

Recycling Incentive Program

Hollywood, FL

Response to Solicitation #RFP-4503-16-RD

April 12, 2016

Recyclebank

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April 12, 2016

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

To Whom It May Concern:

Recyclebank is pleased to respond to the City of Hollywood's RFP-4503-16-RD for an incentives-based recycling rewards program to increase public awareness, education and participation in the city's curbside residential recycling program. We believe that we are uniquely positioned to not only significantly enhance our current offering with single-family residences, but also expand our education and incentives program to commercial accounts, including multi-family properties as well as businesses. In continued partnership with the City of Hollywood, we believe our program will help the City comply with the citywide ordinances as well as reach broader goals of waste diversion, recycling contamination improvements, maximization of recycling revenues, improved sustainable outcomes and, of course, even greater levels of resident participation and engagement.

Founded in 2004, Recyclebank is the leading waste-focused behavior change platform in the industry. With over 125 staff-years of experience in waste education, diversion and behavior change, we partner with over 300 communities nationwide and helped divert 1.5 billion pounds of waste from landfills in 2015 alone. Having partnered with Hollywood since February 2010, we propose a continued amplification of our successful partnership in the years ahead. The expansion of our data-driven program will give us an even greater ability to measure our success both quantitatively and qualitatively around key performance indicators, such as diversion and recycling contamination metrics, resident engagement & participation, and citywide awareness & knowledge.

Since 2010, Hollywood has been a prime example of successfully applying Recyclebank's patented recycling rewards program. Together we have increased recycling tonnage by over 1,000 tons since 2011, reached over 55% of residents directly with our online platform, provided over \$300,000 in savings for residents each year and driven over \$1M in spend in businesses throughout Hollywood – and are confident that we can continue to improve on the economic and social benefits we bring to the City of Hollywood. We look forward to building upon this successful foundation by introducing several key updates and upgrades to our program in 2016, and collaborating with the incoming recycling coordinator for an effective multi-channel approach to outreach and education. We are proposing an all-inclusive, turnkey program that includes our best-in-class staff, local reward partners, ongoing reporting and a dedicated customer care team. Our experience, insight and singular focus on improving waste outcomes can help Hollywood recapture millions in losses from contamination and trashed recyclables, in addition to increasing revenue through recycling rebates and local spending. We look forward to the opportunity of continuing our relationship well into the future.

Sincerely,



Laurie Johnson
Vice President, Client Services

Who We Are

Recyclebank is a B-Corporation Certified company working toward a zero-waste future. As the first waste-focused behavior change program of its kind, our 'Marketing-as-a-Service' (MaaS) platform effectively combines education, incentives, technology and community engagement to make real-world impact on a City's recycling goals. Using both proprietary internal and external data to segment and personalize our bilingual, multi-channel education and engagement tools, we optimize resident engagement and boost participation in the most cost-efficient way. We execute our data-driven strategy through local community outreach, social media, email, direct mail, public relations and an industry-leading mobile app. These tools deliver unmatched results and provide our municipal clients with the ability to measure progress toward waste-diversion and reduction goals. We have been recognized as a leader in sustainability and innovation by organizations such as *Fast Company*, *Wall Street Journal*, and have received the Outstanding Excellence in Public/Private Partnerships from the U.S. Conference of Mayors.

Proven Results

The ongoing optimization of our patented program continues to make a positive financial and environmental impact for our partners. As we continue to deliver replicable results from one community to the next, we were able to make this impact nationwide:

Recyclebank At-a-Glance 2015					
1.5 Billion Pounds Recycled	3.4 Million Members	300+ Partnering Cities	\$44 Million Earned Rewards Value	2600+ Reward Partners	12 Million Total Digital Transactions

And we are proud of the feedback we get from municipalities across the nation:

“Recyclebank has been an important catalyst for a more sustainable Philadelphia, helping to reduce landfill costs and increasing recycling participation among our residents.”

Mayor Michael A. Nutter, Philadelphia PA

“Thanks to our partnership with Recyclebank and Waste Management, more people than ever are recycling in our city! Plus, Recyclebank rewards

and discounts are great ways to encourage our residents to support local businesses.”

Mayor David S. Gysberts, Hagerstown MD

“The City of Eastvale is proud to be a forward-thinking, environmentally friendly city by offering the Recyclebank program to our citizens. Recyclebank has helped increase our diversion rate by 14% since inception of the program. We are striving to see that number reach 20% by next year. Recyclebank has been a wonderful community partner and we are excited to continue to offer this service to our residents.”

Carol Jacobs, City Manager, City of Eastvale CA

The City of Hollywood Program Results

As previously mentioned, we believe that Hollywood is a showcase of a major success for our program, and we are proud to have been partnered with the City for over six years. Beyond high subscription rates, the difference we see at the curb today is perhaps the best indicator that Recyclebank resonates with your residents in a positive way. Some of our successful outcomes with Hollywood include:

- Increased recycling by over 1,000 tons since 2011
- Ranked in top 20% of all cities in our portfolio in terms of resident participation
- Residents realizing savings of over \$300,000 per year, including popular rewards such as Publix and Museum of Science and Discovery
- Driving over \$1M in economic dollars in Hollywood community through co-spend through reward redemptions
- “Going local” by choosing to redeem over 80% of rewards with local partners in Hollywood
- Engaging in 45,000+ online education “modules”, educating residents on best practices for recycling
- Giving back to K-12 by directing more than \$4,600 to local school recycling and sustainability projects for McArthur High School and Beachside Montessori

And Hollywood residents are engaged and have given us very positive feedback about the impact of our program:

Below are some comments from Hollywood residents from the Recyclebank ‘*Why Do YOU make a difference*’ campaign:

“Because I love Hollywood Florida and the nature of its beauty, I like to preserve every aspect of life that it has to offer. The landscaping, the foundation of birds and other little creature that

surround our lifestyle for the better of our community and for our children and their families to remember." *Janet A.*

"Because I love the ocean and the beach, I am preserving Hollywood, FL by bringing my own reusable bags to the grocery store." *Eva J.*

"Because I love my family, I am preserving Hollywood, Florida by recycling and conserving anyway I can." *Brenda B.*

Additional comments posted on our site include:

"This is why we have recycling in Hollywood and I am a strong believer of protecting the planet earth by using less as possible." *Elsi L.*

"Hollywood recycles junk mail. I use the grocery paper bags to put all of my junk mail in. It's amazing how heavy it is at the end of two weeks." *Susan L.*

Results like these don't come from the implementation of our patented platform alone, of course. It is only through our successful partnership and collaboration with the City of Hollywood and our in-depth analysis of performance data that we are able to continue to refine and improve upon the execution and management of the Recyclebank program in Hollywood. For example, we know that your residents over-index for using our toll-free customer service center to shop our rewards catalog. In order to provide the highest level of support, we created a dedicated phone number and email for the City of Hollywood and staffed it with a dedicated customer support team.

Looking ahead, we will look to partner with the incoming recycling coordinator and providing him/her all the resources (marketing materials, toolkits, social media posts, promotional materials, resident insights, data reports, etc.) so that together we can continue to help engage, educate and inspire residents throughout the City. Combined with technological solutions to improve data files we receive, the results of our collaboration will produce further insights that we will use to update and refine both our strategies and tactics over time.

Staffing

Support for the Recyclebank program in Hollywood will be staffed with a combination of local support and our experienced team of behavior change experts specializing in marketing, rewards and incentives, behavioral economics and data/analytics.

The main points of contact responsible for coordinating the execution of this program for Recyclebank are:

Laurie Johnson, VP Client Services

ljohnson@recyclebank.com

Mobile (602) 930-6603

Education: BA Urban Affairs, California State University Northridge

Experience: Laurie is responsible for the oversight of the southern territory for Recyclebank. She works collaboratively with clients to develop strategic plans for program implementation and supports the broader account management team in providing the Recyclebank platform. Laurie has been with Recyclebank since 2013, and has 10+ years in community outreach leadership with the YMCA's of Los Angeles and 8+ years as a successful small business owner.

Venessa Santos-Garza, Account Manager

vsantos-garza@recyclebank.com

Mobile (917) 922-8973

Education: BA Communications-Journalism, Texas A&M University-Kingsville

Experience Level: Venessa works closely with her clients in the southern territory to establish program goals, marketing and education strategy and rewards. She works directly with the clients to implement those strategies and carefully monitors progress leveraging data, insights and resident/marketplace feedback. Venessa has been with Recyclebank since 2014. Her background includes public relations, online marketing, social strategy and journalism.

Staffing support and expertise will also be provided in the following functional areas:

Account Management: The Account Management role is responsible for the day-to-day management of the client relationship between Recyclebank and the City of Hollywood including interacting with all City stakeholders on planning, reporting and ensuring optimal results. The Account Manager develops relationships with entities key to our success in your community (for example, Chamber of Commerce, Economic Development Department, Neighborhood Associations, Houses of Worship, etc.) and also works with the local team on marketing and outreach strategies.

Marketing: The Marketing team is responsible for the development and implementation of effective online and offline outreach strategies to drive awareness and engagement with the Recyclebank program. Marketing includes but is not limited to digital marketing, social media, community-based social marketing, creative design, public relations, and content development.

Data and Analytics: Data & Analytics is a critical component of our program. The team is responsible for management/input of City data, add/delete of location data & address management, analysis of on-going performance, gathering insights on program performance, as well as the production of the monthly/quarterly reporting packages for the City of Hollywood.

Rewards: The rewards team is responsible for the full lifecycle management of our reward partner relationships – both national and local. This includes recruitment, on-boarding, offer management, pricing, redemption processes, and on-going partner support.

Customer Care: We know that customer care support is particularly important and vital to support the residents of the City of Hollywood. Their responsibilities are to provide the highest level of resident support and customer service for residents with any questions or inquiries about the program. We will also implement a unique toll-free number as well as dedicated email to support the City of Hollywood (See Tab 6 for additional details).

Technology: We leverage our technology backbone (CRM, infrastructure, reporting, transaction management, commerce platform, equipment management/software, etc.) in order to optimize our Marketing-as-a-Service platform. We have a dedicated staff of software developers, Q/A, equipment managers, coders, web & APP software engineers, and other staff dedicated to supporting your technology needs.

Recyclebank Job Descriptions and Responsibilities

Name, Title	Experience	Job Description
Javier Flaim, CEO	20+ Years	Responsible for overall strategic vision and direction of the company. Utilizes expertise in consumer behavior change, advertising, CRM and management consultation. Joined Recyclebank in 2010, frequent speaker and participant in numerous waste, sustainability and innovation conferences
Paul Winn, EVP & GM	20+ Years	Develops and oversees strategic business solutions for municipal partners, drawing on his experience in the technology sector. Joined Recyclebank in 2013. Contributor and speaker at number of waste publishers and conferences
Laurie Johnson, VP Client Services	15+ Years	Oversees program strategy, execution and City/Recyclebank collaboration to help achieve specific program goals and objectives. Joined Recyclebank in 2013.
Venessa Santos-Garza, Account Manager	5+ Years	Manages day-to-day client relationships and provides local support for community outreach, events and local reward partners. Joined Recyclebank in 2014.
Jeannine Camardo, VP Integrated Marketing	10+ Years	Responsible for marketing strategy, overseeing content and engagement strategy, optimizing member experience and execution for behavior change platform. Joined Recyclebank in 2011
Karen Bray, VP Community Marketing	20+ Years	Responsible for consumer-facing marketing campaigns for municipal clients, drawing on expertise in B2B and B2C marketing. Joined Recyclebank in 2009
Mike Dell'Aquila, Creative Director	10+ Years	Responsible for overseeing all creative marketing materials, overseeing team of copywriters and designers to optimize the member and client experience. Joined Recyclebank in 2013
Mallory Nomack, Manager	4+ Years	Leads the analytics team and helps optimize member acquisition, engagement and recycling behavior, drawing on GIS experience at MIT and environmental research at BU. Joined Recyclebank in 2011

Resources- Recyclebank provides program support through our contractual relationships with various vendors providing subject matter expertise and products in areas such as:

- Customer Relationship Management (CRM)
- Email targeting and delivery
- Consumer engagement tools
- Social media engagement tools
- Digital targeting and retargeting
- Community-based marketing activities
- Cloud services
- Personalization tools

References

Reference Form Attached:

Mayor Bryan Barnett
City of Rochester Hills, Michigan
(248) 656-4603
barnettb@rochesterhills.org

Reference Form Attached:

Pam Funk, Assistant City Administrator
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(618) 624-4500
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Cooper City, Florida
(954) 434-4300, ext. 224
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Diane.Covey@fortworthtexas.gov

Additional Reference:

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City of Philadelphia
(215) 686-5095
scott.mcgrath@phila.gov

Project Offered

We provide a turnkey solution that is the industry’s leading education and engagement platform focused on waste. **Incentives** are the cornerstone of our platform, and combined with our **data-driven approach**, we deliver unmatched **breadth, depth** and **frequency** in helping cities reach and inspire all of their residents.

From mobile alerts to email campaigns & social media to local community events, direct mail and City signage, we deliver relevant, accessible and actionable information to all your residents using a **breadth** of marketing channels.

We educate all residents through the **depth** of our educational and lifestyle content, which includes topics such as what’s recyclable, recycling contamination, e-waste, organics, as well as other sustainable actions, including information on making better purchase decisions.

The **frequency** with which we communicate across channels allows us to keep topics that impact the waste stream top-of-mind for Hollywood residents. Our many years of experience in both digital and offline marketing have refined our engagement strategy to optimize consumer touch points while minimizing communication fatigue.

Method of Approach

Our behavior change platform, adapted from social scientists and applied for the waste industry, is built upon the following three pillars:



We also utilize data to segment, target, measure and refine the use of each of the three pillars throughout the scope of our community outreach and awareness campaign. We will review details for how we will implement each pillar for Hollywood below.

How the Program Works

Here is a quick reminder on how the current Recyclebank program works:



Step 1: Hollywood residents set out their recycling containers, take other green actions, and learn about the best ways to recycle right in Hollywood and help divert waste from the landfills.

Step 2: Residents continue to earn Recyclebank points for all their recycling actions, as well as by participating and engaging with a host of other educational tools and content available through Recyclebank.

Step 3: At any time, residents use their Recyclebank points for various local or national rewards, donate their points to local Hollywood K-12 Schools or get discounts on sustainable items on our eCommerce store.

Going forward, Recyclebank recommends rewarding single-family residents for positive recycling behavior through an updated *Community Weight Based Program (CWB)* specifically tailored for City of Hollywood. As part of the new program, we will install the latest technology available, namely High-Frequency Radio Frequency Identification (RFID) tags for every resident recycling containers which will be read by updated readers installed in all five Hollywood recycling trucks – which confirm each resident’s recycling set out behavior and actions. The weight of the recycled materials measured at the Materials Recovery Facility (MRF) is then divided by the total number of valid high-frequency RFID reads to produce a community weight value. Participating Hollywood residents would then receive their share of that community weight, 2.5 Recyclebank Points for each pound of community weight. Recyclebank monitors the set-out rates for every route’s collections to ensure accuracy and completeness and diagnose any technical difficulties. Recyclebank monitors the performance of the equipment and is responsible for all maintenance and repairs, and commit to addressing the repairs within a week of the issue being reported.

We are recommending this product and technology upgrade for Hollywood so that we are able to better and more accurately incentivize and reward residents to help the City of Hollywood to reach its recycling and diversion goals.

All residents of Hollywood can join the Recyclebank program for free and learn about keeping waste out of the waste stream and earn points for taking actions on the website, like pledging to recycle more or taking a quiz about contamination. Single-family households in Hollywood can earn additional incentives for setting out their cart, as well as bonuses for reducing contamination, and increasing recycling tonnage based on data provide by the City.

Residents of multi-family units will also be able to sign-up for Recyclebank and will have access to all of the recycling and waste education from Recyclebank, and can also earn points for interacting, learning and participating in our program. We may also be able to reward additional points based on their specific recycling behavior (e.g., recycling tonnage improvement over baseline), though how those points will be allocated may vary depending on the type of assets and data available from the City of

Hollywood for multi-family units. We will utilize our proven multi-channel approach to reach these residents in multi-family units.

Likewise, employees and stakeholders from commercial properties in Hollywood will also have access to the Recyclebank education and incentive platform. Employers can utilize educational toolkits and materials to inform their employees about better management of waste resources, and how they can help the City of Hollywood in the diversion efforts. Employees can join Recyclebank and can benefit from the same educational platform as other Hollywood residents. As with multi-family units, we may also be able to reward employees/commercial properties with additional points based on specific recycling performance (contamination, recycling tonnage, etc.) depending on the number of commercial properties/employees participating in the program as well as the data available for commercial entities from the City of Hollywood.

How Services will be provided

In order to provide the highest level education and incentive program to Hollywood, we recommend a full technology and product upgrade solution that will allow us to provide best-in-class tools and technology to track, evaluate and incent activities around recycling and waste. With an upgraded technology solution and equipment for all single family households, we will be able to significantly enhance the accuracy and completeness of data related to actions that Hollywood residents are taking and thus be able to incentivize and reward residents for positive recycling behavior and for helping the City of Hollywood reach its recycling goals, increase recycling revenue, decrease contamination and increase engagement with local businesses.

Specifically we recommend:

- Installing high frequency RFID stickers on all 34,659K containers for single family households
 - Recyclebank will be responsible for deploying the stickers to carts
 - Recyclebank is responsible for all equipment maintenance and repair
- Installing new high frequency RFID readers on all 5 trucks
 - Tippers will no longer be required on the trucks in order to deliver the Recyclebank program.
 - Recyclebank will maintain and repair all installed readers

Recyclebank will deploy the most sophisticated high frequency RFID system available on the market today. We will partner with Rehrig Pacific, a world leader in bins, containers, technology and systems services for the waste and recycling industry. The Rehrig system will provide reliable and accurate data to reward residents for positive behavior and provide the City of Hollywood with detailed reports on recycling actions and resident behavior. This data will also be used by Recyclebank to assist the City of Hollywood in achieving its specific recycling goals by rewarding residents for setting their carts out consistently. The data enables Recyclebank to target neighborhoods with specific education about increased recycling, contamination and environmental stewardship.

We are a data-focused program that pioneered the use of technology to impact behavior change in waste and recycling and are partnering with best-in-class solution providers to help deliver the solution. The Rehrig technology that will be used in the implementation of this program includes:

- High Frequency RFID Stickers installed by Recyclebank on all single-family resident carts
- High Frequency All-In-One RFID Readers installed by Recyclebank on all 5 trucks
- LED lights and annunciator horn to indicate reader's status for troubleshooting and when tags are read in order to validate performance.

The benefits of installing and utilizing the Rehrig solution are the increased accuracy of using a high frequency RFID system and the flexibility of easily being able to move readers from one collection vehicle to another or installing a reader on a spare vehicle in a very short amount of time, should that be required.

The readers will be configured to read the RFID tags on all containers targeted for residents in the City of Hollywood. Data collected will include the container ID being collected, the date and time of the collection event, and the latitude and longitude of the truck at the time the container was collected. Equipment will also include LED lights and an annunciator (horn) that indicate the reader's status for troubleshooting purposes and to indicate when tags are read by the device in order to validate performance. Throughout the collection day, the truck will capture container participation and will transmit collection data information throughout the collection day via a cellular modem. Downloads of the RFID tag reads and other pertinent data transferred into the Recyclebank technology platform will allow for complete accuracy of the containers and collection operation, as well as, of course, much improved accuracy for rewarding residents in relation to their specific actions of recycling in support of the City of Hollywood's goals for recycling.

Program Components: *Incentives*

Recyclebank points can be used for a variety of different types of rewards. Over the years, the incentives we offer have evolved from a simple rewards catalog to an entire marketplace of goods, services, experiences, donation opportunities and social recognition for a job well done. From great deals at local and national businesses to reinvesting real dollars within the community at local schools, we motivate residents to divert waste from landfills in a number of ways. Using data and engagement metrics, we offer residents the right incentives at the right time. This personalized approach inspires members to reap the rewards of recycling more and recycling right.

To ensure that our rewards are relevant to the greatest number of Hollywood residents, we will continue to work with the City to evaluate the current local reward offering, and determine any changes or additions that are required. In 2015 we added four new reward partners through this continued evaluation, including Hollywood Beach Garage discounted parking.

We will be sure to recruit the appropriate quantity and mix of reward partners. We will also offer multiple ways residents redeem their rewards: mobile, print-at-home, online, mailed and through customer care. Here is a sample of what we can deliver for Hollywood:

Incentive Type	Possible Partners/Products	Benefits
Local Savings	<ul style="list-style-type: none"> Publix Gino's Italian American Deli& Grocery Museum of Science and Discovery 	Support the local economy by reinvesting money in and sending foot traffic to community businesses and services
Donations	<ul style="list-style-type: none"> Hollywood's Cash for Trash Hollywood's Beach Sweeps Program Recyclebank Green Schools Hollywood's Charity of Choice 	Residents of Hollywood can help fund local philanthropic programs
Hollywood-Based Programs	<ul style="list-style-type: none"> Broward Bicycle – Bike Share Free Ride on the Hollywood Trolley Free month of trash service 	Support Hollywood's other initiatives by providing more visibility and incenting residents to participate
Impact Tracking & Challenges	<ul style="list-style-type: none"> Monitoring personal and community impact through recycling and other waste diversion 	Measuring the real-world, tangible results of participation to encourage further action
Giveaways	<ul style="list-style-type: none"> Gift cards to Trader Joes \$100 Publix gift card 2 Night stay at a local beach hotel Round of golf at the Hollywood Beach Golf Resort 	Residents enter to win prizes using their points
National Offers	<ul style="list-style-type: none"> Bed, Bath & Beyond, Regal Cinemas, Magazine Subscriptions, Gift Cards to Starbucks, Lowe's and Target 	Attracting hard-to-reach and less involved residents through mainstream products
E-Commerce	<ul style="list-style-type: none"> Exclusive discounts on sustainably made products at our online store, One Twine 	Help residents close the loop, improve their consumption habits and lower their eco impact

Since 2011, our innovative recycling rewards program has transformed diversion at the curb into significant savings. Members have ordered 332,000 rewards and saved over \$1.7 million. In 2015 alone, there have been **58,000 citywide** reward redemptions. And the Publix reward, a particularly popular one with Hollywood residents, has had more than **226,000 citywide** Publix redemptions since 2011. The Publix reward is \$3 off \$30, so members have saved more than **\$679,000 over time**

Program Components: *Education*

Education is a powerful tool that plays a vital part in lifting diversion. To be most effective and engaging, it requires both creativity of content and innovation in delivery. We deliver resident engagement with a waste-education curriculum that is:

- **Relevant:** General educational content topics including contamination, plastics recycling, e-waste, organics, etc. Localized topics for Hollywood include local recyclable materials and collection schedule, contamination campaigns, and other Hollywood-specific programs
- **Accessible:** Optimized delivery of information to Hollywood residents leveraging channels and assets of the City, Recyclebank, and other partners
- **Actionable:** Consumers respond to different content formats – and we will provide an entire suite of articles, quizzes, slideshows, videos and infographics. Each of our interactive features provide a clear call-to-action and point-earning opportunity to encourage residents to apply these learnings in their everyday lives

At Recyclebank, we create ready-to-use materials, such as digital assets, print ready files and social media posts, to help you reach out to residents with relevant new content to help increase diversion in Hollywood. Below are current waste topics that we cover:



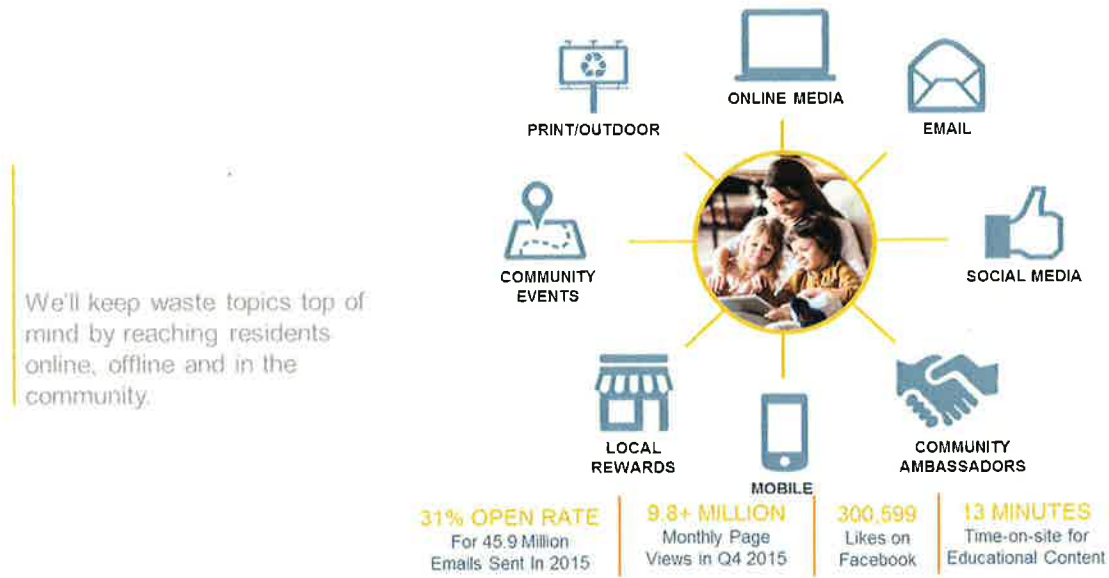
These materials are co-branded with the City of Hollywood and available to you to download and use as you see fit. For instance here are a few sample materials co-branded with Hollywood:



We have made significant investments in our personalized curriculum and have seen impressive increases in engagement as a result, for instance a 101% increase in time-on-site and a 92% increase in page views in 2015.

Program Components: Multi-channel Outreach

We will use a 360° approach to reach your residents, leveraging our in-depth analysis of multiple sources of data to optimize the communications channels that will be most effective.



At Recyclebank, we are proud of the value that our program can add in the areas of sustainability, education and community partnership. From a sustainability perspective, any behavior change we can help drive in Hollywood around waste diversion is making an impact on the sustainability of the City. And we measure our results and track our educational activities, so that information is always available to be highlighted in City sustainability reports, or other documents used to track activities.

The value we offer in education is at the core of our program. Education is power and we both educate residents directly, as we as provide contacts in the City of Hollywood with educational materials and tools to amplify education efforts. This educational value extends to assist the City of Hollywood to meet and exceed City and Statewide waste and recycling ordinances such as Hollywood’s Mandatory Recycling Program and Florida’s House Bill 7135, which established a Statewide recycling goal of 75% by 2020.

Additionally, at Recyclebank we have been working in communities, educating and incenting, since our company began. We know that collaborating with community organizations and associations strengthens everyone's efforts, and those partnerships are critical to success. In Hollywood we work with the Hollywood CRA, Hollywood HOA's and local schools and plan to continue to extend our partnerships with expanded on-the-ground resident outreach at local Hollywood events such as the Annual Cardboard Boat Race and the Candy Cane Parade. Plus we plan partnerships with local community based organizations such as the Mosaic Outdoor Club of South Florida and local senior citizen centers.

TAB 4: IMPLEMENTATION PLAN

At Recyclebank, since we are already deployed with our incentive program in Hollywood, we are uniquely positioned to leverage our current program's high levels of usage and engagement and awareness and engagements with residents, while also taking the opportunity to re-launch the program, introducing the enhanced technology, product, rewards and other enhancements of our engagement platform. This affords us the opportunity to continue to build engagement with current Recyclebank members in Hollywood, while also reaching other residents who may not already be involved with the program.

Our customized plan to relaunch the program would be informed by the engagement and behavior activities of the current Hollywood resident base. For instance:

- For Hollywood residents who are already highly engaged with Recyclebank, we can provide member communication about the enhancements and updates on the program
- For high redeemers in Hollywood, we can announce new reward partners to make sure they are aware of new opportunities to use their points
- For members who are less active, we can take the opportunity to re-introduce the program and benefits, and offer additional incentives to sign-up and participate
- For those residents who may not be familiar at all with the program, we can use our more direct methods of communication (direct mail, events, door-to-door, etc.) to encourage them to join

And we will be able to analyze the performance of the program at the regional level (set-out, recycling tonnage, participation, earn transactions, reward redemptions, etc.) to continue to customize not only re-launch tactics, but also on-going marketing activities to specifically target areas of opportunity for improvement. *(See Page 36 for example of how we will leverage data to customize our marketing approach based on specific performance metrics by area/region within City of Hollywood.)*

For the re-launch, we will utilize our proven turnkey approach to program deployment, and enhance it based on specific learnings from our past six years working with the City of Hollywood.

Sample Implementation Plan

Days	Activities
Project Commencement June 2016 Days 1-30	<ul style="list-style-type: none"> • Agreement signed and received by all parties • Hollywood Project team identified • Kickoff meeting held • Metrics/Goal Setting • Technology <ul style="list-style-type: none"> • UHF technology purchased • Schedule readers and new UHF cart stickers for install • Data gathering <ul style="list-style-type: none"> • Route & Address Lists • Participation Rates • Pounds recycled • Reward Partner Recruitment • Marketing & Communications Planning • Reward partner planning and recruitment begins
Days 31-60	<ul style="list-style-type: none"> • Installation of 5 UHF readers • Installation of new UHF cart stickers begins on all resident carts • Communication pieces designed • Initial press release distributed for feedback • Continued Reward Partner recruitment
Days 61-90	<ul style="list-style-type: none"> • Program information mailed to residents • Customer Service Training • Continued Reward Partner recruitment • Subscriptions begin
Launch	<ul style="list-style-type: none"> • Begin to reward residents for recycling • Subscriptions continue
Launch + 90 Days	<ul style="list-style-type: none"> • Analyze program results and refine tactical approach • On-going communication with local reward partners

Phased Implementation

- Phase I: Pre-Launch Planning: Up to 90 days prior to program re-launch (timelines may vary depending on technology implementation lead times)
- Phase II: Program Execution: Launch Date
- Phase III: Ongoing Program Optimization & Support: Launch and ongoing

Phase I: Pre-Launch Planning

Data Preparation: Confirm and evaluate the following data from various sources to provide the foundation for our education and incentives strategy:

- City Data: Review database from list of eligible households provided by Hollywood
- Recyclebank Participation Data: Evaluate data for existing Hollywood Recyclebank members including membership status, location, current points value, rewards redeemed, email activity, Facebook and Twitter engagement

Local Reward Recruitment: Combine a variety of internal and external data sources to create a customized target list of additional local reward partners that aligns with the demographics and interests of Hollywood residents

Project Management: Kick-off with representatives from key Hollywood stakeholders, including new incoming recycling coordinator, to ensure alignment on key goals, performance standards, responsibilities and cadence of regular status meetings

Customized User Experience: Enhance the current customized and dedicated Hollywood homepage featuring City-specific recycling information that includes: what is recyclable, collection schedules, reminders and alerts about local events, special collections, and more

Mobile App: Prepare to launch Hollywood-branded mobile iOS and Android-version App to include waste and recycling information, including collection schedule, recyclable materials information and local rewards

Technology Deployment: Upon contractual agreement between Recyclebank and the City of Hollywood, Recyclebank will initiate technology purchases, and plan and execute the installation of technology on trucks and retrofit of RFID markers for carts at single-family residences

Launch Marketing: Update Maximize initial engagement in the program by developing customized launch marketing materials with Hollywood branding to promote the Recyclebank and Hollywood partnership.

Phase II: Program Execution

Launch Activities: Based on the launch marketing plan developed during Phase I, we will execute the outreach and awareness campaign to reach Hollywood residents using all available Recyclebank

and City communication channels to encourage them to engage with the program. We also coordinate with the City on press outreach to garner coverage of the program launch.

Points Crediting Program Activated: From the time of program re-launch, Hollywood residents will earn points for signing up and then can earn additional points for curbside recycling, referring neighbors, learning online, taking actions in the community, and for achieving other citywide goals like increased diversion or decreased contamination.

Metrics Tracking: At the relaunch of the program, Recyclebank will continue to collect, analyze and evaluate program metrics at the City and member level, to continue to revise outreach as necessary to optimize program results.

Phase III: Optimization & Support

Data Analysis & Optimization: We will implement test strategies that allow us to determine the best channel, message, creative and incentive to engage residents. Engagement is monitored and measured in an on-going basis to optimize content and delivery efforts. Complementing our engagement metrics with waste diversion data helps us incorporate specific messaging to continue increasing and improving recycling behaviors and diversion over time.

Customer Care: Recyclebank's bilingual Customer Care Center, with both phone and online support is available to support Hollywood residents. (*see additional detail in Tab 6: Customer Service and Reporting Plan*).

Account Management: The Recyclebank Account Manager is responsible for the day-to-day management of the relationship with Hollywood and the contacts associated with the program. The Account Manager will be responsible for:

- Project Planning & Management: Strategic & Operational Plan Development, Integration of Local Resources & Outreach, Program Goals/Updates/Enhancements, Updated Promotional Content/Education
- Client Relationship Management: Stakeholder Collaboration, Day-to-day Contact, Regularly Scheduled Status Meetings, Troubleshooting
- Reporting: Monthly Reporting
- Community Outreach: Relationships with Community Organizations and Local Businesses, Community Engagement Opportunities

TAB 5: COMMUNICATIONS AND MARKETING PLAN

At Recyclebank, we collaborate with the City to develop localized re-launch marketing plans and on-going communication plans to drive awareness and engagement around recycling in Hollywood and the Recyclebank program. The channels for communication support our 360° approach, reaching Hollywood residents where they are – online, offline or in the community. Our plans are developed by leveraging the consumer marketing expertise and resources we have honed over the years, such as:

- **Behavior Change Marketing Team:** Experts in channel marketing, content, creative, user experience and product innovation are at your disposal. We leverage and build upon Recyclebank’s proven behavior change marketing tactics, which have been developed and optimized over the past 12 years.
- **Omni-Channel Marketing Capabilities:** We use multiple channels to engage Hollywood residents while ensuring they have a cohesive user experience. The look, feel and messaging is seamless across all channels for each individual.
 - Digital: website, web notifications, ad serving, marketing emails, behavior based emails, social media, etc.
 - Community: local events, on the ground support, direct marketing, community marketing packages etc.
 - Traditional: radio, TV, OOH, print, public relations etc.
- **CRM Strategies:** We leverage proprietary demographic, psychographic and geographic data to develop highly customized marketing plans to drive optimal behavior change. With this data, we can customize the message, channel and frequency of the user experience.
- **Partnership Marketing:** We have a proven track record of partnering with and developing best-in-class marketing experiences with large brands and green organizations. We can promote existing messaging and deliver new acquisition and engagement strategies that align with our overall approach for behavior change.

The marketing channels we leverage for our continuing communication and educational campaigns will include:

HIGH LEVEL YEAR ONE MARKETING STRATEGY	2016		2017	
	Q3	Q4	Q1	Q2
Re-launch marketing strategy	Re-launch of program for ongoing awareness and new acquisition			
Community marketing	Continued on-the-ground support of local marketing events and partnership efforts			
Educational content	Monthly educational content published across digital and community channels			
Owned marketing	Website, digital ads, email, social media, notifications			
Earned marketing	Local and national press coverage			
Paid marketing	Digital media, retargeting social media, direct marketing, OOH (budgets pending)			

Each marketing type has a unique plan that is optimized over time through test-and-learn strategies and customized based on member data collected. For example, the earned marketing tactics could be:

OWNED MARKETING STRATEGY - SAMPLE	Q3												
	JULY					AUGUST				SEPTEMBER			
	WK 1	WK 2	WK 3	WK 4	WK 5	WK 1	WK 2	WK 3	WK 4	WK 1	WK 2	WK 3	WK 4
Website	Learn & Earns	xxx	xxx	xxx	xxx	xxx	xxx	xxx	xxx	xxx	xxx	xxx	xxx
	Live Green Blog Posts	xxx	xxx	xxx	xxx	xxx	xxx	xxx	xxx	xxx	xxx	xxx	xxx
	Daily Pledges	xxxxxxxx	xxxxxxxx	xxxxxxxx	xxxxxxxx	xxxxxxxx	xxxxxxxx	xxxxxxxx	xxxxxxxx	xxxxxxxx	xxxxxxxx	xxxxxxxx	xxxxxxxx
Email	Newsletter		x				x				x		
	Earn Digest			x				x				x	
	Rewards Digest								x				x
	Dedicated Email	x				x				x			
	Transactional Emails	x	x	x	x	x	x	x	x	x	x	x	x
Social Media	Facebook	xxxxxxxx	xxxxx	xxxxx	xxxxx	xxxxx	xxxxx	xxxxx	xxxxx	xxxxx	xxxxx	xxxxx	xxxxx
	Twitter	xxxxxxxxxxxx	xxxxxxxxxxxx	xxxxxxxxxxxx	xxxxxxxxxxxx	xxxxxxxxxxxx	xxxxxxxxxxxx	xxxxxxxxxxxx	xxxxxxxxxxxx	xxxxxxxxxxxx	xxxxxxxxxxxx	xxxxxxxxxxxx	xxxxxxxxxxxx
	Linked In	x	x	x	x	x	x	x	x	x	x	x	x
Notifications	Onsite	x	x	x	x	x	x	x	x	x	x	x	x

For the re-launch of the program in Hollywood, as well as for ongoing marketing, we will collaborate with the City to develop a detailed marketing plan which may include but is not limited to:

- Direct marketing, including messaging on carts during technology retrofit, member digital campaigns, digital media campaigns, Facebook, Twitter, public relations support, community marketing and more
- City channels are critical for communication as well. We plan to continue our productive interaction with the City's Office of Public Affairs and Marketing, as they are instrumental in helping us connect to the community and messaging the residents about Recyclebank programs like Green Schools. We also look to optimize City channels such as newsletters, Facebook, Twitter, and community marketing, as well as leveraging City websites to provide residents with messaging or give points for taking actions on the site like downloading materials or signing up for City emails.

Sample Creative From Current Program

Hollywood Community Page for Recycling Resources

Recyclebank

Home About Us Contact Us Get Involved

ECO LIBRARY
A guide to all the information at your fingertips.

Welcome Hollywood, FL
There is no such thing as "free". When we throw anything away it costs the environment.
-Natalie Larson

Your Recycling
Enter your address to learn what is and is not accepted in your community.

Address: _____
City: _____
Submit

Your Community at a Glance

32.1K | 104.1MM | 291.9K

BE AN AWESOME NEIGHBOR
Get a \$10 gift card every time you get a neighbor to sign up for our recycling rewards program.

The Recycling Process
Step 1: Collection
Step 2: Deposit
Step 3: Separation
Step 4: Processing

What to Recycle in Hollywood, FL

Please place all recyclables in your recycling container before placing them at the curb.

METAL
Only accept the uncoated metals you see here. Keep all small metals out of the bin. They're not recyclable and ruin the whole batch.

- Aluminum
- Steel
- Tin

GLASS
Before recycling, break all glass as small as you can as often as you can.

All Types and Colors are ACCEPTED!

PAPER
The following item(s) paper items are **NOT** accepted: your municipality's mail or any other "junk" paper.

- Newspaper
- Cardboard
- White paper

PLASTIC
Only accept the accepted numbers you see here. Keep all other plastics out of the bin. They're not recyclable and ruin the whole batch.

- 5
- 6
- 7

Digital Ads



Bill Insert



Backpack Handout-Kids

RECYCLING IN 3 EASY STEPS

STEP 1 COLLECTION + PROCESSING
ACCEPTED RECYCLABLES ARE PICKED UP FROM THE CURB AND TAKEN TO A MATERIALS RESOURCE FACILITY (MRF) TO BE SORTED AND PROCESSED

STEP 2 MANUFACTURING
MATERIALS ARE CLEANED AND THEN BROKEN DOWN SO THAT THEY CAN BECOME NEW PRODUCTS

STEP 3 PURCHASING RECYCLED MATERIAL
BUYING NEW ITEMS MADE FROM RECYCLED PRODUCTS IS WHAT MAKES THE PROCESS HAPPEN OVER AND OVER AGAIN

LEARN MORE ABOUT RECYCLING AT RECYCLEBANK.COM/REC-101/EN

Recyclebank® | CITY OF HOLLYWOOD

YES YOU CAN!

When you recycle an aluminum can you can turn into lots of other things. Pick what you'd like to turn this old can into by coloring your choice!



Digital Engagement



Recyclebank

June 11, 2015 · ↻

Don't hope for a better Hollywood. Bank on it.



Sign up for Recyclebank

Hollywood members were rewarded for recycling 43,161 tons. Join them and you could earn up to \$170 a year in rewards value as you bring that number up!

WWW.RECYCLEBANK.COM

[Sign Up](#)

Like Comment Share

22

[Top Comments](#) ▾

2 shares

3 comments

Write a comment...



Amanda Albertelli We use our recycling points from "Recycled Bank" to receive free magazine subscriptions and grocery coupons. 😊 We recycled before this program, now we just get a perk!

[Like](#) · [Reply](#) · 1 · June 13, 2015 at 10:28pm



Kim Schmitt Yoi can also donated points to school's for grant funding.

[Like](#) · [Reply](#) · 1 · June 18, 2015 at 9:16am

Customer Service

We are proud of the level of customer service that we provide to Hollywood residents and we fully intend to continue to provide this high level of service going forward. Recyclebank has assigned a Customer Service representative who is dedicated to the Hollywood account and who addresses questions or concerns from Hollywood residents. We also have established a Customer Care phone number and email that will be dedicated to Hollywood. That dedicated local phone number is **954-861-2990** and the email is **hollywoodfl@recyclebank.com**.

Recyclebank's Customer Care Center is from 8am EST - 9pm EST, Monday through Friday. These hours have been fine-tuned over time and reflect the calling patterns of participating residents and have been implemented to maximize our response times/call handling

The center provides residents convenient access to customer support via phone or online to obtain information about the program, status of account balances, and to redeem points for rewards. Regular statements of program points balances and reward redemptions are posted in participant's account online or can be obtained through the customer care center.

We also maintain industry standard call handling metrics and endeavor to respond to all requests for support/information within one business day. And Recyclebank has a very strict confidentiality policy with our program participants (your residents) and we do not sell or share program participant information with third parties.

Reporting & Data

Measurement of Success

Data is critical to the measurement of success of our program and also to the continued refinement of engagement strategies to improve results. In addition to our own proprietary Recyclebank data, we will partner with the City of Hollywood and other third parties to gather and analyze all relevant data to help develop and refine our community outreach and awareness strategies and tactics.

We propose three Performance Measurement Standards:

- Diversion & Contamination
Diversion and contamination metrics are a critical performance standard for measurement of the effectiveness of the outreach and awareness program. These metrics are based on the weight data that the City provides, including levels of recycling, trash and organics at the bid area level, on a monthly basis.

- Consumer Engagement & Participation
We have learned that engagement by residents – whether by recycling, learning, engaging online or redeeming rewards – leads to action around waste diversion. We know that consumer engagement is an influential part of behavior change, and we are uniquely capable of tracking and evaluating the engagement metrics on an ongoing basis.

- Resident Awareness & Knowledge
We continually reach out for feedback from Hollywood residents to understand their level of awareness and understanding of waste topics. This allows us to focus our messaging where it is needed.

Report Delivery Details

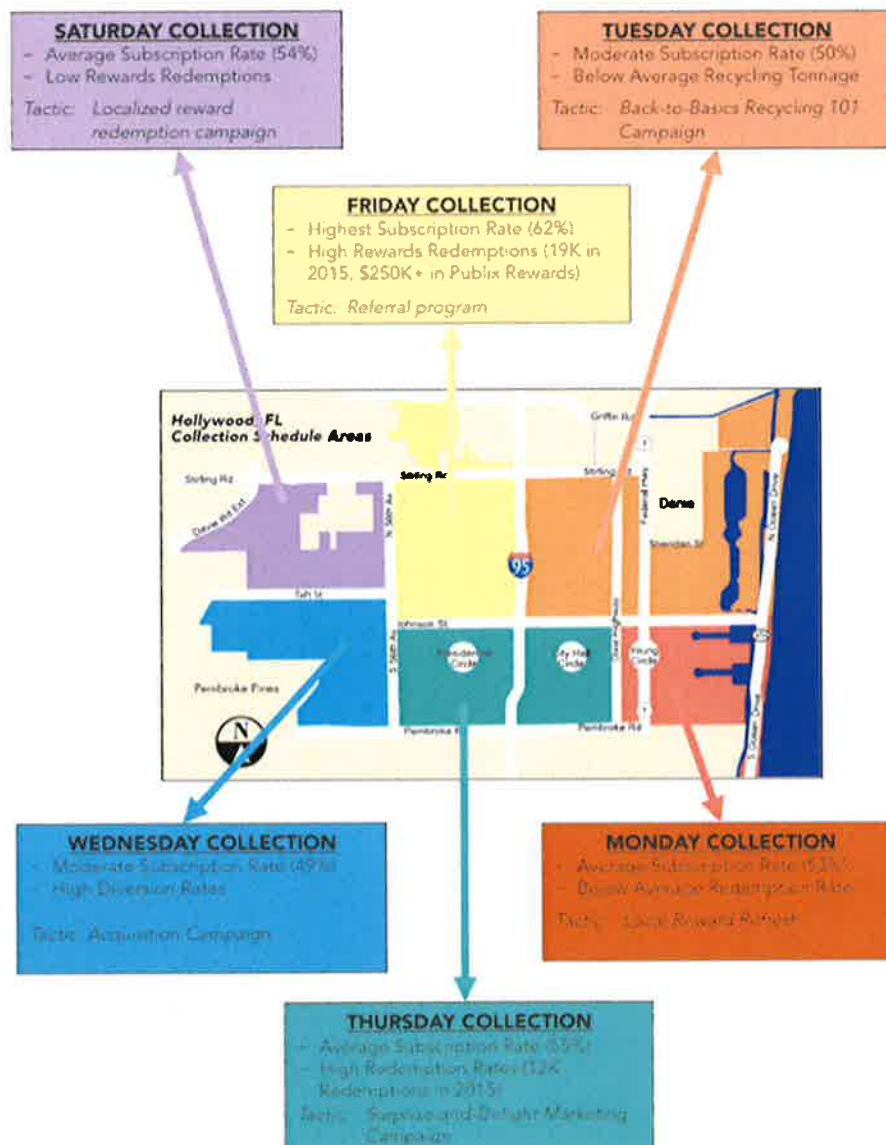
Available monthly reporting includes data metrics on various engagement activities including:

- Subscription Rate
- Verified pick-ups/Participation
- Pounds recycled
- Points credited for recycling, education and other actions taken
- Member log-ins
- Digital actions taken by members
- Reward redemptions for both local and national rewards
- Dollars saved by members and the co-spend for the community

Leveraging Data to Inform our Program Optimization

The insights derived from the City of Hollywood and Recyclebank program metrics are the foundation for the development of our all of our go-forward marketing strategies. We are able to analyze – at the collection map level – specific resident behaviors, engagement and recycling performance. Based on these insights, we will create area-level marketing tactics and campaigns in order to produce positive recycling behaviors.

Below is a demonstration of how the data can be leveraged to inform outreach tactics based on specific performance metrics:



TAB 7: PRICE

Below is the lump sum, not-to-exceed all-inclusive cost for the Recyclebank program by contract year for each year of the initial contract term.

Total Price for Year One:	\$167,000
Total Price for Year Two:	\$167,000
Total Price for Year Three: <i>(Up to initial contract expiration. Pro-rated for 7 months and 14 days)</i>	\$104,000

All-inclusive fee includes:

RFID Equipment and chips	<ul style="list-style-type: none"> • New and improved High Frequency RFID reader truck equipment for all five city residential recycling trucks • Installation and related support services for new High Frequency RFID reader truck equipment • High Frequency RFID chips for all city residential recycling customers • Installation of new High Frequency RFID chips on residential recycling containers
Recyclebank Team	<ul style="list-style-type: none"> • An organization with 12 years and 125 staff years of experience in incentive and education in the waste industry • Account team that has supported the recycling rewards program in Hollywood for over 3 years • 300 community deployments
Customer Care	<ul style="list-style-type: none"> • Customer Care team that is experienced in supporting Hollywood residents with the highest levels of support • Resident support, via phone and online, for inquiries regarding the program such as account status, point redemption and more • Dedicated phone and email support with single point of contact for City representatives
Website	<ul style="list-style-type: none"> • Online user experience that is easy to navigate and supports all required feature outlined in the RFP such as account maintenance and login support • Customized community page that reflects the goals of the City's recycling efforts and includes local recycling information • Fully accessible from any mobile device
Rewards	<ul style="list-style-type: none"> • Ongoing local reward partner recruitment and management • Offering rewards relevant to Hollywood resident requests and redemption behavior • Rewards that save residents money and promote spending locally • Access for members to various reward formats
Marketing-as-a-Service	<ul style="list-style-type: none"> • Marketing and communications outreach plans to drive program and recycling awareness to be developed in collaboration with the City • Multi-channel communication allowing residents to access information in the way they want • Creative services for development and execution of marketing and communication materials
Account Management	<ul style="list-style-type: none"> • Dedicated account manager and senior staff • Quarterly in-person review of program • Ongoing community engagement and event participation
Reporting & Tracking	<ul style="list-style-type: none"> • Monthly reporting of program performance data • Participation and engagement data provided such as program participation, points credited, rewards ordered and more

Program	<ul style="list-style-type: none">• Turnkey recycling education and incentive program that rewards based on positive recycling behavior such as recycling often and correctly• Detailed implementation plan• Points based program using points to claim rewards• Program access for single family, multi-family and commercial properties• Ongoing waste education and outreach, both general and Hollywood-specific, to be provided for residents in coordination with City contacts• Updated technology (new RFID on all resident containers and new readers on all five trucks) to track and evaluate performance with significantly more accuracy• School grant programs that give back to the Hollywood Community• Mobile application to set recycling reminders, access education and redeem rewards
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March 15, 2016

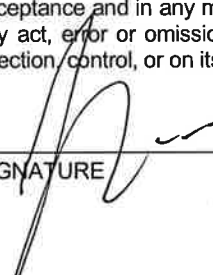
City of Hollywood, Florida
Solicitation #RFP-4503-16-RD

HOLD HARMLESS AND INDEMNITY CLAUSE

RecycleRewards Inc.

, 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



PRINTED NAME

JAVIER FLAIN

RecycleRewards Inc.
COMPANY OF NAME

DATE

04/08/16

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March 15, 2016

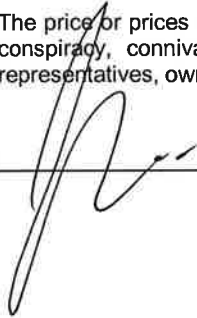
City of Hollywood, Florida
Solicitation #RFP-4503-16-RD

NONCOLLUSION AFFIDAVIT

STATE OF: New York

COUNTY OF: New York , being first duly sworn, deposes and says that:

- (1) He/she is Javier Flaim of RecycleRewards, Inc. dba. Recyclebank, 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)  _____ 04/08/16
Title

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March 15, 2016

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

**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 the City of Hollywood, Florida
by Javier Flaim for RecycleRewards Inc. dba Recyclebank
(Print individual's name and title) (Print name of entity submitting sworn statement)
whose business address is 443 Park Avenue South, 9th Floor, New York, NY 10016
and if applicable its Federal Employer Identification Number (FEIN) is 20-8779718 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.

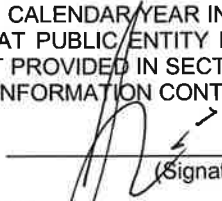
The entity submitting this sworn statement, or one or more of its officers, directors, executives, partners, shareholders, employees, members, or agents who are active in the management of the entity, or an affiliate of the entity, or an affiliate of the entity has been charged with and convicted of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

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

March 15, 2016

_____ 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.



(Signature)

Sworn to and subscribed before me this 8th day of April, 2016.

Personally known _____

Or produced identification Javier Flaim Notary Public-State of New York

CT Drivers Lic. my commission expires Jan-5, 2019
(Type of identification)



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

FATIMA TEOS
NOTARY PUBLIC-STATE OF NEW YORK
No. 01TE6317345
Qualified In Westchester County
My Commission Expires January 05, 2019

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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:

RecycleRewards Inc. d/b/a Recyclebank

443 Park Avenue, 9th Fl

New York, NY 10016


Application Number and/or Project Name:

RFP-4503-16-RD Recycling Incentive Program

Applicant IRS/Vendor Number: 20-8779718

Type/Print Name and Title of Authorized Representative:

Javier Flaim

Signature:  _____ Date: 04/08/16

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

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.

VENDOR'S SIGNATURE

JAVIER FLAM

PRINTED NAME

RecycleRewards Inc.
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

JAVIER FLALM

 PRINTED NAME

RecycleRewards Inc. _____
 NAME OF COMPANY

CEO

 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: Recyclebank

Firm giving Reference: Pam Funk, Asst. City Administrator, City of O'Fallon, IL

Address: 255 S. Lincoln Ave., O'Fallon, IL 62269

Phone: 618-624-4500

Fax: _____

Email: pfunk@ofallon.org

1. Q: What was the dollar value of the contract?
A: *Cost of the program is included in the collection fees paid by residents.*
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*
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: *Our residents have found value in the Recyclebank program and love it.*

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: Pam Funk Title: Asst. City Administrator

Signature: *Pamela L. Funk* Date: 04/06/16

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Giving reference for: Recyclebank

Firm giving Reference: City of Rochester Hills, MI

Address: 1000 Rochester Hills Dr., Rochester Hills MI 48309

Phone: Mayor's office: 248-841-2542

Fax: 248-656-4603

Email: barnettb@rochesterhills.org

1. Q: What was the dollar value of the contract?
A: CONTRACT IS BUNDLED WITH WASTE HAULER
2. Q: Have there been any change orders, and if so, how many?
A: ALL CHANGES ARE FACILITATED THROUGH WASTE HAULER
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 REVOLUTIONIZED RECYCLING IN ROCHESTER HILLS.

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: BRYAN BARNETT Title: MAYOR

Signature: [Handwritten Signature] Date: 4.1.2016

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Giving reference for: RecycleBank

Firm giving Reference: Cooper City Government

Address: 9090 SW 50th Place, Cooper City, FL 33328

Phone: 954-434-4300 ext-224

Fax: 954-434-5099

Email: Bloucks@coopercityfl.org

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

A: \$96,000 annually

2. 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: Very professional & responsive. Also developed creative solutions for the program.

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: Brace D. Loucks Title: City Manager

Signature: [Signature] Date: 4-1-16