
5 SECTION 5 PROPOSAL EVALUATION PROCESS

6 5.1 GENERAL

7 Proposals submitted by the Proposers will be judged through the evaluation
8 process described in this section. The selected Proposers will be chosen based on the
9 outcome of this evaluation.

10 The following evaluation and selection process will be used:

11 ■ In order to be evaluated, proposals must comply with the following:

12 □ Proposers must have signed and submitted the Process Integrity
13 Guidelines by March 31, 2000.

14 □ Proposers must have attended the Pre-Proposal meeting.

15 □ Proposals must be received by the submission date.

16 □ Proposals must be submitted in conformance with Section 4 of the RFP
17 and all forms in Section 7 of the RFP must be completed in full.

18 □ Proposer's work plan must clearly demonstrate the ability to achieve the
19 minimum diversion requirement specified for each Service Type. If the work plan is deficient in
20 this area, a Proposer's proposal will be deemed non- responsive.

21 ■ All proposals received by the submission date as indicated in this RFP will be
22 catalogued and distributed for detailed evaluation. Proposers may be asked to attend personal
23 interviews to discuss their proposals.

24 ■ Based on the detailed evaluation, the proposals will be ranked in order of
25 preference and the highest ranked Proposers will be selected to negotiate and enter into an
26 Agreement for the requested services.

27 ■ If for any reason during the course of negotiations with the selected Proposer, the
28 City determines that a reasonable Agreement cannot be negotiated, the City reserves the right
29 to suspend negotiations with the selected Proposer, contact the next ranked Proposer and begin
30 negotiations for the purpose of signing an Agreement with that selected Proposer. The City
31 further reserves the right to enter into simultaneous negotiations with two or more Proposers if
32 reasonably competitive proposals are received for the same Service Types and Service
33 Districts.

34 5.2 PROPOSAL EVALUATION AND SELECTION METHODOLOGY

35 Proposal evaluation and Proposer selection will be based on an evaluation of the
36 six criteria listed alphabetically as follows:

37 ■ Business Risk

-
- 38 ■ Comparative Assessment
 - 39 ■ Cost Evaluation
 - 40 ■ Experience
 - 41 ■ Strength of Operations
 - 42 ■ Technical Capability

43 Final selection and Agreement award will be made by the City Council.

44 The following subsections provide a brief discussion of the evaluation criteria.

45 **5.2.1 Business Risk**

46 Each proposal will be evaluated to assess the relative business risk associated
47 with each proposed Proposer. Business risk evaluation criteria will include without limitation:

48 ■ Financing Capacity and Strength: The financing capacity and strength of the
49 Proposer will be considered in the City's evaluation of proposals. Proposals should address
50 Proposer's capacity and plans for responding to fluctuations in recyclable material markets, and
51 for making needed start-up investments in equipment.

52 ■ Environmental Indemnification: The type and degree to which the Proposer is
53 willing to provide indemnification to environmental liability (CERCLA, hazardous materials, etc.)
54 will be considered in the City's evaluation.

55 **5.2.2 Comparative Assessment**

56 The comparative assessment will provide a relative measure of how the
57 proposals compare to each other, based on the evaluation criteria described in this Section.

58 **5.2.3 Cost Evaluation**

59 The cost evaluation is intended to provide an equitable basis for cost comparison
60 between proposals. All cost information to be used in this evaluation will be as stated in the
61 proposal. The proposals will be reviewed to verify that the proposed costs are consistent with
62 the activities described in the proposal and the Proposer's operations and maintenance plans.
63 ***Proposers should note that while the cost evaluation is only one of several evaluation***
64 ***elements, the City strongly seeks to reduce the cost to its customers for Collection***
65 ***Services while improving the quality of service.***

66 **5.2.4 Experience**

67 The experience of each Proposer will be evaluated to determine the relative
68 ability of each Proposer to implement the program elements described in this RFP and to attain
69 the City objectives for solid waste management diversion. Experience evaluation criteria and
70 areas of experience to be considered will include without limitation:

71 ■ Implementation and administration of complex street sweeping, solid waste,
72 recyclable materials and yard trimming materials collection systems for single-family and multi-
73 family households, including equipment selection and route design;

74 ■ Successful operation of residential solid waste programs that achieve high
75 participation levels and diversion rates;

76 ■ Cost-effective processing and marketing of recyclable and yard trimming
77 materials, with demonstrated success in attaining highest and best uses for such materials;

78 ■ Demonstrated expertise in implementing and maintaining customer service
79 programs, including the development and use of performance measures and benchmarking;

80 ■ Previous experience in successfully designing and implementing transition plans,
81 relevant to this RFP;

82 ■ Experience in designing, implementing, and operating public education and
83 information programs that promote high participation and diversion; and

84 ■ Demonstrated expertise in designing and using data management systems to
85 assure accurate data collection, analysis and reporting.

86 Each Proposer's experience will be evaluated based on the information provided
87 in each proposal.

88 **5.2.5 Strength of Operations**

89 Each Proposer will be evaluated in terms of demonstrated performance with
90 regard to several operational considerations. The City is seeking to identify Proposers with
91 demonstrated commitment to high performance and quality management. These
92 considerations include, without limitation:

93 ■ Organizational Structure and Management: Proposals should include
94 qualifications and structure of project management team, relationships between management
95 team and corporate management, and internal controls;

96 ■ Environmental Stewardship: All environmental management policies and
97 activities related to the proposed activities should be described, including conversion to
98 alternative fuel vehicles, use of recycled products throughout operations, internal waste
99 reduction and reuse protocol, water and resource conservation activities within facilities (design,
100 construction and operation), and use of non-toxic products when possible. The Proposers
101 commitment to adhere to or exceed minimum voluntary standards, such as those of the
102 California Compost Quality Council (CCQC), or the US Composting Council's Seal of Testing
103 Assurance will be assessed and considered by the City. Plans to adhere to these and similar
104 guidelines should be outlined in the appropriate operational plans;

105 ■ Commitment to Equal Employment Opportunity;

106 ■ Public and Customer Communications (as set forth in the Public Education &
107 Outreach and Customer Service Plans; and

108 ■ Commitment to Employee and Public Safety.

109 **5.2.6 Technical Capability**

110 The purpose of the technical evaluation is to verify that the Proposer can meet
111 the proposed performance specifications and criteria on a long-term basis. Technical evaluation
112 criteria will include without limitation:

113 ■ Review of performance of services similar to those proposed by the Proposer;

114 ■ Review of the Proposer's detailed design and technical support data confirm the
115 performance predictions as represented in the proposal;

116 ■ Overall soundness of the system design and integration of separate elements of
117 the system;

118 ■ Demonstrated technical feasibility of equipment;

119 ■ Soundness of operations and equipment plans;

120 ■ Soundness of plan for transition to operations as described in proposal;

121 ■ Specifics of diversion plan(s) to achieve the respective minimum diversion rates
122 as specified in this RFP; and

123 ■ Ability to meet implementation schedule.

124 **5.3 FINAL SELECTION**

125 After evaluation of the submitted proposals, the City will develop a Qualified
126 Proposers List, and the City may issue an Invitation to Interview. After the evaluation and the
127 interview process is completed, City staff will recommend the top ranked Proposers to the City
128 Council. City Council will then make the final Agreement awards.