

COUNTY OF MARIN
REQUEST FOR PROPOSALS (RFP)
FOR
FOOD SERVICE FACILITIES SINGLE USE MATERIALS REDUCTION
PROGRAM TECHNICAL ASSISTANCE

Issue Date: July 10, 2019
Responses Due: July 31, 2019

Date	Event
July 10, 2019	Release of RFP
July 17, 2019	Deadline for submitting written questions
July 23, 2019	Deadline for CDA answering questions
July 31, 2019	Deadline for submitting RFPs
August 12 and 13, 2019	Interviews of Qualified/Short Listed Firms
August 16, 2019	Notification/Negotiation of Contract
September 10, 2019 – December 31, 2020	Contract Period

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I. COUNTY STRUCTURE AND BACKGROUND

The County of Marin is one of nine northern California Bay Area counties. The Richmond-San Rafael Bridge links Marin County to the East Bay and the Golden Gate Bridge links Marin County to San Francisco. Marin County has a total population of 252,409 which includes an unincorporated population of 67,427. There are 11 incorporated cities, with approximately 73% of County residents living within the incorporated areas and the remaining 27% residing in the unincorporated areas.

The Marin County Board of Supervisors adopted [Ordinance No. 2009-3531](#) on November 10, 2009. The ordinance added Chapter 7.25 to the Marin County Code that prohibited the use of polystyrene foam in food packaging by retail food vendors, restaurants and County facilities. The ordinance requires vendors to use biodegradable food packing when using disposable food packaging which includes cups, plates, hinge containers, bowls, trays, and cartons. The ordinance allows durable/reusable, paper or bio-plastic (BPI certified) compostable food ware items. The cities of Mill Valley, San Rafael, Novato and Sausalito have adopted similar polystyrene bans. The Environmental Health Services Division of the County's Community Development Agency (CDA) enforces the ordinance in the unincorporated County and the four participating cities via their food facility inspection program.

The Environmental Health Services Division currently permits and inspects over 200 permanent food facilities in unincorporated Marin County and over 1,000 permanent food facilities in the cities. In addition, there are temporary food facilities (fairs), mobile food facilities (food trucks), caterers, and cottage food operators that may be subject to the proposed ordinance.

Marin currently has five franchised hauling companies (Bay Cities Refuse, Marin Sanitary Service, Mill Valley Refuse, Novato Disposal and Redwood Empire Disposal) operating throughout different areas of Marin and one public waste hauler, Tamalpais Community Services District, which operates in the Tamalpais Valley. Each hauler accepts slightly different materials for recycling, composting, or hazardous waste disposal and has different strategies for outreach to the community.

Nearly 90 percent of Marin's organic material (food scraps and yard trimmings) is processed locally at the WM EarthCare™ Compost Facility located on the Redwood Landfill in unincorporated Novato. The facility produces compost approved for organic farming. According to WM EarthCare™ Compost Facility, "compost that is suitable for use in organic food production in California must be registered as an Organic Input Material with the California Department of Food and Agriculture. This means only a very limited, if any, amount and type of synthetic (i.e. paper and cardboard) material can be included. Cdfa investigators conduct routine sampling and inspections, respond to consumer complaints and make sure facilities comply with the laws and regulations." As such, WM EarthCare™ Compost Facility does not accept many commonly labeled "compostable" materials such as bio-plastics.

II. INTRODUCTION

The goals for this project are to:

1. Develop updated language for the existing polystyrene ordinance (or a comprehensive successor ordinance) that phases out the use of single-use plastic food service products at retail establishments in the unincorporated County to protect the environment and health of the community. Development of ordinance language should include:
 - a. Coordination with local food service industry and the community.
 - b. Coordination with Marin’s cities/towns to allow for countywide implementation consistency¹.
 - c. Eliminate the use of single-use plastic food service materials for which there are existing compostable alternatives including utensils, straws, stirrers, plates, to-go containers, and cups.
 - d. Define currently acceptable alternatives to include only durable reusable materials, fiber-based or edible materials (i.e., paper, sugar cane, wood or bamboo). Bio-plastics would not be an acceptable alternative regardless of certification.
 - e. Exploration of options for charging for non-reusable packaging items.
 - f. Develop enforcement protocols and funding strategies.
 - g. Establish a transition period within which local food service businesses is allowed to achieve compliance with the new single use requirements prior to enforcement.
2. Develop outreach/education and training plan and materials for the education of businesses, the public and enforcement staff.

Proposed Project Timeline (subject to change)

Period	Task
Sept – Oct 2019	Develop draft ordinance
Oct - Nov 2019	Meetings with: <ul style="list-style-type: none"> - Restaurant Advisory Group - Community groups/advocates - Retail representatives - Cities and Towns - Waste Haulers
December 2019	Ordinance to Board of Supervisors for adoption
Jan 2020 - Dec 2020	Education and outreach program to promote new requirements. Training of EHS staff.
July 1, 2020	Require food retailers to only provide disposables on request
Jan 1, 2021	Prohibit the use of plastic disposable materials.

¹ Most Marin jurisdictions’ organic waste is processed at the WM EarthCare™ Compost Facility however, the City of Sausalito’s organic waste goes to the compost facility at the Golden Bear Transfer Station in Richmond

Project Value

The total contract amount for this work will be based on a mutually agreed upon budget, which may be less than but is not-to-exceed \$100,000. The cost estimates contained in the proposed budget should only include the extent of work the Consultant considers realistic and necessary to address the expected needs and outcomes identified in this RFP.

Brochures, posters, and other collateral needed for this Project, subject to fiscal constraints, will be provided by the County outside the scope of this RFP.

Project Schedule

All services related to this Project shall commence after final contract execution (estimated to be by September 10, 2019) with an understanding that the County expects the Project to be completed by **December 31, 2020** with final invoicing no later than January 31, 2021.

III. SELECTION PROCESS

Proposals received that conform to the RFP instructions will be evaluated. No proposal submitted after the proposal submittal deadline will be considered. The evaluation will take place using the evaluation criteria identified in the following section. Interviews may be requested prior to final selection of one or more firms. Vendors who contract with the County are required to execute agreements and are required to comply with a variety of compliance requirements. Please review Attachment One, the standard County of Marin professional services contract template.

The following criteria will be used to evaluate submittals and to determine if interviews will be necessary prior to selecting a Contractor:

Evaluation Criteria	Percent of Total Score
Experience and ability with similar projects	50 %
Ability to accomplish all items listed in the scope of services	25 %
Professional and technical expertise of proposed personnel	25 %

IV. Qualifications

The Contractor is responsible for working under the direction of the Contract Manager and to effectively communicate with County staff, business owners, franchise haulers, and the public. The successful firm(s) responding to this RFP shall demonstrate that it has the appropriate professional and technical background, as well as access to adequate staffing resources to fulfill the stated scope of services and to do so effectively within the timeline.

V. Scope of Services

Final task descriptions and outcomes are subject to further input and negotiation with the selected proposer.

Ordinance Language

1. Develop an MS Excel-based matrix that shows the various single use materials currently used in retail food service establishments and identifies, if any, alternatives that can be composted at WM EarthCare™ Compost Facility. Matrix should include vendor and cost estimate information.
2. Coordinate and host meetings with members of business community, waste haulers/landfill operators, the public and city/town staff to solicit feedback on proposed ordinance language.
3. Coordinate with Environmental Health Services staff to develop enforcement protocols and funding strategies to be included in final ordinance.
4. Draft an update to the existing County Polystyrene ban that includes, but is not limited to, the elimination of single use materials, requires appropriate receptacles at each establishment and establishes a transition period within which food service facilities can achieve compliance.

Outreach/Education and Training

5. Develop marketing and outreach plan for businesses and the public about acceptable alternatives including, but not limited to, events/workshops, brochures, table tents, case studies and social media content.
6. Develop training program for enforcement staff on new requirements and protocols.
7. Coordinate with interested community members to assist with education and outreach efforts.
8. Provide a final report of achievements, barriers and recommendations for next steps.

VI. Proposal Format

Responders are to submit the requested information in the format specified below.

1. **Letter of Introduction:** Include background information on the company, company office location, company office phone number and company website address. Describe the experience, qualifications and any other vital information of all key personnel who may be assigned to perform services described in this RFP including names of sub consultants, (if using).
2. **Experience/Firm Qualifications:** Provide three previous project profiles that highlight your firm's experience with development of single use plastics

ordinances, outreach and education campaigns and commercial sector recycling and composting programs.

3. **Scope:** Describe your approach and ability to complete all of the items listed on the scope to each task as described in Section V above.
4. **Project Budget:** Please provide a budget organized by task and hours. Please provide a rate schedule to indicate the hourly rate of each member of the project team and the standard cost of expenses related to project tasks.
5. **References:** Provide two references.
6. **Resumes:** Provide resumes for each member of your team. Resumes should be no longer than two pages per individual.

VII. ADDITIONAL INFORMATION

Questions regarding this RFP, or its process, should be submitted no later than **4:00 pm** on **July 17, 2019** with the subject of **Questions for Food Service Facilities Single Use Materials Reduction Program Technical Assistance**, to Rebecca Ng, rng@marincounty.org. Responses will be posted at <https://www.marincounty.org/depts/cd/divisions/environmental-health-services> by July 23, 2019.

VIII. SUBMITTAL INSTRUCTIONS

Respondents to this RFP should mail or deliver two (2) double-sided copies on recycled paper to the address listed below and email one (1) electronic copy to rng@marincounty.org. Hand carried proposals may be delivered to the address below **ONLY** between the hours 8:00 a.m. and 4:00p.m., Monday through Thursday, excluding holidays observed by the agency.

Proposals must be received by 4:00 P.M. on July 31, 2019 and need to be directed to:

Rebecca Ng, Deputy Director, Environmental Health Services
County of Marin – Community Development Agency
3501 Civic Center Drive, Room 236
San Rafael, CA 94903

IX. DISCLAIMERS

Submitting a Response to the RFP

Submission of a proposal does not guarantee any future business with the County. The issuance of this RFP does not constitute agreement by the County that any contract will actually be entered into. The County reserves the rights to reject any and all information submitted and re-issue a new RFP, Request for Bid, or Request for Qualifications or abandon the proposed Project. The County of Marin Professional Services Contract is attached to this RFP as **Attachment One**. By submitting a proposal without exceptions, the Proposer accepts all terms and conditions contained in that agreement.

Proposer's Financial Responsibility

The County accepts no financial responsibility for any costs incurred by a firm in responding to this RFP.

Property of County

Responses to this RFP become the property of the County and are subject to the California Public Records Act. This does not include the disclosure of a firm's net worth or information labeled by the firm as proprietary or confidential. In the event that the County is required to defend an action arising out of a Public Records request for any contents of a submittal marked "proprietary" or "confidential" respondent agrees to defend and indemnify the County from all costs and expenses resulting from such action.

X. ATTACHMENTS

1. Standard County of Marin professional services contract.