



REQUEST FOR PROPOSALS FOR

Advertising Agency Services (3-year term)

Dated: June 23, 2026

Deadline for Submission of Proposals:

Thursday, July 23, 2026, at 2:00 p.m.

Deadline for Submission of Questions:

Wednesday, July 1, 2026, 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 State 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 in the center of New York State and encompasses more than 800 square miles of land. Approximately 458,000 people reside in OCRRA’s 33 member municipalities. The largest single municipality is the City of Syracuse, with a population of approximately 145,000.

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 Jess LaCelle at (315) 453-2866, ext. 1231, her email is jlacelle@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 Affidavit, Non-Collusion form, State Finance Law form, and must review the Permissible Contacts Affirmation and Prior Non-Responsibility Determination. 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, 2027, with two optional one-year extensions, to be determined by OCRRA.

OCRRA invests in public education and advertising for waste reduction, reuse, recycling as well as the many other services we offer the community. Historically, OCRRA has utilized digital, television, radio, print, direct mail 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 waste reduction and 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.
- Monthly meetings between the advertising agency and OCRRA to assess progress on campaigns, as well as monthly budget reporting.
- OCRRA must know if your agency has the ability to provide web design / development services for OCRRA’s current website and what the hourly rate would be to manage services. References and examples of your web design / development services are needed.
- The advertising agency must provide services for OCRRA that meet or exceed Web Content Accessibility Guidelines (WCAG) Version 2.1, Level AA, in accordance with ADA requirements, at the start of contract services with OCRRA.
- Pending your agency’s 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 messaging through other vendors, in-house, or to tackle course corrections on these topics at a later date.

SECTION 3: Timeline

June 23, 2026	Issuance of RFP.
July 1, 2026	Deadline for questions; 4 pm.
July 8, 2026	Q&As will be posted by Agency.
July 23, 2026	Deadline for Agency’s receipt of sealed, competitive proposals; 2 pm.

August 2026

Agency Board considers resolution to enter into a three-year contract with selected advertising agency.

January 1, 2027

Contract services begin

OCRRA reserves the right to modify the 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 criteria include staff experience with similar community-based campaigns (as opposed to product-oriented), ability to provide both web services and ad agency services based on references and examples, estimated value-added services, price, creative work, and responsiveness to inquiries outlined here.

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 can 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 2027 budget has yet to be determined, but it is anticipated to fall within the range of \$250,000-\$325,000. 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?

Public Disclosure

Prior to Proposer selection, all information contained in the main body of the proposal shall be considered confidential and not, to the extent permitted by applicable laws and regulations, subject to public disclosure due to the fact that the information will directly affect Proposer selection. After Proposer selection, the proposals, including any appendices, will be matters of public record and will be treated as such. **Proprietary or confidential information should be clearly labeled as such.**

PROPOSAL REQUIREMENTS

- a.) Due by 2:00 PM on **July 23, 2026**.
- 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: **Jess LaCelle**

100 Elwood Davis Road

North Syracuse, NY 13212

- c.) **All proposals must include the following seven 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 July 23, 2026, 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. Reviewed **State Finance Law Procurement Form** (attached)
6. Reviewed **Permissible Contacts Affirmation** (attached)
7. Completed **Prior Non-Responsibility Determination** (attached)

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

Questions must be received on or before
Wednesday, July 1, 2026, at 4 PM.

Financial Matrix

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

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: _____

Vendor Signature:

Print Signer's Name:

Vendor Title:

Date:

Vendor Name:

Vendor Address:

**CONFLICT OF INTEREST
AFFIDAVIT**

STATE OF _____)

)ss:

COUNTY OF _____)

_____, being duly sworn, deposes and says for and on behalf of
_____, that:

1. Our (my) firm _____, is an independent firm or company, and has this date submitted a bid, proposal, or quote to provide goods and/or services to the Onondaga County Resource Recovery Agency.
2. I certify on behalf of the bidder, proposer, or quoter that it and its employees have no interest, direct or indirect, which could conflict in any manner or degree with the performance or provision of these goods and/or services to the Onondaga County Resource Recovery Agency.
3. If successful a contract my (our) firm agrees that in providing the goods or in the rendering of services to the Onondaga County Resource Recovery Agency, no persons having any such interest shall be employed by the firm. I assume full responsibility for knowing whether my (our) employees or agents have any such interest and hereby certify that no such interest exists.

Dated: _____, 20____ By:

For and on Behalf of:

Sworn before me this _____ day of

_____, 20

CERTIFICATE OF NON-COLLUSION

Non-collusive Certifications required of all bidders 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, the bidder and each person signing on behalf of the bidder certifies, and in the case of a joint bid 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 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 or with any competitor.

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

(3)No attempt has been made or will be made by the bidder to induce any other person, partnership, or corporation to submit or not to submit a bid 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

**DISCLOSURE TO OCRRA DURING PROCUREMENT PROCESS OF
PRIOR NON-RESPONSIBILITY DETERMINATIONS**

OCRRA Procurement regarding: _____

OCRRA Designated Procurement Contact Person: _____

OCRRA conducts its procurements to maximize competition and provide all vendors with an opportunity to compete fairly. New York law now provides that, for any procurement over \$15,000.00, all potential vendors must disclose whether a governmental entity in New York has made a finding of "Non-Responsibility." "Non-Responsibility" is defined in State Finance Law Section 1 39-j and can include failure of a potential bidder/proposer/quoter to timely disclose truthful, accurate, or complete information that may allow OCRRA to make a determination as to its "responsibility" relative to this procurement as well as unauthorized procurement contacts (including contacts to someone other than the designated procurement contact) and ethics code violations. In order to qualify for consideration on this procurement, the bidder/proposer/quoter must complete and sign the form below.

Bidder/Proposer/Quoter Seeking to Enter into the Procurement Contract with OCRRA:

Name: _____

Address: _____

Person Submitting this Form:

Name: _____

Title: _____

Phone Number: _____

Has any Governmental Entity in New York made a finding of Non-Responsibility regarding the bidder/proposer/quoter seeking to enter into the Procurement Contract in the previous four years? (Please circle):

Please Circle: No / Yes

If you answered yes to the above question, please provide details regarding the finding of Non-Responsibility below:

New York Governmental Entity: _____

Date of Finding of Non-Responsibility: _____

Basis of Finding of Non-Responsibility: _____

Has any Governmental Entity or other governmental agency terminated or withheld a Procurement Contract with the above-named bidders/proposers/quoters after a finding of intentional provision of false or incomplete information? (Please circle):

Please Circle: _____ No / Yes

If yes, please provide details: _____

New York Governmental Entity: _____

Date of Termination or Withholding of Contract: _____

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: _____

IMPORTANT STATE FINANCE LAW PROCUREMENT COMPLIANCE PROVISIONS

OCRRA Procurement regarding: _____

OCRRA Designated Procurement Contact Person (s): _____

OCRRA conducts its procurements to provide all vendors with an opportunity to compete fairly to maximize competition. New York State has enacted provisions in its State Finance Law, applicable to any contract over \$15,000.00 that further promotes fair competition. This law now requires that all communications i.e. “contacts” with OCRRA regarding this procurement, after the Request to Bid, Request for Proposals, or Request for Quotes go out, must be through a designated OCRRA Procurement Contact Person. Our Designated Procurement Contact Person is listed above. All contacts by potential vendors should be through the Designated Procurement Contact Person and **NO ONE ELSE!** The Designated Procurement Contact Person will record all such contacts and any responding information given to a potential vendor will also be shared with all potential vendors, so no one has a competitive advantage. As a potential vendor on this procurement, you will need to fill in the Permissible Contacts Affirmation form, attached, and submit it with your bid/proposal/quote. You will also need to fill in the other part of this two-page form that advises OCRRA of any Non-Responsibility Determinations under this law. If you fail to comply with the above Procurement contacts restrictions or you submit knowingly false, inaccurate or incomplete information, or you violate our OCRRA Ethics Code, you may be found to be a “Non-Responsible” vendor. This can result in a rejection of your firm for contract award, a cancellation of the contract, if later discovered (the Contract will include a cancellation provision for such a contingency), and in the event of two such findings in a four year period, debarment from obtaining any further OCRRA procurement contract for a period of four years from the time of the second violation.

Please be sure to familiarize yourself with these new legal provisions, fill out the attached forms, and contact only the Designated Procurement Contact Person during the procurement process. This will promote fair competition on this procurement and will not disqualify your firm from a potential OCRRA contract award.