



Evaluation Toolkit for Metro Waste Reduction Education Youth Programs

RFP 12-1943

Metro Sustainability Department

600 NE Grand Ave.
Portland, OR 97232
503-797-1700

Project Manager

Sara Kirby
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503-797-1521

Department Procurement Staff

Kim Bardes
Kim.bardes@oregonmetro.gov
503-797-1783

Notice is hereby given that proposals for RFP 12-1943 for Evaluation Toolkit for Metro Waste Reduction Education Youth Programs shall be received by Metro, 600 NE Grand Avenue, Portland OR 97232 until close of business on August 16, 2011. It is the sole responsibility of the proposer to ensure that Metro receives the Proposal by the specified date and time. Proposals may be mailed, delivered or emailed. Proposers shall review all instructions and contract terms and condition.

Request for Proposals - Informal (RFP 12-1943)

I. INTRODUCTION

The Sustainability Department of Metro, a metropolitan service district organized under the laws of the State of Oregon and the Metro Charter, located at 600 NE Grand Avenue, Portland, OR 97232-2736, is requesting proposals for Evaluation Toolkit for Metro Waste Reduction Education Youth Programs. Proposals will be due as indicated on the RFP cover page.

Details concerning the project and proposal are contained in this document.

II. BACKGROUND/HISTORY OF PROJECT

For over 20 years Metro has provided recycling and waste reduction education programs to students of the Portland metropolitan region with the goal of decreasing the toxicity and amount of waste disposed. In recent years waste reduction education programs have shifted from an end-of-life, knowledge-based focus on recycling to include a more “upstream” focus on reducing and reusing. Waste reduction education programs are charged with forming or changing youth behavior around waste prevention (reducing and reusing) and waste reduction (recycling and composting) topics, yet to date, have been unable to accurately measure if programs are successful at forming or changing behavior. Past in-house efforts have centered on measuring changes in knowledge, a poor predictor of changes in behavior. More recent in-house evaluation efforts have centered on measuring changes in attitude, value and self-efficacy.

Metro waste reduction education programs take place in Metro region schools and include: kindergarten-3rd grade puppet shows, kindergarten-5th grade classroom presentations, 3rd-5th grade assembly show, 6th-8th grade classroom presentations, 6th-8th grade assembly show and 9th-12th grade classroom presentations. Additional information and program descriptions for Metro’s waste reduction education programs can be found at www.oregonmetro.gov/schools.

Through this proposed contract, Metro is seeking a comprehensive, research-based evaluation plan to measure changes in behavior, or changes in a suitable proxy, in k-12 youth of the region as a result of waste reduction education programs. The proposed contract provides Metro an achievable, reasonable, cost-effective approach to evaluating for behavior adoption and/or change in the region’s k-12 youth as a result of waste reduction education programs. This evaluation plan will be replicable by in-house staff.

III. PROPOSED SCOPE OF WORK/SCHEDULE

Metro is seeking proposals from qualified firms to perform the following services and to deliver the products described:

Tasks:

1. Synthesis of current research and literature review on best practices for evaluating for behavior adoption or change in k-12 youth as achieved through non-formal education programs.
2. Logic models connecting results from the research, Metro waste reduction education program objectives and outcomes, evaluation questions and tools.
3. Program-specific, audience-appropriate, evaluation tools (surveys, mind maps, rubrics, interview techniques, etc).
4. A pilot test of evaluation tools with the intended audience for validation.
5. Evaluation administration and data collection protocols
6. Data collection spreadsheets and data entry protocols, to be determined by the proposed statistical analysis needs.

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7. Data analysis, protocols on how to conduct future sample analysis as well as a thorough description and interpretation of the statistics used.
8. Conduct a sample using work products from tasks 2-7 for all agreed-upon waste reduction education programs from February 2012 – May 2012.
9. Provide the findings, logic models, tools, protocols, statistics information and spreadsheets as well as sample results in a plainly written final report (PDF and Word format) to Metro no later than June 15, 2012.
10. Schedule:
 - a. Task 1 should be complete and submitted for review with the Metro project manager no later than November 11, 2011; meet with Metro project manager and project team no later than November 25, 2011 to review results and determine how Task 1 results inform subsequent tasks.
 - b. Tasks 2, 3, 4, 5, 6 & 7 to be completed by February 3, 2012; including weekly progress check-ins by phone or email with Metro project manager. Meet to review draft findings and sample implementation plan with Metro project manager and project team no later than February 15, 2012.
 - c. Task 8 to be completed no later than May 18, 2012.
 - d. Draft of final report due to Metro project manager no later than June 1, 2012.
 - e. Final report, all work products, electronic and paper files due to Metro project manager no later than June 15, 2012. Final presentation of findings to Metro project manager and project team no later than June 29, 2012.

Metro will develop a more detailed list of specific information desired from this evaluation project in concert with the successful proposer based on the Scope of Work presented above. This contract is expected to begin in October 2011 and must conclude by June 30, 2012.

IV. QUALIFICATIONS/EXPERIENCE

Proposers shall have the following experience:

- (1) Experience conducting research, literature searches and other forms of information gathering.
- (2) Experience with outcome-based, non-formal education program evaluation for k-12 youth; experience with attitude, value or behavior change evaluation preferred.
- (3) Experience constructing and using logic models.
- (4) Experience with statistical analysis and presentation of analysis.
- (5) Experience performing a similar project for a public agency for non-formal education institution.

V. PROJECT ADMINISTRATION

Sara Kirby is the project manager for Metro. Proposer shall identify one point of contact for the resulting contract.

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VI. PROPOSAL INSTRUCTIONS

A. Submission of Proposals

5 copies of the proposal shall be mailed or hand-delivered to Metro, addressed to:
Metro Sustainability Department
Attention: Sara Kirby, RFP 12-1943
600 NE Grand Avenue
Portland, OR 97232-2736

Proposals can also be emailed to the following:

Sara.kirby@oregonmetro.gov

B. Deadline

Proposals will not be considered if received after the date and time indicated on the RFP cover page.

C. RFP as Basis for Proposals:

This Request for Proposals represents the most definitive statement Metro will make concerning the information upon which Proposals are to be based. Any verbal information which is not addressed in this RFP will not be considered by Metro in evaluating the Proposal. All questions relating to this RFP should be addressed to Kim Bardes, Kim.bardes@oregonmetro.gov. Any questions, which in the opinion of Metro, warrant a written reply or RFP amendment will be furnished to all parties receiving this RFP. Metro may not respond to questions received after 3:00 p.m. on August 8, 2011.

D. Information Release

All Proposers are hereby advised that Metro may solicit and secure background information based upon the information, including references, provided in response to this RFP. By submission of a proposal all Proposers agree to such activity and release Metro from all claims arising from such activity. In Accordance with Oregon Public Records Law (ORS 192), proposals submitted will be considered part of the public record, except to the extent they are exempted from disclosure.

E. Minority, Women and Emerging Small Business Program

In the event that any subcontracts are to be utilized in the performance of this agreement, the Proposer's attention is directed to Metro Code provisions 2.04.100, which encourages the use of minority, women and emerging small businesses (MWESB) to the maximum extent practical. Copies of these MWESB requirements are available from the Metro Procurement Office, 600 NE Grand Avenue Portland, OR 97232, 503-797-1648.

VII. PROPOSAL CONTENTS

The proposal should contain no more than 16 pages of written material (excluding biographies and brochures, which may be included in an appendix), describing the ability of the consultant to perform the work requested, as outlined below. The proposal should be submitted on recyclable, double-sided recycled paper (post consumer content). No waxed page dividers or non-recyclable materials should be included in the proposal.

A. Transmittal Letter: Indicate who will be assigned to the project, who will be project manager, and that the proposal will be valid for ninety (90) days.
-- 1page

B. Approach/Project Work Plan: Demonstrate an understanding of the proposed scope of work. Describe how the work will be done within the given timeframe and budget. Include a proposed work plan and schedule.
-- 5 pages

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- C. Staffing/Project Manager Designation: Identify specific personnel assigned to major project tasks, their roles in relation to the work required, percent of their time on the project, and special qualifications they may bring to the project. Include resumes of individuals proposed for this contract.

Metro intends to award this contract to a single firm to provide the services required. Proposals must identify a single person as project manager to work with Metro. The consultant must assure responsibility for any subconsultant work and shall be responsible for the day-to-day direction and internal management of the consultant effort.

-- 3 pages

- D. Experience: Indicate how your firm meets the experience requirements listed in section IV. of this RFP. List projects conducted over the past five years which involved services similar to the services required here. For each of these other projects, include the name of the customer contact person, his/her title, role on the project, and telephone number. Identify persons on the proposed project team who worked on each of the other projects listed, and their respective roles.

-- 3 pages

- E. Cost/Budget: Present the proposed cost of the project, including a cost breakdown by task, and the proposed method of compensation. List hourly rates for personnel assigned to the project, total personnel expenditures, support services, and subconsultant fees (if any). Requested expenses should also be listed. Metro has established a budget not to exceed \$30,000 for this project.

-- 2 pages

- F. Diversity in Employment and Contracting:

- Work Force Diversity – Describe your work force demographics (number of employees, race and gender) and the measurable steps taken to ensure a diverse work force, including company policies and practices that promote the hiring and retention of women and ethnic minorities.
- Diversity in Contracting – Describe your history of working with diverse firms, including any MWESB-certified firms. Describe a project for which you worked with minorities, women or emerging small businesses. Please provide the project name, method used to achieve participation – for example, joint ventures, subcontracts or purchase of equipment or supplies from a certified firm – and the dollar amount or percentage of the project budget expended on such participation.
- Diversity of Firm – Describe the ownership of your firm and whether or not your firm is certified by the State of Oregon as an MBE, WBE or ESB. Provide certification number, if applicable.

-- 1 page

- G. Exceptions to Standard Agreement and RFP: Carefully review the Standard Agreement attached hereto as Exhibit A and incorporated herein. This is the standard agreement that successful respondents to this RFP will be required to execute. RFP respondents wishing to propose any exceptions or alternative clauses to the agreement or to any specified criteria within this RFP must propose those exceptions or alternative clauses in their Proposal; Metro shall not be required to consider contract revisions proposed during contract negotiation and award. Proposed exceptions or alternative clauses should be accompanied by explanatory comments that are succinct, thorough and clear.

-- 1 page

VIII. GENERAL PROPOSAL/CONTRACT CONDITIONS

- A. Limitation and Award: This RFP does not commit Metro to the award of a contract, nor to pay any costs incurred in the preparation and submission of proposals in anticipation of a contract. Metro reserves the right to waive minor irregularities, accept or reject any or all proposals received as the result of this request, negotiate with all qualified sources, or to cancel all or part of this RFP.

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- B. Billing Procedures: Proposers are informed that the billing procedures of the selected firm are subject to the review and prior approval of Metro before reimbursement of services can occur. Contractor's invoices shall include an itemized statement of the work done during the billing period, and will not be submitted more frequently than once a month. Payment shall be made by Metro on a Net 30 day basis upon approval of Contractor invoice.
- C. Validity Period and Authority: The proposal shall be considered valid for a period of at least ninety (90) days and shall contain a statement to that effect. The proposal shall contain the name, title, address, and telephone number of an individual or individuals with authority to bind any company contacted during the period in which Metro is evaluating the proposal.
- D. Conflict of Interest. A Proposer filing a proposal thereby certifies that no officer, agent, or employee of Metro or Metro has a pecuniary interest in this proposal or has participated in contract negotiations on behalf of Metro; that the proposal is made in good faith without fraud, collusion, or connection of any kind with any other Proposer for the same call for proposals; the Proposer is competing solely in its own behalf without connection with, or obligation to, any undisclosed person or firm.
- E. Equal Employment and Nondiscrimination Clause Metro and its contractors will not discriminate against any person(s), employee or applicant for employment based on race, color, religion, sex, national origin, age, marital status, familial status, gender identity, sexual orientation, disability for which a reasonable accommodation can be made, or any other status protected by law. Metro fully complies with Title VI of the Civil Rights Act of 1964 and related statutes and regulations in all programs and activities. For more information, or to obtain a Title VI Complaint Form, see www.oregonmetro.gov.

IX. EVALUATION OF PROPOSALS

- A. Evaluation Procedure: Proposals received that conform to the proposal instructions will be evaluated. The evaluation will take place using the evaluation criteria identified in the following section. Interviews may be requested prior to final selection of one firm. Award shall be made to the highest ranked Proposer based on the stated evaluation criteria. In the event negotiations are unsuccessful, Metro reserves the right to negotiate with the next highest ranked firms.
- B. Evaluation Criteria: This section provides a description of the criteria which will be used in the evaluation of the proposals submitted to accomplish the work defined in the RFP.

		Percentage of Total Score
—	Project Work Plan/Approach	
	1. Demonstration of understanding of the project objectives	15
	2. Performance methodology	15
—	Project Staffing Experience	
	1. Project consultant	15
	2. Commitment to project	15
	Diversity in Employment and Contracting	
	1. Diversity in the workforce	5
	2. Diversity in contracting	5
	3. Diversity of firm	5
—	Budget/Cost Proposal	
	1. Projected cost/benefit of proposed work plan/approach	15
	2. Commitment to budget and schedule parameters	10
		100%



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X. NOTICE TO ALL PROPOSERS -- STANDARD AGREEMENT

The attached agreement is a standard contract approved for use by the Office of Metro Attorney. This is the contract the successful Proposer will enter into with Metro; it is included for your review prior to submitting a proposal. Any suggested revisions to these contract terms must be included in the Proposal. Metro shall not be required to consider issues raised during contract award.

Personal Services Agreement

For Personal Services up to \$50,000

Metro Contract No. XXXXXX

THIS AGREEMENT is between Metro, a metropolitan service district organized under the laws of the State of Oregon and the Metro Charter, located at 600 N.E. Grand Avenue, Portland, OR 97232-2736, and Company Name, referred to herein as "Contractor," located at address, City, State Zip.

In exchange for the promises and other consideration set forth below, the parties agree as follows:

1. Duration. This personal services agreement shall be effective Month XX, 201X and shall remain in effect until and including Month XX, 201X, unless terminated or extended as provided in this Agreement. IF CONTRACT IS SUBJECT TO RENEWAL OR EXTENSION, INCLUDE SUCH LANGUAGE i.e. This agreement may be renewed or extended for XX additional one-year periods at Metro's sole discretion.
2. Scope of Work. Contractor shall provide all services and materials specified in the attached "Attachment A -- Scope of Work," which is incorporated into this Agreement by reference. All services and materials shall be provided by Contractor in accordance with the Scope of Work, in a competent and professional manner. To the extent that the Scope of Work contains additional contract provisions or waives any provision in the body of this Agreement, the Scope of Work shall control.
3. Payment. Metro shall pay Contractor for services performed and materials delivered in the amount(s), manner and at the time(s) specified in the Scope of Work for a maximum sum not to exceed XXXXXXXXXXXXXXXXXXXX AND XX/100THS DOLLARS (\$XXXXXX.XX). Payment shall be made by Metro on a Net 30 day basis upon approval of Contractor invoice.
4. Insurance. Contractor shall purchase and maintain at the Contractor's expense, the following types of insurance, covering the Contractor, its employees, and agents:
 - (a) The most recently approved ISO (Insurance Services Office) Commercial General Liability policy, or its equivalent, written on an occurrence basis, with limits not less than \$1,000,000 per occurrence and \$1,000,000 aggregate. The policy will include coverage for bodily injury, property damage, personal injury, contractual liability, premises and products/completed operations. Contractor's coverage will be primary as respects Metro;
 - (b) Automobile insurance with coverage for bodily injury and property damage and with limits not less than minimum of \$1,000,000 per occurrence;
 - (c) Workers' Compensation insurance meeting Oregon statutory requirements including Employer's Liability with limits not less than \$500,000 per accident or disease; and
 - (d) If required by the Scope of Work, Professional Liability Insurance, with limits of not less than \$1,000,000 per occurrence, covering personal injury and property damage arising from errors, omissions or malpractice.

Metro, its elected officials, departments, employees, and agents shall be named as ADDITIONAL INSUREDS on Commercial General Liability and Automobile policies.

Contractor shall provide to Metro 30 days notice of any material change or policy cancellation.

Contractor shall provide Metro with a Certificate of Insurance complying with this article upon return of the Contractor signed agreement to Metro.

5. Indemnification. Contractor shall indemnify and hold Metro, its agents, employees and elected officials harmless from any and all claims, demands, damages, actions, losses and expenses, including attorney's fees, arising out of or in any way connected with its performance of this Agreement, or with any patent infringement or copyright claims arising out of the use of Contractor's designs or other materials by Metro and for any claims or disputes involving subcontractors.
6. Maintenance of Records. Contractor shall maintain all of its records relating to the Scope of Work on a generally recognized accounting basis and allow Metro the opportunity to inspect and/or copy such records at a convenient place during normal business hours. All required records shall be maintained by Contractor for six years after Metro makes final payment and all other pending matters are closed.
7. Ownership of Documents. All documents of any nature including, but not limited to, reports, drawings, works of art and photographs, produced by Contractor pursuant to this Agreement are the property of Metro, and it is agreed by the parties that such documents are works made for hire. Contractor hereby conveys, transfers, and grants to Metro all rights of reproduction and the copyright to all such documents.

Personal Services Agreement

8. **Project Information.** Contractor shall share all project information and fully cooperate with Metro, informing Metro of all aspects of the project including actual or potential problems or defects. Contractor shall abstain from releasing any information or project news without the prior and specific written approval of Metro.
9. **Independent Contractor Status.** Contractor shall be an independent contractor for all purposes and shall be entitled only to the compensation provided for in this Agreement. Under no circumstances shall Contractor be considered an employee of Metro. Contractor shall provide all tools or equipment necessary to carry out this Agreement, and shall exercise complete control in achieving the results specified in the Scope of Work. Contractor is solely responsible for its performance under this Agreement and the quality of its work; for obtaining and maintaining all licenses and certifications necessary to carry out this Agreement; for payment of any fees, taxes, royalties, or other expenses necessary to complete the work except as otherwise specified in the Scope of Work; and for meeting all other requirements of law in carrying out this Agreement. Contractor shall identify and certify tax status and identification number through execution of IRS form W-9 prior to submitting any request for payment to Metro.
10. **Right to Withhold Payments.** Metro shall have the right to withhold from payments due to Contractor such sums as necessary, in Metro's sole opinion, to protect Metro against any loss, damage, or claim which may result from Contractor's performance or failure to perform under this Agreement or the failure of Contractor to make proper payment to any suppliers or subcontractors.
11. **State and Federal Law Constraints.** Both parties shall comply with the public contracting provisions of ORS chapters 279A, 279B and 279C and the recycling provisions of ORS 279B.025 to the extent those provisions apply to this Agreement. All such provisions required to be included in this Agreement are incorporated herein by reference. Contractor shall comply with all applicable requirements of federal and state civil rights and rehabilitation statutes, rules and regulations including those of the Americans with Disabilities Act.
12. **Situs.** The situs of this Agreement is Portland, Oregon. Any litigation over this agreement shall be governed by the laws of the State of Oregon and shall be conducted in the Circuit Court of the state of Oregon for Multnomah County, or, if jurisdiction is proper, in the U.S. District Court for the District of Oregon.
13. **Assignment.** This Agreement is binding on each party, its successors, assigns, and legal representatives and may not, under any circumstance, be assigned or transferred by either party without Metro's written consent.
14. **Termination.** This Agreement may be terminated by mutual consent of the parties. In addition, Metro may terminate this Agreement by giving Contractor seven (7) days prior written notice of intent to terminate, without waiving any claims or remedies it may have against Contractor. Termination shall not excuse payment for expenses properly incurred prior to notice of termination, but neither party shall be liable for indirect or consequential damages arising from termination under this section.
15. **No Waiver of Claims.** The failure to enforce any provision of this Agreement shall not constitute a waiver by Metro of that or any other provision.
16. **Modification.** Notwithstanding and succeeding any and all prior agreement(s) or practice(s), this Agreement constitutes the entire Agreement between the parties, and may only be expressly modified in writing(s), signed by both parties.

CONTRACTOR

METRO

By _____

By _____

Print Name _____

Print Name _____

Date _____

Date _____

Scope of Work – Attachment A

Metro Contract No. XXXXXX

1. Purpose and Goal of Work

2. Description of the Scope of Work

3. Deliverables/Outcomes

4. Payment and Billing

Contractor shall perform the above work for a maximum price not to exceed XXXXXXX AND XX/100TH DOLLARS (\$XXXXXX.XX).

INCLUDE HOURLY RATES OR TASK BASED PAYMENTS IF APPLICABLE

The maximum price includes all fees, costs and expenses of whatever nature. Each of Metro's payments to Contractor shall equal the percentage of the work Contractor accomplished during the billing period. Contractor's billing invoices will include an itemized statement of work done and expenses incurred during the billing period, will not be submitted more frequently than once a month, and will be sent to Metro, Attention: Accounts Payable, 600 NE Grand Avenue, Portland, OR 97232-2736. Payment shall be made by Metro on a Net 30 day basis upon approval of Contractor invoice.