REQUEST FOR PROPOSALS (RFP)

RECYCLING OUTREACH AND EDUCATION CAMPAIGN

Issued: January 24, 2020

Submission Deadline: February 19, 12:00 PM

South Bayside Waste Management Authority (SBWMA) / RethinkWaste
Attention: Grant Ligon, Management Analyst
610 Elm Street, Suite 202
San Carlos, CA 94070
gligon@rethinkwaste.org
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1. BACKGROUND

The South Bayside Waste Management Authority (SBWMA or RethinkWaste) is a Joint Powers Authority of twelve public agencies (Atherton, Belmont, Burlingame, East Palo Alto, Foster City, Hillsborough, Menlo Park, Redwood City, San Carlos, San Mateo, the County of San Mateo and the West Bay Sanitary District) in San Mateo County, California formed in 1982.

RethinkWaste owns and manages the Shoreway Environmental Center, which receives all the recyclables, organic materials, and garbage collected in its service area. RethinkWaste provides strategic oversight, support, and management of service providers that collect, process, recycle, and dispose of materials for the 12 Member Agencies.

The mission of RethinkWaste is to cost effectively design, implement, and manage innovative waste reduction and recycling programs and facility infrastructure that fulfills our fiduciary responsibilities to our Member Agencies while achieving community environmental and economic goals.

Through issuance of this Request for Proposals (RFP), RethinkWaste seeks an experienced and qualified firm to develop and design a professional, targeted, compelling, and demographically appropriate public education, outreach, and behavior change campaign. The campaign will be focused on raising awareness for clean recyclables to be put into the recycling carts and bins and the need to keep non-recyclable items out.

Submittals to RethinkWaste will be considered public records and will be made available for public review upon request after conclusion of this RFP process and contract execution. Please refer to Section 4 for the specific scope of services being requested.

2. INTRODUCTION

RethinkWaste, on behalf of its Member Agencies, is responsible for developing and implementing public outreach and education efforts to educate and engage nearly 435,000 residents, in 95,000 single-family households and over 11,000 commercial customers (including multi-family property owners/managers and their tenants) on all of the waste reduction programs and services available to them to meet or exceed State-mandated goals and the requirements with our franchised hauler, Recology San Mateo County. In addition, RethinkWaste has an extensive education program targeting schools and the general public through in-school presentations and tours of Shoreway Environmental Center.

RethinkWaste currently uses a variety of outreach methods including, but not limited to:

- Website: RethinkWaste.org
- Social Media: Facebook, Twitter, Instagram
- Direct Outreach: Shoreway facility tours and community events
- Bill inserts for single-family households and commercial accounts via waste hauler
- Rethinker newsletter (biannual printed via direct mail and bill insert and electronic version) to all residents
- Brochures, flyers, etc..
- Newspaper advertising: San Mateo Daily Journal; Daily Post
All the above current efforts currently produce a 52% landfill diversion rate with single-family residents most utilizing the waste reduction programs and services available to them. In March 2018, an unexpected and radical change in the type and quality of materials accepted by Chinese recycling markets and subsequently, changes in other southeast Asian recycling markets, has put pressure to increase the quality of the recyclable materials collected. While RethinkWaste is currently undergoing upgrades to the recycling facility, there continues to be a great need to raise awareness about the necessity for placing only materials accepted in the recycling program into the recycling carts and bins and for cleaner recyclables.

3. PURPOSE AND GENERAL CONDITIONS

This RFP provides information for interested firms to prepare a written response regarding their qualifications and approach to the proposed work.

ADDENDUMS. Should it be necessary for RethinkWaste to issue addendums during the proposal period, RethinkWaste will endeavor to notify the known holders of this RFP. The addendums will be posted on RethinkWaste’s website for any interested parties to review. Proposals should include a notation that the firm is aware of all the addendums which have been issued and has incorporated their provisions in their proposal.

ADDITIONAL INFORMATION. RethinkWaste reserves the right to request additional information or clarification from clients where it may serve RethinkWaste’s best interest.

ADDITIONAL SERVICES. The Scope of Work describes the minimum work to be accomplished. Upon final selection of the firm, the Scope of Work may be modified and refined during negotiations with RethinkWaste.

AWARD OF PROPOSAL. RethinkWaste reserves the right to negotiate final terms with the selected firm, if any. Award may be made to the firm offering the most advantageous proposal after consideration of all evaluation criteria.

COMPLIANCE WITH LAWS. All proposals shall comply with current federal, state, and other laws relative thereto.

CANCELLATION OF SOLICITATION. RethinkWaste may cancel this solicitation at any time.

COSTS. RethinkWaste is not liable for any costs incurred by firms before entering into a formal contract. Costs of developing the proposals, or any other such expenses incurred by the firm in responding to this RFP, are entirely the responsibility of the firm, and shall not be reimbursed in any manner by RethinkWaste. No reimbursable cost may be incurred in anticipation of award.

IRREGULARITIES. RethinkWaste reserves the right to waive non-material irregularities if such would be in the best interest of RethinkWaste as determined by the Executive Director.

NON-DISCRIMINATION. The firm represents and warrants that it does not and will not discriminate against any employee or applicant for employment because of race, religion, gender, color, national origin, sexual orientation, ancestry, marital status, physical condition, pregnancy or pregnancy related conditions, political affiliation or opinion, age or medical condition.
NO OBLIGATION. The release of this RFP does not obligate or compel RethinkWaste to enter into a contract or agreement.

OWNERSHIP. All data, documents and other products used or developed during the RFP process become the property of RethinkWaste upon submission.

PROPOSAL, REJECTION OF. RethinkWaste reserves the right to reject any or all proposals or any part of a proposal.

PUBLIC RECORD. All proposals submitted in response to this RFP will become the property of RethinkWaste upon submittal and a matter of public record pursuant to applicable law.

REPRESENTATIONS. The firms understand and acknowledge that the representations made in their submitted proposal are material and important and will be relied on by RethinkWaste in evaluation of the proposal. A firm’s misrepresentation shall be treated as fraudulent concealment from RethinkWaste of the facts relating to the proposal.

RFP PART OF AGREEMENT. Should an agreement be awarded, this Request for Proposals may become part of the agreement between RethinkWaste and the successful firm.

SEVERABILITY. If any provisions or portion of any provision, of this Request for Proposals are held invalid, illegal or unenforceable, they shall be severed from the Request for Proposals and the remaining provisions shall be valid and enforceable.

VALIDITY. Proposal must be valid for a period of ninety (90) days from the due date.

4. SCOPE OF WORK

RethinkWaste hopes to launch a recycling outreach campaign beginning in Fall of 2020. The RethinkWaste team is looking for a firm that will provide strategic campaign development and execution of an outreach and education campaign that may consist of multiple elements, including, but not limited to, creation of materials that can be everlasting, but also allow for more targeted future campaigns to specific audiences.

- **Concept Design and Strategy** – Provide creative and overall development of concept and strategy for a recycling campaign with services in-house and/or work with subcontractors or other graphic/print vendors.

- **Multicultural Outreach** – Develop and implement outreach strategies and culturally-relevant tactics for reaching non-English speakers as requested. Translate, adapt, and produce, as requested, advertising and collateral material into designated languages.

- **Community Engagement Methods** – Assist with the development of public engagement strategies that encourage public participation and encourage positive behavior change utilizing various media and engagement methods in the most efficient manner possible.

- **Online/Social Media** – Assist with the development of online/social media opportunities and build on existing programs to reach targeted audiences.
• **Media Buys/Placements** – Assist with the placements of media spots, including, print and online ads, bus/transit, among others. Direct costs for media may be paid for by RethinkWaste.

• **Satisfaction/Effectiveness Measurements** – Develop and incorporate instruments to measure and quantify the effectiveness of the public education and outreach effort as directed.

5. DESIRED QUALIFICATIONS

RethinkWaste is interested in working with a firm that has expertise in strategic communications planning, creative development, and community engagement, as well as a unique and innovative approach for design and social marketing.

The successful firm shall demonstrate that it has the appropriate professional and technical background as well as access to adequate resources to fulfill and execute the stated scope of services. Any experience with similar projects for public agencies and agencies similar to those of RethinkWaste should be noted.

6. TERM OF AGREEMENT

It is anticipated that RethinkWaste and the selected firm will enter into an agreement for a one-year term commencing April 1, 2020 and ending March 31, 2021.

7. PROCEDURE FOR SUBMITTING QUESTIONS AND INQUIRIES

All communications about this RFP must be directed to Grant Ligon in writing via email at gligon@rethinkwaste.org by January 31, 2020 by 4:00 pm. RethinkWaste will provide a written response to all questions in the form of an Addendum to this RFP by February 3, 2020, if necessary.

8. SUBMITTAL REQUIREMENTS

Firms must submit sufficient information, as outlined below, for RethinkWaste to evaluate the firm’s qualifications and proposal quality. Selection will be based on a combination of the cover letter, firm and staff qualifications, cost, understanding of scope of work and proposal, delivery schedule, and references.

To be deemed responsive to this RFP, the firm’s submittals must be received by e-mail only to gligon@rethinkwaste.org no later than February 19, 2020, at 12:00 p.m.

See below for anticipated RFP Process and Firm Selection Timeline

<table>
<thead>
<tr>
<th>ITEM</th>
<th>DUE DATE</th>
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<tbody>
<tr>
<td>RFP Released</td>
<td>January 24, 2020</td>
</tr>
<tr>
<td>Deadline for Submitting Questions to RethinkWaste by 4:00 p.m.</td>
<td>January 31, 2020</td>
</tr>
<tr>
<td>RethinkWaste to provide written responses to questions, if necessary.</td>
<td>February 3, 2020</td>
</tr>
<tr>
<td>Proposal Must Be Submitted via email by 12:00 p.m, to: Grant Ligon RethinkWaste (650) 610-1621</td>
<td>February 19, 2020</td>
</tr>
</tbody>
</table>
Please label the email subject line “Response to RFP—Recycling Outreach and Education”

Please include both a PDF version and the source file (e.g., Word or Excel file) of all documents submitted.

Submittals should be concise and responsive. To be considered responsive to the RFP, proposals must provide the following:

1. **Cover Letter** - A maximum two (2) page cover letter must be provided describing your firm, date established, main services, key qualifications and prior experience. The individual authorized to contractually bind the firm should sign the cover letter. Resumes for the proposed team and sub-contractors, if any, should be provided as an appendix.

2. **Description of Qualifications** – Describe the firm’s qualifications, expertise and prior specific related experience, and proposed use of subcontractors (if any). RethinkWaste prefers that the firms explain their specific qualifications related to the anticipated scope of work in this section, and that a more general description of qualifications and experience be reserved for the cover letter.

3. **Approach** - A maximum five (5) page proposal shall describe the recommended approach to successfully execute the noted scope of work in a timely and cost-effective manner. The approach to the scope of work shall be of such detail to demonstrate the firm’s ability to accomplish the project objectives. In this section, include a minimum of three (3) examples of similar projects/programs/campaigns they have worked on, the scope of work, timing, cost and list of staff that conducted the work. Any projects/programs/campaigns that included satisfaction/effectiveness measurement instruments and their outcomes should be clearly noted.

4. **References** – Provide the names and contact information of at least three (3) references for which similar services have been provided in the last three (3) years. Please include other public agencies if you have them.

5. **Costs** - A maximum two (2) page proposed budget shall provide the specific hours and costs for each project task and shall delineate the staff responsible for each and whether they will be done in-house or by sub-contractors and their hourly rate. All additional costs and contingency must be clearly delineated. RethinkWaste envisions keeping the entire creative project under $50,000.

6. **Qualification Certification** – Complete Attachment A

7. **Client Reference Form** – Complete Attachment B

8. **Additional Attachments** - Firms are encouraged to include pertinent examples (i.e., three (3) minimum) that are similar in nature or content to the scope of services presented therein.
9. RIGHT TO CONTRACT FOR SELECTED SERVICES

RethinkWaste, at its sole option, will select the firm which best fulfills the requirements and provides the best value to RethinkWaste.

RethinkWaste reserves the right to contract for selected services relating to this proposal from any firm, in part or in whole.

An evaluation panel will review all proposals submitted. Discussions (written and/or in person) may, at RethinkWaste’s option, be conducted with any firm. Discussions may be for the purpose of clarification to assure full understanding of, and responsiveness to, the RFP’s requirements. Outreach firms shall be accorded fair and equal treatment with respect to any opportunity for discussion and written revision of proposals. In conducting discussions, RethinkWaste will not disclose information derived from proposals submitted by competing firms. There will be no public opening and reading of quotes. Overall responsiveness to the RFP is an important factor in the evaluation process.

The criteria used as a guideline in the evaluation will include, but not be limited to, the following:

- Qualifications and experience of the firm, including capability and experience of key personnel and experience with other public or private agencies to provide services for public outreach and education.
- Responsiveness to the RFP process and general provisions and understanding of the Scope of Work as evidenced by submitted proposal.
- Understanding of RethinkWaste services and service area audience and experience in San Mateo County/Bay Area recycling outreach.
- History of successfully performing services for public or private agencies.
- Ability to meet any necessary timelines or other requirements.
- References
- Costs
### Attachment A: Qualification Certification

<table>
<thead>
<tr>
<th>FIRM NAME</th>
<th>ADDRESS</th>
<th>TELEPHONE #</th>
<th>CONTACT EMAIL</th>
<th>CONTACT NAME AND TITLE</th>
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**FIRM REPRESENTATIONS**

1. Firm additionally certifies that neither firm nor its principals are presently disbarred, suspended, proposed for disbarment, declared ineligible or voluntarily excluded from participation in this transaction by any federal department or agency, any California State agency, or any local governmental agency.
2. Firm certifies that they did not receive unauthorized information from any RethinkWaste staff member, contractor or Board Member during the RFP response period except as provided for in this RFP package or through formal addenda, if any, issued by RethinkWaste.
3. The firm certifies that they do not have any conflicts of interest, whether actual or perceived, and has disclosed any such work in its response to this RFP.
4. The firm hereby certifies that the information contained in the Proposal and all accompanying documentation is true and correct.
5. Please check the appropriate box below:

   - [ ] If an *individual* submits a response to this RFP, he or she shall sign it. If he or she is doing business under a fictitious name, the response shall so state.
   - [ ] If a response to this RFP is submitted by a *partnership*, the full names and addresses of all members and the address of the partnership shall be stated and the response shall be signed for all members by one or more members thereof.
   - [ ] If a *corporation* submits a response to this RFP, an authorized officer or officers of the corporation shall sign it in the corporate name.
   - [ ] If a *limited liability company (LLC)* submits a response to this RFP, an authorized officer or officers shall sign it in the LLC’s name.
   - [ ] If a response to this RFP is signed by a *joint venture*, the full names and addresses of all members of the joint venture shall be stated and a representative of each individual entity shall sign it.
Attachment A – Qualification Certification (continued)

By signing below, the submittal pursuant to this RFP shall be deemed a representation and certification by the client that they have investigated all aspects of the RFP, that they are aware of the applicable facts pertaining to the RFP process, its procedures and requirements, and that the client has read and understands the RFP.

Authorized Representative Name:  
(Signature)  

Authorized Representative Name:  
(Print name)  

Authorized Representative Title and Entity:  
(Print title and entity)  

Complete additional signatures below as required.

Authorized Representative Name:  
(Signature)  

Authorized Representative Name:  
(Print name)  

Authorized Representative Title and Entity:  
(Print title and Entity)  

Authorized Representative Name:  
(Signature)  

Authorized Representative Name:  
(Print name)  

Authorized Representative Title and Entity:  
(Print title and entity)
Attachment B: Client Reference Form

Provide the names and contact information of at least three (3) references for which similar services have been provided in the last three (3) years.

Previous Client Reference Worksheet

<table>
<thead>
<tr>
<th>Name of Company or Agency</th>
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<tr>
<td>Address</td>
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<table>
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<tr>
<th>Customer Contact Name(s), Address, Phone Number(s) and Email</th>
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</table>

Brief description of work performed for this client (use additional sheets if necessary):
PROFESSIONAL SERVICES AGREEMENT
FOR

[ENTER PROJECT TITLE]

This Agreement is made and entered into as of the day day of Month, 20 Year by and between the SOUTH BAYSIDE WASTE MANAGEMENT AUTHORITY hereinafter called "AUTHORITY" and Consultant Name hereinafter called "CONSULTANT".

RECITALS

This Agreement is entered into with reference to the following facts and circumstances:

A. That AUTHORITY desires to engage CONSULTANT to provide professional services;

B. That CONSULTANT is qualified to provide such services to the AUTHORITY and;

C. That the AUTHORITY has elected to engage the services of CONSULTANT upon the terms and conditions as hereinafter set forth.

1. Services. The services to be performed by CONSULTANT under this Agreement shall include those services set forth in Exhibit A, which is, by this reference, incorporated herein and made a part hereof as though it were fully set forth herein.

Performance of the work specified in said Exhibit A is hereby made an obligation of CONSULTANT under this Agreement, subject to any changes that may be made subsequently hereto upon the mutual written agreement of the said parties.

Where in conflict, the terms of this Agreement supersede and prevail over any terms set forth in Exhibit A.

2. Term; Termination.

(a) The term of this Agreement shall commence upon the date hereinabove written and shall expire upon completion of performance of services hereunder by CONSULTANT.

(b) Notwithstanding the provisions of (a) above, either party may terminate this Agreement without cause by giving written notice not less than ten (10) days prior to the effective date of termination, which date shall be included in said notice. In the event of such termination, AUTHORITY shall compensate CONSULTANT for services rendered, and reimburse CONSULTANT for costs and expenses incurred, to the date of termination, calculated in accordance with the provisions of paragraph 3. In ascertaining the services actually rendered to the date of termination,
consideration shall be given both to completed work and work in process of completion. Nothing herein contained shall be deemed a limitation upon the right of AUTHORITY to terminate this Agreement for cause, or otherwise to exercise such rights or pursue such remedies as may accrue to AUTHORITY hereunder.

3. **Compensation; Expenses; Payment.** AUTHORITY shall compensate CONSULTANT for all services performed by CONSULTANT hereunder in an amount based upon CONSULTANT’s hourly rates during the time of the performance of said services. A copy of CONSULTANT’s hourly rates for which services hereunder shall be performed are set forth in CONSULTANT’s fee schedule included in Exhibit A, attached hereto and by this reference incorporated herein.

Notwithstanding the foregoing, the combined total of compensation and reimbursement of costs payable hereunder shall not exceed the sum written NTE Amount ($NTE Amount) unless the performance of services and/or reimbursement of costs and expenses in excess of said amounts have been approved in advance of performing such services or incurring such costs and expenses by AUTHORITY’s Executive Director (for contracts less than $50,000) or AUTHORITY Board (for contracts $50,000 or more) evidenced by motion duly made and carried.

Compensation and reimbursement of costs and expenses hereunder shall be payable upon monthly billing therefor by CONSULTANT to AUTHORITY, which billing shall include an itemized statement, briefly describing by task and labor category or cost/expense items billed as per Exhibit B.

4. **Additional Services.** In the event AUTHORITY desires the performance of additional services not otherwise included within the services described in Exhibit A, such services shall be authorized in advance of the performance thereof by AUTHORITY’s Executive Director (for contracts less than $50,000) or AUTHORITY Board (for contracts $50,000 or more) by motion duly made and carried. Such amendment to this Agreement shall include a description of the services to be performed thereunder, the maximum compensation and reimbursement of costs and expenses payable therefor, the time of performance thereof, and such other matters as the parties deem appropriate for the accomplishment of such services. Except to the extent modified by written amendment, all other terms and conditions of this Agreement shall be deemed incorporated in each such amendment.

5. **Records.** CONSULTANT shall keep and maintain accurate records of all time expended and costs and expenses incurred relating to services to be performed by CONSULTANT hereunder. Said records shall be available to AUTHORITY for review and copying during regular business hours at CONSULTANT’s place of business or as otherwise agreed upon by the parties.
6. **Authorization.** This Agreement becomes effective when endorsed by both parties in the space provided below.

7. **Reliance on Professional Skill of CONSULTANT.** CONSULTANT represents that it has the necessary professional skills to perform the services required and the AUTHORITY shall rely on such skills of the CONSULTANT to do and perform the work. In performing services hereunder CONSULTANT shall adhere to the standards generally prevailing for the performance of expert consulting services similar to those to be performed by CONSULTANT hereunder.

8. **Documents.** All documents, plans, drawings, renderings, and other papers, or copies thereof, as finally rendered, prepared by CONSULTANT pursuant to the terms of this Agreement, shall, upon preparation and delivery to AUTHORITY, become the property of AUTHORITY.

9. **Relationship of Parties.** It is understood that the relationship of CONSULTANT to the AUTHORITY is that of an independent contractor and all persons working for or under the direction of CONSULTANT are its agents or employees and not agents or employees of the AUTHORITY.

10. **Schedule.** CONSULTANT shall adhere to the schedule set forth in Exhibit A; provided, that AUTHORITY shall grant reasonable extensions of time for the performance of such services occasioned by governmental reviews of CONSULTANT's work product or other unavoidable delays; provided, further, that such unavoidable delay shall not include strikes, lockouts, work stoppages, or other labor disturbances conducted by, or on behalf of, CONSULTANT's officers or employees.

    CONSULTANT acknowledges the importance to AUTHORITY of AUTHORITY’s Project schedule and agrees to put forth its best professional efforts to perform its services under this Agreement in a manner consistent with that schedule.

11. **Indemnity.** To the fullest extent allowed by law, CONSULTANT hereby agrees to defend, indemnify, and save harmless AUTHORITY, its boards, officers, employees and agents, from and against any and all claims, suits, actions liability, loss, damage, expense, cost (including, without limitation, costs and fees of litigation) of every nature, kind or description, which may be brought against, or suffered or sustained by, AUTHORITY, its boards, officers, employees, and agents caused by, or alleged to have been caused by, the negligence, intentional tortuous act or omission, or willful misconduct of CONSULTANT, its officers, employees, subcontractors or agents in the performance of any services or work pursuant to this Agreement.

    The duty of CONSULTANT to indemnify and save harmless, as set forth herein, shall include the duty to defend as set forth in Section 2778 of the California Civil Code.
CONSULTANT’s responsibility for such defense and indemnity obligations shall survive the termination or completion of this Agreement for the full period of time allowed by law.

The defense and indemnification obligations of this agreement are undertaken in addition to, and shall not in any way be limited by, the insurance obligations contained within this Agreement.

12. Insurance. CONSULTANT shall acquire and maintain Workers’ Compensation, employer’s liability, commercial general liability, owned and non-owned and hired automobile liability, and professional liability insurance coverage relating to CONSULTANT’s services to be performed hereunder covering AUTHORITY’s risks in form subject to the approval of the AUTHORITY Attorney and/or AUTHORITY’s Risk Manager. The minimum amounts of coverage corresponding to the aforesaid categories of insurance per insurable event, shall be as follows:

<table>
<thead>
<tr>
<th>Insurance Category</th>
<th>Minimum Limits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Workers’ Compensation</td>
<td>statutory minimum</td>
</tr>
<tr>
<td>Employer’s Liability</td>
<td>$1,000,000 per accident for bodily injury or disease</td>
</tr>
<tr>
<td>Commercial General Liability</td>
<td>$1,000,000 per occurrence and $2,000,000 aggregate for bodily injury, personal injury and property damage</td>
</tr>
<tr>
<td>Automobile Liability</td>
<td>$1,000,000 per accident for bodily injury and property damage (coverage required to the extent applicable to CONSULTANT’s vehicle usage in performing services hereunder)</td>
</tr>
<tr>
<td>Professional Liability</td>
<td>$1,000,000 per claim and aggregate</td>
</tr>
</tbody>
</table>

It shall be a requirement under this Agreement that any available insurance proceeds broader than or in excess of the specified minimum insurance coverage requirements and/or limits shall be available to the AUTHORITY as an Additional Insured. Furthermore, the requirements for coverage and limits shall be the greater of either (1) the minimum coverage and limits specified in this Agreement or (2) the broader coverage and maximum limits of coverage of any insurance policy or proceeds available to the named Insured.

Note: Professional liability insurance coverage is not required if the CONSULTANT is not providing a service regulated by the state. (Examples of service providers regulated by the state are insurance agents, professional engineers, doctors, certified public accountants, lawyers, etc.) Please check and initial the following if professional liability is NOT required for this agreement. □ Recommended ______ [Project Manager] □ Approved _______ [Risk Manager]
CONSULTANT agrees to include with all subcontractors in their subcontracts the same requirements and provisions of this agreement including the indemnity and insurance requirements to the extent they apply to the scope of the subcontractor’s work. Subcontractors hired by CONSULTANT shall agree to be bound to CONSULTANT and AUTHORITY in the same manner and to the same extent as CONSULTANT is bound to AUTHORITY under this Agreement and its accompanying documents. Subcontractors shall further agree to include these same provisions with any sub-subcontractors. A copy of the indemnity and insurance provisions of this Agreement will be furnished to the Subcontractor upon request. CONSULTANT shall require all subcontractors to provide a valid certificate of insurance and the required endorsements included in the subcontract agreement and will provide proof of compliance to the AUTHORITY prior to commencement of any work by the subcontractor.

Concurrently with the execution of this Agreement, CONSULTANT shall, on the Insurance Coverage form provided in Exhibit C, or equivalent, furnish AUTHORITY with certificates and copies of information or declaration pages of the insurance required hereunder and, with respect to evidence of commercial general liability and automobile liability insurance coverage, original endorsements:

(a) Precluding cancellation or reduction in per occurrence limits before the expiration of thirty (30) days (10 days for nonpayment) after AUTHORITY shall have received written notification of cancellation in coverage or reduction in per occurrence limits by first class mail;

(b) Naming the South Bayside Waste Management Authority, its officers, boards, employees, and agents, as additional insureds; and

(c) Providing that CONSULTANT’s insurance coverage shall be primary insurance with respect to South Bayside Waste Management Authority, its officers, boards, employees, and agents, and any insurance or self-insurance maintained by AUTHORITY for itself, its officers, boards, employees, and agents shall be in excess of CONSULTANT’s insurance and not contributory with it. CONSULTANT and its insurer may not seek contribution from AUTHORITY’s insurance or self-insurance.

The limits of insurance required in this agreement may be satisfied by a combination of primary and umbrella or excess insurance. Any umbrella or excess insurance shall contain or be endorsed to contain a provision that such coverage shall also apply on a primary and non-contributory basis for the benefit of AUTHORITY, to the extent required by this Agreement, before the AUTHORITY’s insurance or self-insurance may be called upon to protect AUTHORITY as a named Insured.
All self-insured retentions (SIR) must be disclosed to AUTHORITY for approval and shall not reduce the limits of liability coverage. Policies containing and SIR provision shall provide or be endorsed to provide that the SIR may be satisfied by either the named CONSULTANT/Named Insured or AUTHORITY.

AUTHORITY reserves the right to obtain a full certified copy of any insurance policy and endorsements. Failure to exercise this right shall not constitute a waiver of right to exercise later.

Any and all Subcontractors shall agree to be bound to CONSULTANT and AUTHORITY in the same manner and to the same extent as CONSULTANT is bound to AUTHORITY under this Agreement. Subcontractors shall further agree to include the same requirements and provisions of this Agreement, including the indemnity and insurance requirements, in any agreement with sub-subcontractors to the extent that they apply to the scope of the sub-subcontractor’s work. A copy of the indemnity and insurance provisions of this Agreement shall be furnished to any subcontractor upon request.

CONSULTANT shall maintain insurance as required by this Agreement to the fullest amount allowed by law and shall maintain insurance for a minimum of five (5) years following completion of this project or service. In the event CONSULTANT fails to obtain or maintain completed operations coverage as required by this Agreement, the AUTHORITY at its sole discretion may purchase the coverage required and the cost will be paid by CONSULTANT.

13. WORKERS’ COMPENSATION. CONSULTANT certifies that he is aware of the provisions of the Labor Code of the State of California which require every employer to be insured against liability for workers’ compensation or to undertake self-insurance in accordance with the provisions of that Code, and CONSULTANT certifies that he will comply with such provisions before commencing the performance of the work of this agreement.

14. NON-DISCRIMINATION. The CONSULTANT will not discriminate against any employee or applicant for employment because of race, color, religion, sex or national origin. The CONSULTANT will take affirmative action to ensure that applicants are employed and the employees are treated during employment without regard to their race, color, religion, sex or national origin. Such action shall include, but not be limited to the following: employment, advancement, demotion, transfer, recruitment, or recruitment advertising, layoff or termination, rates of pay or other forms of compensation, and selection for training, including apprenticeship. The CONSULTANT shall at all times be in compliance with the requirements of the Federal Americans With Disabilities Act (Public Law 101-336) which prohibits discrimination on the basis of disability by public entities. The CONSULTANT agrees to post in conspicuous places available to
employees and applicants for employment any notices provided by the AUTHORITY setting forth the provisions of this non-discrimination clause.

15. Notice. All notices required by this Agreement shall be given to the AUTHORITY and CONSULTANT in writing, by first class mail, postage prepaid, addressed as follows:

AUTHORITY: Rethink Waste
610 Elm Street, Suite 202
San Carlos, CA 94070
Attention: Program Manager Name and Title
Grant Ligon, Management Analyst III

CONSULTANT: Contractor
Contact Address
Phone:
Email:

16. Non-Assignment. This Agreement is not assignable either in whole or in part.

17. Amendments. This Agreement may be amended or modified only by written agreement signed by both parties.

18. Validity. The invalidity in whole or in part of any provision of this Agreement shall not void or affect the validity of any other provision of this Agreement.

19. Governing Law. This Agreement shall be governed by the laws of the State of California and any suit or action initiated by either party shall be brought in the County of San Mateo, California. In the event of litigation between the parties hereto to enforce any provision of the Agreement, the unsuccessful party will pay the reasonable attorney’s fees and expenses of litigation of the successful party.

20. Mediation. Should any dispute arise out of this Agreement, the parties shall meet in mediation and attempt to reach a resolution with the assistance of a mutually acceptable mediator. Neither party shall be permitted to file legal action without first meeting in mediation and making a good faith attempt to reach a mediated resolution. The costs of the mediator, if any, shall be paid equally by the parties. If a mediated settlement is reached neither party shall be deemed the prevailing party for purposes of the settlement and each party shall bear its own legal costs.

21. Conflict of Interest. VENDOR may serve other clients, but none that would place VENDOR in a "conflict of interest" as that term is defined in State law.
22. **Entire Agreement.** This Agreement, including Exhibits A, B, and C, comprises the entire Agreement.

IN WITNESS WHEREOF, the parties hereto have caused this Agreement to be executed on the date first above written by their respective officers duly authorized in that behalf.

SOUTH BAYSIDE WASTE MANAGEMENT AUTHORITY

Dated: ____________________________

Joe LaMariana, Executive Director
(for contracts less than $50,000)
[REMOVE signature line if $50,000 or more]

Dated: ____________________________

NAME, Board President
(for contracts $50,000 or more)
[REMOVE signature line if less than $50,000]

ATTEST:

Dated: ____________________________

Cyndi Urman, Board Secretary

APPROVED AS TO FORM

Dated: ____________________________

Jean Savaree, Legal Counsel

CONSULTANT

Dated: ____________________________

Type Name & Title of CONSULTANT
Authorized to Sign
EXHIBIT A

SCOPE OF WORK, WORK SCHEDULE, AND FEE SCHEDULE FOR

[ENTER PROJECT TITLE]
EXHIBIT B

SAMPLE INVOICE
EXHIBIT C

INSURANCE FORMS

CONSULTANT shall provide, in addition to the Certificates of Insurance, original Endorsement affecting the coverages specified in Section 12 - INSURANCE of the Agreement on the attached form. No substitute form will be accepted.

ATTACHED

1. Insurance Coverage Form
This **INSURANCE COVERAGE FORM** modifies or documents insurance provided under the following:

**Named Insured:** ________________________________ **Effective Work Date(s):** ________________

**Description of Work/Locations/Vehicles:**

**ADDITIONAL INSURED:** South Bayside Waste Management Authority (SBWMA)
610 Elm Street Suite 202, San Carlos, CA 94070
**Attention:** ________________________________

**Contract Administrator**

<table>
<thead>
<tr>
<th>Endorsement and Certificates of Insurance Required</th>
<th>Insurer</th>
<th>Policy No.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>General Liability:</strong> (a) activities performed by or on behalf of the Named Insured, (b) products and completed operations of the Named Insured, (c) premises owned, leased occupied or used by the Named Insured, and/or (d) permits issued for operations performed by the Named Insured. {Note: MEETS OR EXCEEDS ISO Form # CG 20 10 11 85}</td>
<td><strong>Insurer</strong></td>
<td><strong>Policy No.</strong></td>
</tr>
<tr>
<td><strong>Auto Liability:</strong> the ownership, operation, maintenance, use, loading or unloading of any auto owned, leased, hired or borrowed by the Named Insured, regardless of whether liability is attributable to the Named Insured or a combination of the Named Insured and the Additional Insured, its elected or appointed officers, officials, employees or volunteers.</td>
<td><strong>Insurer</strong></td>
<td><strong>Policy No.</strong></td>
</tr>
<tr>
<td><strong>Other:</strong></td>
<td><strong>Insurer</strong></td>
<td><strong>Policy No.</strong></td>
</tr>
</tbody>
</table>

**Certificates of Insurance Required (no endorsement needed) (Check all that apply)**

<table>
<thead>
<tr>
<th>Certificate of Insurance Required</th>
<th>Insurer</th>
<th>Policy No.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Workers Compensation:</strong> work performed by employees of the Named Insured while those employees are engaged in work under the simultaneous directions and control of the Named Insured and the Additional Insured.</td>
<td><strong>Insurer</strong></td>
<td><strong>Policy No.</strong></td>
</tr>
<tr>
<td><strong>Professional Liability:</strong></td>
<td><strong>Insurer</strong></td>
<td><strong>Policy No.</strong></td>
</tr>
</tbody>
</table>

**PRIMARY/NON-CONTRIBUTORY:** This insurance is primary and is not additional to or contributing with any other insurance carried by or for the benefit of Additional Insureds.

**SEVERABILITY OF INTEREST:** The insurance afforded by this policy applies separately to each insured who is seeking coverage or against whom a claim is made or a suit is brought, except with respect to the insurer’s limit of liability.

**PROVISIONS REGARDING THE INSURED’S DUTIES AFTER ACCIDENT OR LOSS:** Any failure to comply with reporting provisions of the policy shall not affect coverage provided to the Additional Insured, its elected or appointed officers, officials, employees, or volunteers.

**CANCELLATION NOTICE** The insurance afforded by this policy shall not be suspended, voided, canceled, reduced in coverage or in limits except after thirty (30) days’ prior written notice (ten (10) days if canceled due to non-payment) by regular mail return receipt requested has been given to the Additional Insured. Such notice shall be addressed as shown above.

**WAIVER OF SUBROGATION:** The insurer(s) named above agree to waive all rights of subrogation against the CITY, its elected or appointed officers, officials, agents, volunteers and employees for losses paid under the terms of this policy which arise from work performed by the Named Insured for the CITY.

Nothing herein contained shall vary, alter or extend any provision or condition of the Policy other than as above stated.

**SIGNATURE OF INSURER OR AUTHORIZED REPRESENTATIVE OF THE INSURER**

I, ________________________________ (print/type name), warrant that I have authority to bind the above-named insurance company and by my signature hereon do so bind this company.

**SIGNATURE OF AUTHORIZED REPRESENTATIVE (original signature required)**

**ORGANIZATION:** ___________________________________ **TITLE:** ________________________________

**ADDRESS:** __________________________________________

**TELEPHONE:** (_____) ____________________________ **DATE ISSUED:** ____________________________