

# HORRY COUNTY SOLID WASTE AUTHORITY, INC.

The Horry County Solid Waste Authority, Inc. is requesting sealed proposals for the 2019-2020 Talkin' Trash campaign. All interested parties can obtain the RFP at [www.solidwasteauthority.org](http://www.solidwasteauthority.org). Specifications are available at the Administrative Offices of the Solid Waste Authority located at 1886 Highway 90, Conway, South Carolina, or by calling (843) 347-1651. Proposals will be received at the Administrative Offices until **3:00 P.M., Friday, July 19, 2019**. Any proposal received later than the specified time will **NOT** be accepted/considered. The Solid Waste Authority reserves the right to accept or reject any and all proposals or any one item in a proposal.

All proposals must be sealed and properly identified as: **#019-20-002 –2019-2020 Talkin' Trash Campaign-** and mailed/delivered to:

Horry County Solid Waste Authority, Inc.  
1886 Highway 90  
P.O. Box 1664  
Conway, South Carolina 29528

Attn: Jan Bitting  
**#019-20-002**

# HORRY COUNTY SOLID WASTE AUTHORITY

## INSTRUCTIONS TO PROPOSERS

1. This request for proposal includes the following:
  - A. Instructions To Proposers
  - B. Specifications
  - C. Proposal Form (s)
2. Proposal (s) will be examined promptly after opening; immediately thereafter, all proposals will be tabulated with said tabulation being made available to all participating. It is not a practice to award any proposal until the Authority has had ample time to review each Proposal. Award will be made however, at the earliest possible date. If the mail is delayed beyond the date and hour set for the proposal opening, Proposal (s) thus delayed, will NOT be considered. Any proposal not present at appointed time will not be opened. Facsimiles will not be accepted. **The proposal number must be clearly visible on the outside envelope.**
3. TAXES - The Authority pays South Carolina State Sales Tax. The Authority is exempt from Federal Excise Tax and will issue exemption certificates as requested.
4. AWARD OF PROPOSAL - Award of Proposal shall be made to the lowest responsible proposer meeting the Specifications, taking into consideration the following:
  - A. Superior Quality
  - B. Adequate Maintenance and Service
  - C. Past Experience with Company's Equipment
  - D. Company's Reputation
  - E. Known as Technically Good and Innovative Company
  - F. Delivery Date
  - G. Guarantees/Warranties
  - H. Performance of Proposer's equipment in hands of other agencies, plants, and firms.
5. The Proposer shall sign his proposal form correctly and proposal (s) may be rejected if there are any omissions, alterations of form, additions not called for, conditional proposal or any irregularities of any kind.
6. DEVIATIONS - Any deviations from these Specifications MUST be noted in detail and submitted in writing with this PROPOSAL. The absence of this Specification deviation will hold the Proposer strictly accountable to the Specifications as written herein. Failure to submit this document of Specification deviation, if applicable, shall be grounds for rejection of the item (s) when offered for delivery.
7. CHANGES - Any changes in Specifications after the Purchase Order/Contract has been awarded, must be with the written consent of the Authority; otherwise, the responsibility for such changes shall be with the Vendor.

8. DELIVERY- Complete unit (s) shall be delivered to the Horry County Solid Waste Authority, 1886 Highway 90, Conway, South Carolina.
9. PAYMENT- The Solid Waste Authority will be invoiced after delivery of equipment or completion of project, the payment terms for this invoice shall be Net 30.
10. INFORMATION – **All questions must be submitted, in writing** to Ms. Jan Bitting, Director of Finance and Administration, email address [jbitting@solidwasteauthority.org](mailto:jbitting@solidwasteauthority.org). Proper reference to this proposal is required. **Deadline for questions is seven- (7) calendar days prior to proposal opening date.** All questions will be answered and posted as an addendum on our website. All changes in specifications will also posted on our website. All proposers are responsible for monitoring the website for any changes or addendums. Verbal information obtained otherwise, will **NOT** be considered in awarding of proposal.
11. BUSINESS LICENSE - The successful Proposer must provide a copy of their current Horry County Business License.
12. The Authority reserves the right to reject any or all Proposals. It further reserves the right to waive technicalities and formalities in proposals as well as to accept in whole or in part such proposals or proposals where it deems it advisable in protection of the best interests of the Authority.
13. INSURANCE: The successful proposer shall be required to maintain General Liability Insurance in the amount of One Million Dollars (\$1,000,000.) and maintain Workman’s Compensation Insurance. The contractor shall be required to submit a copy of proof of insurance prior to commencement of work.
14. Any material included with the proposal becomes the property of the Authority and are not returnable.
15. Any Proposer aggrieved in connection with the solicitation or award of a contract may protest to the Executive Director in writing within 7 days after such person knows or should have known of the facts giving rise to the grievance.
16. The Proposer must include the following items or their proposal may be deemed nonresponsive:  
Signed Certification of Proposal Submittal Form and a signed and notarized Non-collusion Affidavit.

# **2019-2020 TALKIN' TRASH PROPOSAL SPECIFICATIONS**

The Horry County Solid Waste Authority is requesting proposals for the 2019-2020 Talkin' Trash campaign. Talkin' Trash is a recycling/environmental awareness contest whereby fourth grade classes from Horry County elementary schools compete for prizes based on their recycling, composting and environmental activities. All recycling efforts at the schools (commingle recycling, classroom paper recycling, environmental projects) are incorporated in determining each school's overall recycling rate and monthly winners.

## **Required Talkin' Trash Campaign Elements**

- Kick-Off Story in mid to late August - airs on 6pm News, or comparable programming
- Grand Finale Story in May - airs on 6pm News, or comparable programming
- Production of 20 commercials for the campaign: 1 Kick-Off; 18 Monthly Winners; 1 Grand Finale
- Three (3) Production tapings/presentations at each winning school per month - November through April; winners to air that night during 6pm newscast, or comparable programming
- Recognition for "Most Improved School" – Proposal must include specific plans on recognizing one school at the end of the campaign as the "Most Improved School" (see attached criteria)
- Guaranteed Promotional Spots to air over 8 months with SWA's :30 commercials to run in the schedule - 65% Promo spots to 35% SWA's spots
- Internet/Social Media: Internet/social media campaign component for entire campaign
- Provide video archive of each month's winners to be maintained for the length of the campaign
- Spokesperson - One designated spokesperson for the entire campaign
- Back-Up Spokesperson – One designated back-up spokesperson for the entire campaign
- Monthly Prizes - 18 computers (laptop or desktop) must be compatible with system utilized by Horry County Schools or 18 prizes of comparable value
- Grand Finale Party - Ripley's Aquarium, Fun Warehouse, WonderWorks or comparable location

## **SWA Investment: \$84,000**

All proposals must meet the minimum requirements listed above; however, we welcome any new ideas and initiatives in addition to these. In order to participate and present for the campaign, all the requirements must meet or exceed the requirements listed above.

Any and all questions pertaining to the above specifications must be submitted in writing (via fax, email or first class mail) to Ms. Jan Bitting, Finance Director no later than July 12, 2019.

Proposals must be submitted in writing by **3:00PM on Friday, July 19, 2019**, to the Horry County Solid Waste Authority, P.O. Box 1664, Conway, SC 29528-1664. Each proposer will be required to present their proposal to the Talkin' Trash Review Committee. Proposal presentations will be scheduled for July 23 and 24 or the week of August 5, 2019.

## Talkin' Trash "Most Improved" School Criteria

The Most Improved School Award will be given to one school and will be judged based the following criteria:

- School must increase recycling by at least 10% from last year's overall totals.
- School has not won a monthly contest.
- School has participated competitively and completed challenges throughout the course of the program.
- If multiple schools meet these criteria, then the school that diverted the most pounds per student will be recognized.
- Schools are not allowed to win this award 2 consecutive years.