



# City of Hollywood

Hollywood City Hall  
2600 Hollywood Blvd  
Hollywood, FL 33020  
<http://www.hollywoodfl.org>

## Legislation Text

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**File #:** R-2016-174, **Version:** 1

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A Resolution Of The City Commission Of The City Of Hollywood, Florida, Authorizing The Appropriate City Officials To Execute The Attached Agreement Between The Highest Ranked Firm And The City Of Hollywood To Provide A Recycling Incentive Program.

Staff Recommends: Approval of the Attached Resolution.

### Explanation:

The Department of Public Works requires an agreement with a qualified vendor to administer an incentive based recycling rewards program to increase public awareness, education and participation in the City's curbside residential recycling program as well as the commercial and multi-family recycling programs.

The goals of the recycling incentive program are to maximize residential and commercial waste diversion, decrease recycling contamination, increase recycling revenues, and promote local business loyalty by rewarding recycling participation and educate the residents and businesses on the advantages of recycling and protecting the environment.

On March 15, 2016, Request for Proposals (RFP) Number 4503-16-RD was electronically advertised via BidSync in accordance with the City's Purchasing Ordinance, Section 38.42(A).

RFP-4503-16-RD was opened at 3:00 p.m. on April 12, 2016, and resulted in the following three (3) responses:

RecycleRewards Inc. d/b/a RecycleBank  
New York, New York

Recycling Perks  
Norfolk, Virginia

Rewards for Recycling, LLC  
Davison, Michigan

On April 27, 2016, the proposals were evaluated by a three (3) member committee representing the Department of Public Works and the Office of Public Affairs & Marketing.

The evaluation of the proposals was based upon the following evaluation criteria as established in the RFP: Qualifications, Project Approach and Plan, Implementation Plan, Communications/Marketing Plan, Customer Service/Reporting Plan, Price and Local Preference.

The proposers were required to provide a lump sum, not to exceed all inclusive cost for the program by contract year for each year of the initial contract term and any renewal terms.

The proposed costs shall include all aspects of the project including but not limited to, the implementation of the program, development of the website, reward program administration and community outreach.

The proposals submitted by the three (3) proposers were declared to be responsive and responsible.

The three (3) responsive proposals received were evaluated and the scores were compiled to arrive at the following rankings, (highest score), first choice to third choice:

Recycling Perks	271	
RecycleRewards Inc. d/b/a RecycleBank		250
Rewards for Recycling, LLC	232	

It is the recommendation of the Evaluation Committee to rank the three (3) highest scoring firms as follows:

1. Recycling Perks
2. RecycleRewards Inc. d/b/a RecycleBank
3. Rewards for Recycling, LLC

The existing program whereby participants receive reward points based on the weight of materials placed out for recycling was not offered by any of the proposers. The programs offered by all three proposers including the highest ranked proposer rewards points to participants based on the number of times the cart is set out and tipped for collection.

RFP document states that the initial contract term shall be for 2 years, 7 months and 14 days with service effective 7:00 am on June 17, 2016 and ends 7:00 pm on 1/31/2019.

At the end of the initial contract term, the City reserves the right to extend the contract on a month to month or renew the Agreement for two (2) additional two (2) year periods under the same terms, conditions and specifications, providing both parties agree to the renewal, contractor performed satisfactorily and such renewal is approved by the City.

The amount of fees to be paid for services provided shall be in the amount of \$145,090.56 (\$133,090.56 plus \$12,000.00 for the initial residential mailer package) for the first full year of the initial contract term, \$133,090.56 for the second full year of the initial contract term and \$82,644.94 for the third partial year of the initial contract term.

Funding for this agreement has been provided and is available in the Department of Public Works FY 2016 budget in the Waste Disposal - Broward County Account Number 45.5121.00000.534.004361.

Award is subject to the City's receipt and approval of all insurance certificates required by the City's Risk Manager, along with a signed Statement of Hold Harmless and Indemnity in favor of the City.

Recommended for inclusion on the agenda by:

Dr. Wazir Ishmael, City Manager

Gus Zambrano, Assistant City Manager/Sustainable Development, Office of the City Manager

Mirtha Dziedzic, Interim Director, Financial Services

Sylvia Glazer, Director, Public Works

Paul Bassar, Contract Compliance Officer, Office of the City Manager