



DONALD L. WOLFE, Director

COUNTY OF LOS ANGELES

DEPARTMENT OF PUBLIC WORKS

"To Enrich Lives Through Effective and Caring Service"

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IN REPLY PLEASE

REFER TO FILE: **AS-0**

November 8, 2007

REQUEST FOR PROPOSALS – ADDENDUM 1 REGIONAL USED MOTOR OIL AND FILTER RECYCLING COLLECTION AND PUBLIC EDUCATION PROGRAM (2007-AN064)

Thank you for attending our mandatory Proposers' Conference for Regional Used Motor Oil and Filter Recycling Collection and Public Education Program (2007-AN064) held on Tuesday, November 6, 2007. The following clarifications and revisions were made to the Request for Proposals (RFP). (Please note that **bold** text has been added and text that has a ~~strikethrough~~ has been deleted from the RFP.)

1. Part I, Section 2.5, Work Plan (page 1.9) has been revised to include the following:

5. **Work Plan**

Proposer's work plan shall describe/include the procedures, techniques, and methods that will be employed in meeting the objectives outlined in Exhibit A, Scope of Work. These may include personnel management, training, subcontracting, recruitment and replacement, supervision, supplies, equipment, uniforms, identification badges, safety, communications, and quality control.

Proposer's work plan must include all the items listed in the Scope of Work and Section 4.D, Evaluation Criteria, specifically Item 4, Work Plan, which is reflected in this Addendum.

Please note that although not listed under the Scope of Work requirements, proposals that include letters of commitment from potential corporate partners who will provide resources to further the aims of this program will receive extra bonus points in their evaluation, one bonus point for every letter of commitment, up to a maximum of five bonus points.

2. Part I, Section 4.D, Evaluation Criteria, Item 4, Work Plan (page 1.23) has been revised to include the following:

~~4. — Work Plan (40 points)~~

~~Scoring of the Proposer's detailed Work Plan will be based on the extent to which it demonstrates that the Proposer is likely to fulfill the tasks and requirements as set forth in Exhibit A, Scope of Work; demonstrates creativity and innovation that exceed the minimum requirements of the Scope of Work; responds to contingencies and emergencies; renders timely and responsive service to Public Works; and exceeds a workmanlike level of quality in the service and work product produced. The evaluation committee may make this determination from all relevant information presented or obtained, which may include, but is not limited to, Proposer's written Work Plan, schedules, procedures, techniques, and methods that will be employed in meeting the objectives outlined in Exhibit A, Scope of Work. These may include personnel management, training, subcontracting, recruitment and replacement, supervision, supplies, equipment, uniforms, identification badges, safety, communications, and quality control.~~

~~Please note that creativity and innovation may include, but not limited to, creativeness on ads, presentation of new ideas or methods on how to best reach, communicate, and motivate the target audiences, creative use of media, etc. Proposer's work plan must be clear and must be able to serve as a stand alone document.~~

~~Significant unacceptable weakness in any of the Work Plan subject areas may result in a low or zero score. A score of zero in this evaluation category is unacceptable and may result in rejection of the Proposal as nonresponsive.~~

4. Work Plan (40 points)

The Work Plan will be evaluated based on the five separate categories listed below. Each category will be scored separately according to the requirements listed for each category. Please note that creativity and innovation may include, but is not limited to, creativeness on ads, presentation of new ideas or methods on how to best reach, communicate, and motivate the target audiences, creative use of media, etc. Proposer's work plan must be clear and must serve as a stand alone document.

Significant unacceptable weakness in any of the Work Plan categories may result in a low or zero score for that category. A score of zero in more than one of the categories listed below is unacceptable and may result in an overall score of zero for Work Plan and may result in rejection of the Proposal as nonresponsive.

Category 1 (20 points): Comprehensive Regional Used Motor Oil and Filter Recycling Collection and Public Education Plan (Education Plan) - Task 1

Scoring of the Proposer's detailed Work Plan for Category 1 will be based on the extent to which it demonstrates that the Proposer is likely to fulfill the tasks and requirements as set forth in Exhibit A, Scope of Work; demonstrates creativity and innovation that exceed the minimum requirements of the Scope of Work; responds to contingencies and emergencies; renders timely and responsive service to Public Works; and exceeds a workmanlike level of quality in the service and work product produced. The evaluation committee may make this determination from all relevant information presented or obtained, which may include, but is not limited to, Proposer's written Work Plan, schedules, procedures, techniques, and methods that will be employed in meeting the objectives outlined in Exhibit A, Scope of Work. These may include personnel management, training, subcontracting, recruitment and replacement, supervision, supplies, equipment, uniforms, identification badges, safety, communications, and quality control.

The Work Plan for this category shall at a minimum address the following:

- **How the Proposer's Education Plan indicates the overall communication campaign objectives and strategy that would tie all campaign elements together. The Proposer's Education Plan must also fully explain and describe a comprehensive used motor oil and filter collection program and public education elements that will address the needs of DIYers from different ethnic groups, effectively communicate, and motivate DIYers to recycle used oil and oil filters and take them to a certified collection center (CCCs) or collection events.**

- How all campaign elements proposed in Tasks 2 through 11 support the Proposer's Education Plan and contribute to the success of the overall Education Program. The Proposer must fully explain, describe, and clearly show how each campaign element in Task 2 through 11 will be effectively used to implement and support the Education Plan.
- While the use of traditional media and outreach have been effective, the Education Plan must also demonstrate an out-of-the-box approach on how to best reach the target audiences, such as creativity on ads, new media, new methods, explore activities or events where DIYers will be receptive to the message, etc. Any proposed new ideas or approach must be measurable for its effectiveness. The Proposer must indicate the type of evaluation methods that will be used to measure its effectiveness.

Category 2 (5 points): Creative Development Plan, Advertising and Outreach Materials, Promotional Materials, and Media/Media Relations Plan - Tasks 2 and 3

The Work Plan for this category shall at a minimum address the following:

- Identify creative campaign themes for the public education and outreach plan that are adaptable for languages targeting various ethnic groups, and how these themes will be used for promotions and event materials.
- Identify innovative media outlets to reach the target audiences and provide a rationale for the use of such suggested media outlets. The Proposer must also cite creative use of media, such as public affairs shows, news or editorial coverage, media participation in the events (remote broadcast, promotional PSAs, etc.), and other creative methods to increase public awareness and participation, and describe what additional media values from various media outlets to leverage the campaign can be achieved.
- How the proposed plan meets the requirements of Tasks 2 and 3 to support the Education Plan.

Category 3 (5 points): Temporary Collection Events, Oil Filter Exchange Events, and Special Events - Tasks 4 and 5

The Work Plan for this category shall at a minimum address the following:

- Indicate how many temporary collection events, oil filter exchange events, and special events the Proposer intends to accomplish, proposed locations and a justification on the number of proposed events and locations. The Proposer must also describe what these events entail, methods, or steps they will take in working with CCCs or encouraging them to participate and implement events, and list licensed vendors/transporters they intend to use for the collection and exchange events.
- How the proposed plan meets the requirements of Tasks 4 and 5 to support the Education Plan.
- Please refer to Exhibit A, Scope of Work, Tasks 4 and 5, for complete Scope of Work requirements for this category.

Category 4 (5 points): CCCs Outreach Plan, Oil Filter Program with Kragen, and CCCs Annual Site Visits - Tasks 6 and 7

The Work Plan for this category shall at a minimum address the following:

- Thoroughly describe proposed in-store promotions that will be implemented to drive DIYers to certified centers and identify prospective certified collection centers. These promotions must be measurable for their effectiveness. The Proposer must indicate the type of evaluation methods that will be used to measure their effectiveness.
- Provide a logistical recommendation on how to manage the ongoing oil filter collection program with participating Kragen stores that will ensure efficient coordination with Asbury Environmental Services.
- How the proposed plan meets the requirements Tasks 6 and 7 to support the Education Plan.

- Please refer to Exhibit A, Scope of Work, Tasks 6 and 7, for complete Scope of Work requirements for this category.

Category 5 (5 points): Program Evaluation/Final Report - Tasks 9 and 10

The Work Plan for this category shall at a minimum address the following:

- The Proposer must provide proposed research studies and evaluations that will measure the success of the campaign in terms of high awareness, increase in the amount of oil and filters collected, participation at collection events, traffic at certified collection centers for recycling, etc.
 - How the proposed plan to meets the requirements of Tasks 9 and 10 to support the Education Plan.
 - Please refer to Exhibit A, Scope of Work, Tasks 9 and 10 for complete Scope of Work requirements for this category.
3. Contact information for both CSK Auto, Inc. (Kragen) and Asbury Environmental Services is as follows:

CSK Auto, Inc. (Kragen)

Terri Bulter
Environmental Affairs Manager
Telephone: (602) 631-7057
Fax: (602) 294-7057
E-mail: tbuttler@cskauto.com

Asbury Environmental Services

Miranda Munger
Telephone: (310) 886-1810, Ext. 315
Fax: (310) 898-1608

4. Enclosed is a listing of the Used Oil Block Grant regional participants (Enclosure A).

We will address the remaining issues discussed at the Proposer's Conference will follow soon hereafter.

It is to your benefit to fully review and understand the revisions that have been made to the RFP. Sealed proposals must be submitted to the Public Works Cashier by the below-mentioned deadline.

November 5, 2007

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If you have questions concerning the above information, please contact Ms. Jeanette Arismendez at (626) 458-4050, Monday through Thursday, 7 a.m. to 5:45 p.m.

Please note that if it is discovered that a Proposer contacted and received material from any County personnel other than Ms. Arismendez, regarding this solicitation, the County, in its sole determination, may disqualify their proposal from further consideration.

The deadline to submit proposals is **Wednesday, November 21, 2007, at 5:30 p.m.**

Very truly yours,

DONALD L. WOLFE
Director of Public Works

A handwritten signature in black ink, appearing to read 'Ghayane Zakarian', is written over the printed name.

GHAYANE ZAKARIAN, Chief
Administrative Services Division

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Enc.

LIST OF USED OIL BLOCK GRANT REGIONAL PARTICIPANTS

UBG 9th Cycle Regional Participants

1. City of Alhambra
2. City of Artesia
3. City of Rosemead
4. City of San Fernando
5. City of South Pasadena

UBG 10th Cycle Regional Participants

1. City of Artesia
2. City of El Segundo
3. City of Rosemead
4. City of San Fernando
5. City of San Marino

UBG 11th Cycle Regional Participants

1. City of Artesia
2. City of La Canada-Flintridge
3. City of Rosemead
4. City of San Fernando
5. City of San Marino

UBG 12th Cycle Regional Participants

1. City of Alhambra
2. City of Artesia
3. City of El Segundo
4. City of La Canada Flintridge
5. City of Rosemead
6. City of San Fernando
7. City of San Marino