



REQUEST FOR PROPOSALS FOR
Advertising Agency Services (3-year term)
Dated August 24, 2021

Deadline for Submission of Proposals:
Wednesday, September 22, 2021 at 2:00 p.m.

Deadline for Submission of Questions:
Friday, September 3, 2021 at 4:00 p.m.

**See OCRRA website for proposal specifications
and answers to vendor questions:**
www.ocrra.org

Onondaga County Resource Recovery Agency
100 Elwood Davis Road
N. Syracuse, NY 13212-4312

Telephone: 315-453-2866
Fax: 315-453-2872

SECTION 1: About the Agency

1.1 THE AGENCY

The Onondaga County Resource Recovery Agency (the “Agency” or “OCRRA”) is a New York public benefit corporation created by Public Authorities Law, Title 13B, for the public purpose of assisting in the planning, development, construction, operation and maintenance of solid waste facilities. OCRRA is empowered to receive, transport, process, dispose of, sell, store, convey, recycle and deal with, in any lawful way, solid waste. OCRRA is also empowered to contract with municipalities, public corporations or persons for solid waste services.

1.2 THE OCRRA SERVICE TERRITORY

OCRRA’s service territory, Onondaga County, is located in the center of New York State and encompasses 810 square miles of land. Approximately 468,000 people reside in OCRRA’s 33 member municipalities. The largest single municipality is the City of Syracuse with a population of approximately 148,000.

1.3 VENDOR CONTACTS

OCRRA conducts its procurements to maximize competition and provide all vendors with an opportunity to compete fairly. For any procurements over \$15,000.00, all contacts and correspondence with the Agency after the Request for Proposals go out, must be exclusively through a designated OCRRA Procurement Contact Person, and no one else.

The designated contact for this procurement is Cyndi Araujo at (315) 453-2866, ext. 1202, her email is caraujo@ocrra.org.

Questions must be submitted by email at the email address listed above. Vendors, their agents, and representatives are directed not to contact or lobby other staff members, management or members of the Board of Directors of OCRRA regarding this RFP. Questions raised through the designated contact person and answers thereto will be emailed to all known prospective bidders.

1.4 CONFLICT OF INTEREST STATEMENT/NON-COLLUSION AFFIDAVIT AND STATE FINANCE LAW FORM

Each Proposer must furnish with their proposal a properly signed Conflict of Interest Statement, Non-Collusion Affidavit and State Finance Law form. The Conflict of Interest Statement, Non-Collusion Affidavit and State Finance Law form are to be completed and submitted either with the Proposal or within ten (10) days of notice of the award of the contract by OCRRA. By submitting a proposal, the proposer warrants that there is no conflict of interest in their other contracts or other employment, if any, with submission of the proposal hereunder and that the Proposer shall advise OCRRA if any conflict or potential conflict of interest exists or arises in the future.

1.5 TAX EXEMPT STATUS

OCRRA is exempt from federal, state and local taxes.

SECTION 2: About the Project

OCRRA has employed an ad agency since 2006. At this time, OCRRA's Board of Directors requests that OCRRA competitively procure these ad agency services again. OCRRA is soliciting agency services for a three-year period starting January 1, 2022, with two optional one-year extensions.

OCRRA invests in public education and advertising on recycling as well as the many other services we offer the community. Historically, OCRRA has utilized digital, television, radio, print and outdoor advertising placements.

OCRRA is interested in:

- Communicating to the entire population of Onondaga County, but primarily targeting residents ages 25-54.
- Highlighting the plethora of services we offer the community, while continuing to promote recycling behaviors.
- Developing public education that is not overly complex, contains a clear call to action, and utilizes community-based social marketing techniques.

- An advertising agency relationship that carefully considers our limited budget and manages creative costs, placements, and expenses to maximize the penetration of information and the public’s positive response.
- OCRRA also wants to know if your agency has the ability to provide web design / development services and what the hourly rate would be to manage this. We would need references and examples of your web design / development services.

Pending agency ability to provide this service, OCRRA may contract with one firm for advertising AND web services or may elect to seek a separate firm to provide web services.

Although OCRRA welcomes constructive feedback on the current logo, newsletter, and news releases; OCRRA plans to manage those components of our message through other vendors, in-house, or tackle course corrections on these topics at a later date.

SECTION 3: Timeline

August 24, 2021	Issuance of RFP.
September 3, 2021	Deadline for questions; 4 pm.
September 22, 2021	Deadline for receipt by the Agency of sealed, competitive proposals; 2 pm.
November 10, 2021	Agency Board adopts Resolution to enter into a three-year contract with selected advertising agency.
January 1, 2022	Contract services begin

OCRRA reserves the right to modify this schedule, with or without notification, at any time.

SECTION 4: Selection and Evaluation Process

The selection decision will consider the vendor’s ability to meet the requirements of this proposal. OCRRA reserves the right of flexibility in evaluation as necessary to assure placement of the contract in its best interest. OCRRA also reserves the right to select any or none of the proposals received in response to this Request for Proposal. Evaluation will be based on the following criteria:

- a. Experience with campaigns of similar nature based on references & creative samples (e.g., public awareness of community-based services and behavior-oriented campaigns, as opposed to product-oriented campaigns)30%
- b. Ability to provide both web services and ad agency services based on references and web examples. 15%
- c. Estimated value-added services 15%
- d. Price 15%
- e. Creative work 15%
- f. Team experience level 5%
- g. Responsiveness to inquiries outlined in RFP5%

SECTION 5: Proposal

PROPOSAL SHALL SPECIFICALLY ADDRESS

a.) References and Creative Work Samples:

- Please provide **contact information for three references** and the **scope of ad agency work you provided for them and campaign results**. *References from projects completed in the past three years are desired.*
- Please provide **one sample of creative work** your team has developed that is similar to the work OCRRA would need. *(e.g., ad work related to a service, behavior, or public education, as opposed to a campaign that is geared toward convincing the public to buy a specific product.)*
- If your firm is able to provide web design / development services, please provide **contact information** for three references, the **scope of work you provided for them and links to the sites you worked on within the past 3 years**.

b.) People — Your Project Team:

Please provide information on the specific individuals that would be assigned to OCRRA's account.

- The account professional that would be the leader of our team and main point of day-to-day contact. Please provide us with a **resume and summary of relevant experience**.
- The **resumes and experience** of other key team members, including the team leader(s) responsible for creative design, digital and traditional media placements, budget, billing and web design and development.

c.) Budget and Billing Considerations:

OCRRA's 2022 budget has yet to be determined, but it is anticipated to fall within the \$150,000 to \$250,000 range. This campaign budget is for design, development **and** placements. The advertising agency needs to carefully consider this limited annual budget.

Please address the following on the attached matrices:

1. What are your hourly rates for agency services?
2. What is your ad placement commission?
3. What percentage of OCRRA's budget would be allotted to placements vs. agency services?
4. Define the specific types and estimated dollar equivalents of the value add your agency would provide OCRRA, over the three-year period.
5. If you can provide web development services / support, what is / are your hourly rate(s) for these services?

PROPOSAL REQUIREMENTS

- a.) Due by 2:00 PM on **Wednesday, September 22, 2021**.
- b.) **Two hard copies** of the proposal must arrive in a **sealed envelope**, marked clearly with **PROPOSAL FOR AD AGENCY SERVICES** on the outside of the envelope.

Addressed to:
OCRRA
Attention: **Cyndi Araujo**
100 Elwood Davis Road
North Syracuse, NY 13212

- c.) **All proposals must include the following four items.**
 1. A **cover letter** that:
 - a. Includes a statement that the proposal shall not be withdrawn for a period of ninety (90) days from the September 22, 2021 return deadline.
 - b. Contains the commitment of the firm to carry out provisions of proposal if selected by OCRRA.
 - c. Is signed by an individual empowered by the proposing firm to commit to the obligations contained in the proposal.

- d. Includes a statement that all information in the proposal, including any forms, supporting documents or subsequent submittals are factual and accurate.
 - e. Indicates if your firm is willing to renew your contract for two, one-year periods on the same terms and conditions or specify otherwise. *(This contract renewal, if offered, would be at OCRRA's discretion.)*
2. Completed **Financial, Value Add and Web Matrices** (attached)
 3. Completed **Conflict of Interest Affidavit** (attached)
 4. Completed **Certificate of Non-Collusion** (attached)
 5. Completed **State Finance Law Procurement Form** (attached)

Proposals submitted by fax or email will NOT be accepted.
Questions about this request for proposal should be directed in writing to:
Cyndi Araujo at caraujo@ocrra.org

Questions must be received on or before
Friday, September 3, 2021 at 4 PM.

Financial Matrix

Hourly rates for agency services?	Advertising placement commission percentage?	Percentage of budget allotted to placements?	Percentage of budget allotted to agency services?

Value Ad Matrix

Define the types of the value add your agency would provide OCRRA over the life of the contract.	Define the estimated dollar equivalents your agency would provide OCRRA for these types of value add, on an annual basis.

Web Services Matrix

Are you able to provide in-house web design and development services?	Hourly rate for web services?

CERTIFICATE OF NON-COLLUSION

Non-collusive Certifications required of all bidders/proposers/quoters under Section 103-d of the General Municipal Law as amended by Chapter 751 of the Laws of 1965 and Chapter 675 of the Laws of 1966 effective September 1, 1966, is as follows:

By submission of this bid/proposal/quote, the bidder/proposer/quoter and each person signing on behalf of the bidder/proposer/quoter certifies, and in the case of a joint bid/proposal/quote each party thereto certifies as to its own organization, under penalty of perjury, that to the best of knowledge and belief:

(1) The prices in this bid/proposal/quote have been arrived at independently without collusion, consultation, communications, or agreement for the purpose of restricting competition, as to any matter relating to such prices with any other bidder/proposer/quoter or with any competitor.

(2) Unless otherwise required by law, the prices which have been quoted in this bid/proposal/quote have not been knowingly disclosed by the bidder/proposer/quoter and will not knowingly be disclosed by the bidder/proposer/quoter prior to opening, directly or indirectly, to any other bidder/proposer/quoter or to any competitor; and

(3) No attempt has been made or will be made by the bidder/proposer/quoter to induce any other person, partnership, or corporation to submit or not to submit a bid/proposal/quote for the purpose of restricting competition.

Legal Name of Bidder/Proposer/Quoter (Typed)

Address (Typed)

City State Zip

BY:

Signature

Name (Typed)

Dated _____, 20__

Title (Typed)

If yes, please provide details below:

New York Governmental Entity: _____

Date of Termination or Withholding of Contract: _____

Basis of Termination or Withholding: _____

Bidder/proposer/quoter certifies that all information provided to OCRRA above with respect to State Finance Law §139-k is complete, true, and accurate.

By: _____ Date: _____

Signature _____

PERMISSIBLE CONTACTS AFFIRMATION

As a potential bidder/proposer/quoter on an OCRRA solicitation where the contract amount may exceed \$15,000.00, I recognize that once the solicitation issues, New York law requires that all contacts with OCRRA regarding that procurement must be through the designated OCRRA Procurement Contact Person and no one else. On behalf of my client as a potential bidder/proposer/quoter, I affirm that my client understands and agrees to comply with the procedures of the Onondaga County Resource Recovery Agency relative to permissible contacts as required by New York State Finance Law §139-j (3) and §139-j (6) (b). This form must be submitted with the bid, proposal, or quote.

OCRRA Designated Procurement Contact Person: Cyndi Araujo

Vendor Signature

Print Signer's Name

Vendor Title: _____ Date: _____

Vendor Name: _____

Vendor Address: _____

