

## **INTRODUCTION**

### **Consulting Services for Environmental Public Education Program-2012/2013**

**Lexington-Fayette Urban County Government (LFUCG)** seeks proposals from qualified vendors to provide a Recycling, Waste Management, Water Quality and Energy Efficiency Public Education Program. This program will focus on the following environmental areas:

1. LiveGreenLexington Partner Program: includes recycling, stormwater pollution prevention, sanitary sewer and energy efficiency programs for:
  - Schools
  - Apartment Complexes
  - Businesses
2. Anti-Litter
3. Zero Waste Initiatives
4. Live Green Lexington Games

## **BACKGROUND**

LFUCG has expanded its outreach to schools, businesses, apartment complexes, groups, organizations and citizens via a variety of methods, including by contract. For purposes of this contract, businesses include groups, organizations and non-profit entities that are not residential in nature. While initially a waste-reduction and recycling education program, the original program has expanded in recent years to include stormwater and sanitary sewer pollution prevention, anti-litter initiatives and energy efficiency initiatives.

The successful proposer will be tasked with performing public education and outreach in these areas to Fayette County residents and businesses. The successful proposer should have program management/administration capability and a strong knowledge of public education and outreach. Proposers should be advised that if they lack expertise/experience in a particular area, they may team with other entities to provide the required expertise/experience. As an example, an entity that performs environmental education/outreach may team with an entity that is experienced in the energy field, etc. If proposers plan to submit a joint proposal, they must identify all the entities involved, their level of involvement, their role, and which will act as the lead agency (prime contractor and point of contact) on this project. Proposers may be “not for profit” entities or “for profit” entities.

### **Current programs:**

1. LiveGreenLexington Partners Program:  
This program provides technical support and educational assistance to schools, businesses, organizations and apartment complexes as they start or expand recycling programs, improve water quality, reduce litter, and become more energy efficient.

Approximately 100 schools (public and private), 120 apartment complexes and 370 businesses and nonprofit organizations participate in the Partners program. Any Fayette County school, apartment complex, organization or business is eligible to participate in this free program. Entities may participate in as many of the programmatic areas in which they wish to participate. All partners are recognized for their participation in the program. Additionally, a Go Green, Save Green workshop has been established to provide information and local case studies on the implementation of recycling, water quality, sanitary sewer and energy efficiency measures by Lexington businesses and apartment complexes.

2. **Anti-Litter:**  
LFUCG has had numerous anti-litter programs in place for several years. These include the Adopt-A-Spot program and litter reporting. The city has also applied for and received state litter grants to assist in the payment of programs to clean up roadside litter. In addition, LFUCG works with the Keep Lexington Beautiful Commission on the Great American Cleanup and other anti-litter initiatives.
  
3. **Zero Waste Initiatives:**  
LFUCG currently has a food waste collection pilot program in the Southland Drive neighborhood area, where residents have been educated on what material is acceptable. The city is currently involved in researching what other similar cities are doing with the plans to expand the food waste program. Work also has been done towards educating schools and businesses on composting.
  
4. **LiveGreenLexington Games:**  
In 2011-2012, LFUCG initiated a challenge to schools, nonprofit organizations, businesses and apartment complexes to reduce their environmental impact. The program is a friendly, year-long competition which challenges participants to reduce waste and increase recycling, conserve water and protect water quality, reduce litter, and become more energy efficient. Participants fill out scorecards at the start of the contest to establish their baseline and again at the end of the contest to demonstrate their progress in these areas. Organizations which improve the most are recognized at the end of the contest for their achievements. Training and education is provided to participants at no cost to the participants. More info on this initiative is available at <http://www.lexingtonky.gov/LiveGreenGames>

## **EVALUATION**

The LFUCG will accept proposals from qualified vendors. In general, the process will include a cost evaluation with consideration given to the following:

1. Specialized experience and technical competence of the person or firm with the type of service required.
2. Capacity of the person(s) or firm to perform the work, including any specialized services, within the time limitations. Respondents shall clearly identify personnel that will be assigned to specific activities, the anticipated number of hours each employee will work on this project, their work location, and the cost per hour.

3. Character, integrity, reputation, judgment, experience and efficiency of the person or firm;
4. Past record and performance on similar contracts with the LFUCG or other governmental agencies and private industry with respect to such factors as control of cost, quality or work, amount of outreach conducted, effective of outreach efforts, and ability to meet schedules;
5. The manner in which the proposer will perform the work. Bidders should describe in detail how they will structure the program, milestones, the manner in which they shall carry out the work and the resources they have to perform the work.
6. Familiarity with the details of the project.
7. Degree of local employment to be provided by the person(s) or firm in the performance of the contract by the person or firm. Respondents shall clearly identify work location for all applicable personnel.
8. Cost to perform the services relative to the level of services provided. Respondents shall clearly identify personnel that will be assigned to specific activities, the anticipated number of hours each employee will work on specific activities, and the cost per hour.

At the conclusion of the RFP process, vendors may be asked (at LFUCG discretion) to prepare and conduct, on the LFUCG premises in Lexington, a presentation of their proposed approach to providing the requested services. LFUCG will prepare the agenda. All associated costs will be the responsibility of the vendor.

At the time the bids are submitted, the Contractor shall include as part of the bid submittal the names of the subcontractors proposed for any part of the project. If the Contractor intends to use a Subcontractor for any phases of the project such Subcontractor shall be approved by the LFUCG.

## **SCOPE OF WORK (PROJECTS)**

### **1. LiveGreenLexington Partner Program**

#### **A. Outreach and Education to public and private schools regarding recycling**

1. Maintain contact and environmental education efforts with each school in Fayette County (public & private) and attend at least one faculty meeting (if allowable).
2. Review and revise (if necessary) any of the environmental and recycling curriculum at each school in Fayette County. Curriculum must meet educational guidelines set by the state. Align all waste reduction education materials used in schools with KY Department of Education Common Course Standards and Program Reviews and next generation of Science Standards, and Fayette County Public Schools curriculum maps.
3. Maintain and expand a comprehensive sustainable recycling program in schools, pre-school thru 12<sup>th</sup> grade. This program should include at a minimum:
  - Annual waste audits at each school
  - Comprehensive recycling plan including classrooms, lunchrooms, offices, janitorial staff and maintenance
  - Establishment of SOP's for all components of the recycling program

- Coordination with LFUCG and schools for collection of materials
  - Assistance in identifying ways to manage wastes which are difficult to recycle (printer cartridges, batteries, electronics, etc)
  - Special events/games recycling
4. Identify and initiate “Zero Waste” programs in 25 schools.
  5. Help identify new opportunities for cost savings for schools through waste reduction activities.
  6. Continue programs that identify successful schools, classrooms, staff, etc. for rewards and recognition.
  7. Work with LFUCG to publish the LiveGreenLexington newsletter for students and teachers as well as distribution list/method.
  8. Assist in school contests such as the Cans for Cash aluminum beverage can recycling contest.
  9. Coordinate with FCPS Sustainability Council, Bluegrass Youth Sustainability Council, PTA’s, booster clubs and other similar organizations to promote recycling at school-related events and activities.
  10. Work with the Division of Waste Management to promote tours of the Municipal Recycling Facility and prepare pre and post tour classroom activities.
  11. Maintain a Web page on the program that includes information on the Partner opportunities, how to become a partner and a list of partners.

**B. Apartment Recycling**

1. Work with LFUCG to publish the LiveGreenLexington newsletter for landlords, tenants, management, etc. as well as distribution list/method.
2. Continue to develop sustainable recycling programs within apartment complexes that are currently not participating. Involvement to include:
  - Attend resident meetings and conduct presentations
  - Develop educational packets
  - Develop SOP’s for the sustainable recycling programs
3. Work with relevant professional organizations such as the Greater Lexington Apartment Association, Landlords Association, management associations, etc. to identify recycling needs as well as impediments to recycling. Participate in the Greater Lexington Apartment Association’s Green Committee and assist in the implementation of recycling programs in complexes.
4. Identify 2 apartment complexes in which to conduct a comprehensive recycling and waste generation reduction program. To include:
  - Special waste handling (HHW, electronics, bulky items, etc)
  - Address large waste producing times (such as move out times for college students)
5. Maintain and make available to LFUCG a database on participants in the program.

6. Assist LFUCG Waste Management staff in the preparing and implementing of education plans for apartment complexes that request a recycling dumpster.
7. Conduct follow-up visits with all participating apartment complexes and their on-site management to encourage continued participation in the program (at least one site visit a year to each complex), and provide educational materials to managers.
8. Maintain a Web page on the program that includes information on Partner opportunities, how to become a partner and a list of partners.

**C. Business Recycling**

1. Work with LFUCG to publish the LiveGreenLexington Newsletter for business owners, management, employees, etc. as well as distribution list/method.
2. Work with the Chamber of Commerce, Downtown Lexington Corporation, business associations and other business groups in developing sustainable recycling programs for their business members.
  - Attend association meetings
  - Update educational packets - (tool kit for business owners/managers)
  - Develop SOP's for the sustainable recycling programs
  - Identify recycling needs and barriers and develop solutions to address them.
3. Continue assisting LiveGreenLexington businesses in their efforts to reduce waste, and increase their recycling rates.
4. Identify and enlist participation of local businesses in the LiveGreenLexington program, giving emphasis to businesses that are large producers of recyclable materials such as hospital, hotels, and commercial properties. Enroll at least 50 large producing businesses a year in the Live Green Lexington program.
5. Design and implement an outreach effort targeted to businesses downtown to increase their participation in the City's recycling program.
6. Assist LFUCG Waste Management staff in the preparing and implementing education plans for businesses that request a recycling dumpster.
7. Maintain a Web page on the program that includes information on the Partner opportunities, how to become a partner and a list of partners.

**D. Water Education - Schools**

The term *water education* includes stormwater pollution prevention, promotion of stewardship of water resources, importance and functions of watersheds, water conservation and the importance of a functional sanitary sewer system on maintaining public health.

1. Utilize existing environmental education curricula to provide classroom activities focusing on water education in Fayette County schools (public, private, and home-school).
2. Integrate water education across the curriculum.
3. Align all water education materials used in schools with KY Department of Education Common Course Standards, Program Reviews and next generation of Science Standards and Fayette County Public Schools curriculum maps.
4. Assist LFUCG in a recognition program for participating schools.
5. Work with students and teachers to conduct water usage audits, water quality monitoring or stormwater projects on each campus. Promote findings through internal newsletters and PTA's.
6. Assist in conducting a culminating event for each school based on individual school project results.
7. Promote water education programs through media outlets.
8. Promote school participation in the Kentucky Green and Healthy Schools Program.
9. Provide Fats, Oils and Grease training, including materials, for school cafeteria staff and employees in English and Spanish languages.

**E. Water Education - Apartments/Businesses**

1. Provide Fats, Oils and Grease training, including materials, for staff, residents and employees of apartments and businesses in English and Spanish languages.
2. Work with apartments and businesses to conduct water use audits.
3. Educate apartments and businesses on LFUCG requirements for the elimination of illicit connections to the sanitary sewer and the sump pump re-direct program. (Code of Ordinance Chapter 16, Article XI)
4. Educate apartments and businesses on private sanitary sewer lateral maintenance (impact that trees have to damaging the service lateral, the need to conduct preventative maintenance to the privately owned part of the system, the importance of having clean-out caps).
5. Conduct resident/employee trainings and education on pollution prevention and water conservation.
6. Help entities identify cost savings through water best management practices.
7. Assist LFUCG in the LiveGreenLexington Partners program for participating apartments and businesses.
8. Work with maintenance crews on developing water pollution abatement programs such as: lawn care, litter abatement, pet waste, household hazardous waste disposal and vehicle maintenance.
9. Organize volunteer groups to stencil storm drains surrounding participating apartments and businesses.
10. Implement a "Pick up Pet Waste" campaign for apartments.
11. Implement "self audit" inventories (such as those offered through the Green and Healthy Schools Program).
12. Encourage groups (staff/residents) to participate in "Adopt a Spot" programs through LFUCG.
13. Promote programs through media outlets.

**F. Water Education – General Public**

1. Participate in events and opportunities to reach the general public and provide information on daily activities that impact water quality including lawn care, rain barrels, rain gardens, pet waste and household hazardous waste disposal.
2. Create and conduct a residential stormwater audit program to assist homeowners in identifying ways residents can reduce stormwater runoff pollution.
3. Provide educational opportunities for neighborhood associations, apartment complexes and businesses regarding riparian buffers. Establish a pilot program in 2 different watersheds on riparian buffers in public spaces.
4. Provide information to homeowners regarding the illicit sanitary sewer connection and sump pump re-direct programs (Code of Ordinance Chapter 16, Article XI) and the use of rain barrels and rain gardens on downspouts.

**G. Energy Efficiency – General Public**

1. As opportunities arise, promote energy efficiency concurrently with water, waste and litter efforts.

on energy efficiency. Maintain a website presence to educate Fayette County residents and organizations

2. Promote free energy tracking software such as GreenQuest hosted on the LFUCG website, EPA’s Portfolio Manager or similar software.
3. Distribute printed materials to Fayette County residents and organizations.
4. Promote availability of resources to include utility programs, energy audits, self audit kits, tax rebates and incentives, and similar mechanisms.
5. Work with schools to educate Fayette County students and staff on energy efficiency.
6. Identify and use other low cost and no cost opportunities to provide education on energy efficiency and to increase community awareness in this area.

**2. Anti-litter Campaign**

- A. Annually critique current adopt-a-spots and identify new adopt-a-spot areas as well as developing criteria for payment to non-profits for cleanup of adopt-spots.
- B. Coordinate with the LFUCG and the Keep Lexington Beautiful Commission to improve the litter reporting program, litter awareness and cleanup events.
- C. Provide assistance with volunteers, public education, and planning of special events such as watershed festivals, etc. Assist schools, businesses and non-profits in scheduling events for the Great American Cleanup.
- D. Solicit involvement of community groups and partnerships to engage in litter awareness and cleanup activities.
- E. Incorporate litter awareness and education in school recycling curriculum.

**3. Zero-Waste Initiative**

- A. Continue outreach for the food waste pilot program in the Southland Drive neighborhood area.

B. Work with LFUCG Waste Management staff in the planning and implementation of a zero waste neighborhood pilot program, including educational and outreach activities.

C. Research and identify BMPs for city wide waste reduction programs, including food waste collection, reduce and reuse programs, increased recycling rates, incentives programs and zero waste initiative

D. Assist LFUCG Waste Management staff in developing outreach strategies for residents, businesses and other entities, which would encourage behavior change towards a zero waste goal.

#### **4. LiveGreenLexington Games**

A. Promote participation in the annual Live Green Lexington Games to Fayette County businesses and organizations such as houses of worship, schools, etc.

B. Coordinate the Live Green Lexington Games. Coordination shall include all facets of this initiative.

C. Provide training to participants in relevant areas such as completing scorecards, using energy tracking software, recycling, composting, green purchasing, water, litter, available resources, and best management practices. Also provide sector specific training as necessary.

D. Evaluate scorecards and determine contest winners.

E. Plan and host an awards recognition ceremony to recognize all participants and to honor participants that have done the most to improve the environment/reduce their environmental footprint.

F. Review contest annually and suggest ways to improve the contest and increase the number of participants.

### **REPORTING**

Monthly reports on all activities will be provided electronically to the LFUCG to save costs and conserve resources. Reports are due the 15<sup>th</sup> day of the month following the report month. The format will be determined by the LFUCG.

The successful proposer must provide a comprehensive (detailed) written report on all duties and activities performed to the LFUCG to be due each February 1 of the contract for the preceding calendar year. The format will be determined by the LFUCG.

### **COST**

Proposers must provide their costs separately by project for Current Projects (1 through 4) and also provide a total cost for all projects. Costs should be calculated by listing the positions involved in each project, the number of hours necessary for each position and the hourly rate of each position.



Mailing, printing, production, and media expenses will be paid by the LFUCG with the exception of the curriculum in project 1.

All materials produced for all projects will be the property of the LFUCG. Materials developed for the LFUCG in Projects 1 through 6 may be modified and used for the counties in the Bluegrass Area Development District only.

Based on funding, the LFUCG reserves the right to award only a portion of the listed projects.

## **CONTRACT**

This contract will commence on the day indicated in the Notice to Proceed and shall expire on June 30, 2013. The contract time may be extended for up to two additional one year periods upon mutual agreement of the LFUCG and the successful proposer.