication and marketing planning and media buys based on strategic planning process
- Conceptual design of all marketing and outreach collateral
- Customer service

Assuming the contract start date of June 17th 2016; Recycling Perks would request a 90-day planning period to populate the site with rewards, set up the data feed with the City’s hauler reader software, execute media planning and creative development prior to a residential launch planned for Sept 19th 2016. Even with a 90-day planning period, the billing rate would remain consist at \$0.32 per house per month or \$11,090.88 for the rewards platform.

In addition to the rewards platform, the City has requested specific outreach elements within RFP-4503-16-RD that would only be initiated and charged to the City at the beginning of the contract. The residential mailer package is priced at \$12,000 to mail a letter to each of the 34,659 addresses. This fee would be billed on the first invoice only.

Outside of the first month which includes the resident mailer needs, all other payments and project deliverables remain consistently billed per month with services detailed in the preceding pages of Recycling Perks response to RFP-4503-16-RD.

The timeline and billing structure assuming 34,659 households is detailed below.

| Date | Item Description | Execution | Price |
|--|------------------|---|-------------|
| June 17 th , 2016 | Rewards Program | June 17 th – July 17 th | \$11,090.88 |
| June 17 th , 2016 | Resident Mailer | June 17 th – September 19 th | \$12,000 |
| July 17 th , 2016 | Rewards Program | July 17 th – August 17 th | \$11,090.88 |
| August 17 th , 2016 | Rewards Program | August 17 th – September 17 th | \$11,090.88 |
| September 17 th , 2016 | Rewards Program | September 17 th – October 17 th | \$11,090.88 |
| October 17 th , 2016 | Rewards Program | October 17 th – November 17 th | \$11,090.88 |
| November 17 th , 2016 | Rewards Program | November 17 th – December 17 th | \$11,090.88 |
| December 17 th , 2016 | Rewards Program | December 17 th – January 17 th | \$11,090.88 |
| Monthly, every 17 th of the month throughout 12/17/2018 | Rewards Program | Throughout 1/17/2019 | \$11,090.88 |
| January 17 th , 2019 | Rewards Program | January 17 th – January 31 st | \$5,545.44 |



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)
04/11/16

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

| | | | |
|---|--------------|-----------------------|----------------|
| PRODUCER Nansemond Insurance Agency Inc 453 W. Washington Street Suffolk, VA 23434 Brenda G Peace, CIC | 757-539-3421 | CONTACT NAME: | |
| | 757-925-0219 | PHONE (A/C, No, Ext): | FAX (A/C, No): |
| | | E-MAIL ADDRESS: | |
| INSURER(S) AFFORDING COVERAGE | | | NAIC # |
| INSURER A : EMC Insurance Companies | | | 21415 |
| INSURER B : Old Republic Insurance Company | | | |
| INSURER C : | | | |
| INSURER D : | | | |
| INSURER E : | | | |
| INSURER F : | | | |
| INSURED Recycling Perks LLC 1958 Diamond Hill Road Chesapeake, VA 23324 | | | |

COVERAGES **CERTIFICATE NUMBER:** **REVISION NUMBER:**

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

| INSR LTR | TYPE OF INSURANCE | ADDL INSR | SUBR WVD | POLICY NUMBER | POLICY EFF (MM/DD/YYYY) | POLICY EXP (MM/DD/YYYY) | LIMITS |
|----------|--|---|----------|---------------|-------------------------|-------------------------|--|
| A | <input checked="" type="checkbox"/> GENERAL LIABILITY | | | 5D39586 | 04/15/16 | 04/15/17 | EACH OCCURRENCE \$ 1,000,000 |
| | <input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY | | | | | | DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 100,000 |
| | <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR | | | | | | MED EXP (Any one person) \$ 5,000 |
| | GEN'L AGGREGATE LIMIT APPLIES PER: | | | | | | PERSONAL & ADV INJURY \$ 1,000,000 |
| | <input type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC | | | | | | GENERAL AGGREGATE \$ 2,000,000 |
| | | | | | | | PRODUCTS - COMP/OP AGG \$ 2,000,000 |
| | | | | | | | \$ |
| B | <input checked="" type="checkbox"/> AUTOMOBILE LIABILITY | | | MWTB306071 | 02/01/15 | 02/01/16 | COMBINED SINGLE LIMIT (Ea accident) \$ 1,000,000 |
| | <input checked="" type="checkbox"/> ANY AUTO | | | | | | BODILY INJURY (Per person) \$ |
| | <input type="checkbox"/> ALL OWNED AUTOS | <input type="checkbox"/> SCHEDULED AUTOS | | | | | BODILY INJURY (Per accident) \$ |
| | <input checked="" type="checkbox"/> HIRED AUTOS | <input checked="" type="checkbox"/> NON-OWNED AUTOS | | | | | PROPERTY DAMAGE (Per accident) \$ |
| | | | | | | | \$ |
| | <input type="checkbox"/> UMBRELLA LIAB | | | | | | EACH OCCURRENCE \$ |
| | <input type="checkbox"/> EXCESS LIAB | | | | | | AGGREGATE \$ |
| | DED <input type="checkbox"/> | RETENTION \$ <input type="checkbox"/> | | | | | \$ |
| B | <input checked="" type="checkbox"/> WORKERS COMPENSATION AND EMPLOYERS' LIABILITY | | | MWC306069 | 02/01/15 | 02/01/16 | <input checked="" type="checkbox"/> WC STATUTORY LIMITS <input type="checkbox"/> OTHER |
| | ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) | <input type="checkbox"/> Y / <input type="checkbox"/> N | N/A | | | | E.L. EACH ACCIDENT \$ 1,000,000 |
| | If yes, describe under DESCRIPTION OF OPERATIONS below | | | | | | E.L. DISEASE - EA EMPLOYEE \$ 1,000,000 |
| | | | | | | | E.L. DISEASE - POLICY LIMIT \$ 1,000,000 |

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (Attach ACORD 101, Additional Remarks Schedule, if more space is required)
March 15, 2016 Solicitation #RFP-4503-16-RD, City of Hollywood, Florida is included as additional insured with regard to general liability, subject to written contract and/or policy wording.

| | |
|---|---|
| CERTIFICATE HOLDER HOLLYWO City of Hollywood c/o Office of City Clerk 2600 Hollywood Blvd., Rm#221 Hollywood, FL 33021 | CANCELLATION SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS. |
| | AUTHORIZED REPRESENTATIVE Brenda G Peace, CIC |


March 15, 2016

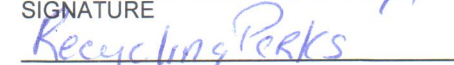
City of Hollywood, Florida
Solicitation #RFP-4503-16-RD

HOLD HARMLESS AND INDEMNITY CLAUSE

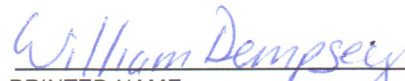
(Company Name and Authorized Representative's Name)

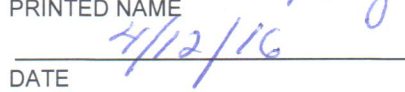
, the contractor, shall indemnify, defend and hold harmless the City of Hollywood, its elected and appointed officials, employees and agents for any and all suits, actions, legal or administrative proceedings, claims, damage, liabilities, interest, attorney's fees, costs of any kind whether arising prior to the start of activities or following the completion or acceptance and in any manner directly or indirectly caused, occasioned or contributed to in whole or in part by reason of any act, error or omission, fault or negligence whether active or passive by the contractor, or anyone acting under its direction, control, or on its behalf in connection with or incident to its performance of the contract.



SIGNATURE


COMPANY OF NAME



PRINTED NAME


DATE

Failure to sign or changes to this page shall render your bid non-responsive.

March 15, 2016

City of Hollywood, Florida
Solicitation #RFP-4503-16-RD

NONCOLLUSION AFFIDAVIT

STATE OF: Virginia

COUNTY OF: Norfolk City, being first duly sworn, deposes and says that:

- (1) He/she is President of Recycling Procs, the Bidder that has submitted the attached Bid.
- (2) He/she has been fully informed regarding the preparation and contents of the attached Bid and of all pertinent circumstances regarding such Bid;
- (3) Such Bid is genuine and is not a collusion or sham Bid;
- (4) Neither the said Bidder nor any of its officers, partners, owners, agents, representatives, employees or parties in interest, including this affiant has in any way colluded, conspired, connived or agreed, directly or indirectly with any other Bidder, firm or person to submit a collusive or sham Bid in connection with the contractor for which the attached Bid has been submitted or to refrain from bidding in connection with such contract, or has in any manner, directly or indirectly, sought by agreement or collusion or communication or conference with any other Bidder, firm or person to fix the price or prices, profit or cost element of the Bid price or the Bid price of any other Bidder, or to secure an advantage against the City of Hollywood or any person interested in the proposed Contract; and
- (5) The price or prices quoted in the attached Bid are fair and proper and are not tainted by any collusion, conspiracy, connivance or unlawful agreement on the part of the Bidder or any of its agents, representatives, owners, employees, or parties in interest, including this affiant.

(SIGNED) [Signature]
Title

Failure to sign or changes to this page shall render your bid non-responsive.

**SWORN STATEMENT PURSUANT TO SECTION 287.133 (3) (a) FLORIDA
STATUTES ON PUBLIC ENTITY CRIMES**

THIS FORM MUST BE SIGNED AND SWORN TO IN THE PRESENCE OF A NOTARY PUBLIC OR OTHER OFFICIAL AUTHORIZED TO ADMINISTER OATHS

1. This form statement is submitted to City of Hollywood Fla
by William Dempsey Prosser for Recycling Perks LLC
(Print individual's name and title) (Print name of entity submitting sworn statement)
whose business address is 2501 Faxon St Norfolk VA 23504
and if applicable its Federal Employer Identification Number (FEIN) is 273939575 If the entity has no FEIN, include the Social Security Number of the individual signing this sworn statement.

2. I understand that "public entity crime," as defined in paragraph 287.133(1)(g), Florida Statutes, means a violation of any state or federal law by a person with respect to and directly related to the transaction of business with any public entity or with an agency or political subdivision of any other state or with the United States, including, but not limited to, any bid, proposal, reply, or contract for goods or services, any lease for real property, or any contract for the construction or repair of a public building or public work, involving antitrust, fraud, theft, bribery, collusion, racketeering, conspiracy, or material misinterpretation.

3. I understand that "convicted" or "conviction" as defined in Paragraph 287.133(1)(b), Florida Statutes, means a finding of guilt or a conviction of a public entity crime, with or without an adjudication of guilt, in an federal or state trial court of record relating to charges brought by indictment or information after July 1, 1989, as a result of a jury verdict, nonjury trial, or entry of a plea of guilty or nolo contendere.

4. I understand that "Affiliate," as defined in paragraph 287.133(1)(a), Florida Statutes, means:

1. A predecessor or successor of a person convicted of a public entity crime, or
2. An entity under the control of any natural person who is active in the management of the entity and who has been convicted of a public entity crime. The term "affiliate" includes those officers, directors, executives, partners, shareholders, employees, members, and agents who are active in the management of an affiliate. The ownership by one person of shares constituting a controlling interest in another person, or a pooling of equipment or income among persons when not for fair market value under an arm's length agreement, shall be a prima facie case that one person controls another person. A person who knowingly enters into a joint venture with a person who has been convicted of a public entity crime in Florida during the preceding 36 months shall be considered an affiliate.

5. I understand that "person," as defined in Paragraph 287.133(1)(e), Florida Statutes, means any natural person or any entity organized under the laws of any state or of the United States with the legal power to enter into a binding contract and which bids or applies to bid on contracts let by a public entity, or which otherwise transacts or applies to transact business with a public entity. The term "person" includes those officers, executives, partners, shareholders, employees, members, and agents who are active in management of an entity.

6. Based on information and belief, the statement which I have marked below is true in relation to the entity submitting this sworn statement. (Please indicate which statement applies.)

Neither the entity submitting sworn statement, nor any of its officers, director, executives, partners, shareholders, employees, members, or agents who are active in the management of the entity, nor any affiliate of the entity has been charged with and convicted of a public entity crime subsequent to July 1, 1989.

The entity submitting this sworn statement, or one or more of its officers, directors, executives, partners, shareholders, employees, members, or agents who are active in the management of the entity, or an affiliate of the entity, or an affiliate of the entity has been charged with and convicted of a public entity crime subsequent to July 1, 1989.

March 15, 2016

City of Hollywood, Florida
Solicitation #RFP-4503-16-RD

The entity submitting this sworn statement, or one or more of its officers, directors, executives, partners, shareholders, employees, members, or agents who are active in the management of the entity, or an affiliate of the entity has been charged with and convicted of a public entity crime, but the Final Order entered by the Hearing Officer in a subsequent proceeding before a Hearing Officer of the State of the State of Florida, Division of Administrative Hearings, determined that it was not in the public interest to place the entity submitting this sworn statement on the convicted vendor list. (attach a copy of the Final Order).

I UNDERSTAND THAT THE SUBMISSION OF THIS FORM TO THE CONTRACTING OFFICER FOR THE PUBLIC ENTITY IDENTIFIED IN PARAGRAPH 1 (ONE) ABOVE IS FOR THAT PUBLIC ENTITY ONLY AND THAT THIS FORM IS VALID THROUGH DECEMBER 31 OF THE CALENDAR YEAR IN WHICH IT IS FILED. I ALSO UNDERSTAND THAT I AM REQUIRED TO INFORM THAT PUBLIC ENTITY PRIOR TO ENTERING INTO A CONTRACT IN EXCESS OF THE THRESHOLD AMOUNT PROVIDED IN SECTION 287.017 FLORIDA STATUTES FOR A CATEGORY TWO OF ANY CHANGE IN THE INFORMATION CONTAINED IN THIS FORM.

[Handwritten Signature]
(Signature)

Sworn to and subscribed before me this 12 day of April, 2016.

Personally known - personally known

Or produced identification _____ Notary Public-State of Virginia

_____ my commission expires 9.30.20
(Type of identification)

Adele DeBrull
(Printed, typed or stamped commissioned name of notary public)



Failure to sign or changes to this page shall render your bid non-responsive.

March 15, 2016

City of Hollywood, Florida
Solicitation #RFP-4503-16-RD

**CERTIFICATIONS REGARDING DEBARMENT, SUSPENSION AND OTHER
RESPONSIBILITY MATTERS**

The applicant certifies that it and its principals:

- (a) Are not presently debarred, suspended, proposed for debarment, declared ineligible, sentenced to a denial of Federal benefits by a State or Federal court, or voluntarily excluded from covered transactions by any Federal department or agency;
- (b) Have not within a three-year period preceding this application been convicted of or had a civil judgment rendered against them for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (Federal, State, or local) transaction or contract under a public transaction, violation of Federal or State antitrust statutes or commission of embezzlement, theft, forgery, bribery, falsification or destruction of records, making false statements, or receiving stolen property;
- (c) Are not presently indicted for or otherwise criminally or civilly charged by a governmental entity (Federal, State, or local) with commission of any of the offenses enumerated in paragraph (b) of this certification; and
- (d) Have not within a three-year period preceding this application had one or more public transactions (Federal, State, or local) terminated for cause or default.

Applicant Name and Address:

William Dempsey
2501 Fawn ST
Norfolk Va 23504

Application Number and/or Project Name:

#RFP-4503-16-RD

Applicant IRS/Vendor Number: 27-3939575

Type/Print Name and Title of Authorized Representative:

William Dempsey

Signature:  Date: 4/12/16

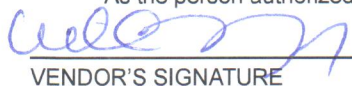
Failure to sign or changes to this page shall render your bid non-responsive.

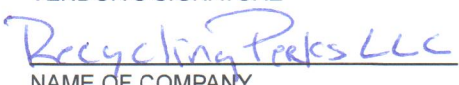
DRUG-FREE WORKPLACE PROGRAM

IDENTICAL TIE BIDS - Preference shall be given to businesses with drug-free workplace programs. Whenever two or more bids which are equal with respect to price, quality, and service are received by the State or by any political subdivision for the procurement of commodities or contractual services, a bid received from a business that certifies that it has implemented a drug-free workplace program shall be given preference in the award process. Established procedures for processing tie bids will be followed if none of the tied vendors have a drug-free workplace program. In order to have a drug-free workplace program, a business shall:

1. Publish a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession, or use of a controlled substance is prohibited in the workplace and specifying the actions that will be taken against employees for violations of such prohibition.
2. Inform employees about the dangers of drug abuse in the workplace, the business's policy of maintaining a drug-free workplace, any available drug counseling, rehabilitation, and employee assistance programs, and the penalties that may be imposed upon employees for drug abuse violations.
3. Give each employee engaged in providing the commodities or contractual services that are under bid a copy of the statement specified in subsection (1).
4. In the statement specified in subsection (1), notify the employee that, as a condition of working on the commodities or contractual services that are under bid, the employee will abide by the terms of the statement and will notify the employer of any conviction of, or plea of guilty or nolo contendere to, any violation of chapter 893 or of any controlled substance law of the United States or any state, for a violation occurring in the workplace no later than five (5) days after such conviction.
5. Impose a sanction on, or require the satisfactory participation in a drug abuse assistance or rehabilitation program (if such is available in the employee's community) by, any employee who is so convicted.
6. Make a good faith effort to continue to maintain a drug-free workplace through implementation of these requirements.

As the person authorized to sign the statement, I certify that this firm complies fully with the above requirements.

 _____ William Dempsey
 VENDOR'S SIGNATURE PRINTED NAME

 _____
 NAME OF COMPANY

March 15, 2016

City of Hollywood, Florida
Solicitation #RFP-4503-16-RD

SOLICITATION, GIVING, AND ACCEPTANCE OF GIFTS POLICY

Florida Statute 112.313 prohibits the solicitation or acceptance of Gifts. - "No Public officer, employee of an agency, local government attorney, or candidate for nomination or election shall solicit or accept anything of value to the recipient, including a gift, loan, reward, promise of future employment, favor, or service, based upon any understanding that the vote, official action, or judgment of the public officer, employee, local government attorney, or candidate would be influenced thereby." The term "public officer" includes "any person elected or appointed to hold office in any agency, including any person serving on an advisory body."


The City of Hollywood policy prohibits all public officers, elected or appointed, all employees, and their families from accepting any gifts of any value, either directly or indirectly, from any contractor, vendor, consultant, or business with whom the City does business.

The State of Florida definition of "gifts" includes the following:

- Real property or its use,
- Tangible or intangible personal property, or its use,
- A preferential rate or terms on a debt, loan, goods, or services,
- Forgiveness of indebtedness,
- Transportation, lodging, or parking,
- Food or beverage,
- Membership dues,
- Entrance fees, admission fees, or tickets to events, performances, or facilities,
- Plants, flowers or floral arrangements
- Services provided by persons pursuant to a professional license or certificate.
- Other personal services for which a fee is normally charged by the person providing the services.
- Any other similar service or thing having an attributable value not already provided for in this section.

Any contractor, vendor, consultant, or business found to have given a gift to a public officer or employee, or his/her family, will be subject to dismissal or revocation of contract.

As the person authorized to sign the statement, I certify that this firm will comply fully with this policy.

| | |
|---|---|
|  _____ SIGNATURE | <u>William Dampsey</u> _____ PRINTED NAME |
| <u>Recycling Perks LLC</u> _____ NAME OF COMPANY | <u>President</u> _____ TITLE |

Failure to sign this page shall render your bid non-responsive.

March 15, 2016

City of Hollywood, Florida
Solicitation #RFP-4503-16-RD

REFERENCE QUESTIONNAIRE

It is the responsibility of the contractor/vendor to provide a minimum of three (3) similar type references using this form and to provide this information with your submission. Failure to do so may result in the rejection of your submission.

Giving reference for: Recycling Parks

Firm giving Reference: City of Augusta, GA

Address: 4330 Deans Bridge Rd, Blythe GA

Phone: 706-592-5206

Fax: 706 592 3255

Email: lvidetto@augustaga.gov

1. Q: What was the dollar value of the contract?

A: 248,000 annually

2. Have there been any change orders, and if so, how many?

A: NO

3. Q: Did they perform on a timely basis as required by the agreement?

A: Yes

4. Q: Was the project manager easy to get in contact with?

A: Yes

5. Q: Would you use them again?

A: Yes

6. Q: Overall, what would you rate their performance? (Scale from 1-5)

A: 5 Excellent 4 Good 3 Fair 2 Poor 1 Unacceptable

7. Q: Is there anything else we should know, that we have not asked?

A: Great company, quality service, and creative ideas + plans.

The undersigned does hereby certify that the foregoing and subsequent statements are true and correct and are made independently, free from vendor interference/collusion.

Name: Lori Videtto Title: Deputy Director

Signature: [Handwritten Signature] Date: 3/24/2016

March 15, 2016

City of Hollywood, Florida
Solicitation #RFP-4503-16-RD

REFERENCE QUESTIONNAIRE

It is the responsibility of the contractor/vendor to provide a minimum of three (3) similar type references using this form and to provide this information with your submission. Failure to do so may result in the rejection of your submission.

Giving reference for: Recycling Perks

Firm giving Reference: Central VA Waste Management Authority

Address: 2100 W. Laburnum Ave, Suite 105, Richmond VA 23227

Phone: 804-612-0552

Fax: 804-359-8421

Email: khynco@cvwma.com

- 1. Q: What was the dollar value of the contract?
A: Built into service contract of regional hauler
- 2. Q: Have there been any change orders, and if so, how many?
A: NO
- 3. Q: Did they perform on a timely basis as required by the agreement?
A: Yes
- 4. Q: Was the project manager easy to get in contact with?
A: Yes, always.
- 5. Q: Would you use them again?
A: Yes.
- 6. Q: Overall, what would you rate their performance? (Scale from 1-5)
A: 5 Excellent 4 Good 3 Fair 2 Poor 1 Unacceptable

7. Q: Is there anything else we should know, that we have not asked?
A: Recycling Perks has always been very responsive and have been great to work with.

The undersigned does hereby certify that the foregoing and subsequent statements are true and correct and are made independently, free from vendor interference/collusion.

Name: Kimberly Hynes Title: Executive Director

Signature: [Handwritten Signature] Date: 4/5/16

March 15, 2016

City of Hollywood, Florida
Solicitation #RFP-4503-16-RD

REFERENCE QUESTIONNAIRE

It is the responsibility of the contractor/vendor to provide a minimum of three (3) similar type references using this form and to provide this information with your submission. Failure to do so may result in the rejection of your submission.

Giving reference for: Recycling perks.

Firm giving Reference: Waste Management, City of Norfolk, VA

Address: 1176 Pineridge Road, Norfolk, VA 23510

Phone: 1-757-664-6510

Fax: 1-757-441-5914

Email: harvey.howard@Norfolk.gov

- 1. Q: What was the dollar value of the contract?
A: \$2.00 per home per year - ~ \$116,000
- 2. Q: Have there been any change orders, and if so, how many?
A: None
- 3. Q: Did they perform on a timely basis as required by the agreement?
A: Yes
- 4. Q: Was the project manager easy to get in contact with?
A: Yes
- 5. Q: Would you use them again?
A: Yes
- 6. Q: Overall, what would you rate their performance? (Scale from 1-5)
A: 5 Excellent 4 Good 3 Fair 2 Poor 1 Unacceptable
- 7. Q: Is there anything else we should know, that we have not asked?
A: They are very creative and media savvy.

The undersigned does hereby certify that the foregoing and subsequent statements are true and correct and are made independently, free from vendor interference/collusion.

Name: Harvey E Howard Title: Superintendent, Waste Management

Signature: Harvey E Howard Date: 3/25/16

City of Hollywood, Florida
Solicitation #RFP-4503-16-RD

March 15, 2016

ACKNOWLEDGMENT AND SIGNATURE PAGE

This form must be completed and submitted by the date and the time of bid opening.

Legal Company Name (include d/b/a if applicable): Recycling Perks LLC Federal Tax Identification Number: 27-3939575

If Corporation - Date Incorporated/Organized: 10/13/10

State Incorporated/Organized: Delaware

Company Operating Address: 2501 Fawn St

City: Norfolk State VA Zip Code 23504

Remittance Address (if different from ordering address): _____

City _____ State _____ Zip Code _____

Company Contact Person: Bill Dempsey Email Address: BDempsey@RecyclingPerks.com

Phone Number (include area code): 757 478 5225 Fax Number (include area code): _____

Company's Internet Web Address: www.RecyclingPerks.com

IT IS HEREBY CERTIFIED AND AFFIRMED THAT THE BIDDER/PROPOSER CERTIFIES ACCEPTANCE OF THE TERMS, CONDITIONS, SPECIFICATIONS, ATTACHMENTS AND ANY ADDENDA. THE BIDDER/PROPOSER SHALL ACCEPT ANY AWARDS MADE AS A RESULT OF THIS SOLICITATION. BIDDER/PROPOSER FURTHER AGREES THAT PRICES QUOTED WILL REMAIN FIXED FOR THE PERIOD OF TIME STATED IN THE SOLICITATION.

[Signature] 4/12/16
Bidder/Proposer's Authorized Representative's Signature: _____ Date

Type or Print Name: William Dempsey

THE EXECUTION OF THIS FORM CONSTITUTES THE UNEQUIVOCAL OFFER OF BIDDER/PROPOSER TO BE BOUND BY THE TERMS OF ITS PROPOSAL. FAILURE TO SIGN THIS SOLICITATION WHERE INDICATED BY AN AUTHORIZED REPRESENTATIVE SHALL RENDER THE BID/PROPOSAL NON-RESPONSIVE. THE CITY MAY, HOWEVER, IN ITS SOLE DISCRETION, ACCEPT ANY BID/PROPOSAL THAT INCLUDES AN EXECUTED DOCUMENT WHICH UNEQUIVOCALLY BINDS THE BIDDER/PROPOSER TO THE TERMS OF ITS OFFER.

ANY EXCEPTION, CHANGES OR ALTERATIONS TO THE GENERAL TERMS AND CONDITIONS, HOLDHARMLESS/INDEMNITY DOCUMENT OR OTHER REQUIRED FORMS MAY RESULT IN THE BID/PROPOSAL BE DEEMED NON-RESPONSIVE AND DISQUALIFIED FROM THE AWARD PROCESS.