

RESOLUTION 023-20



Authorizing the Executive Director to enter into a contract with Rev1 Ventures, waive the procurement requirements, and expend an amount not to exceed one hundred thousand dollars (\$100,000.00).

As a part of the economic development strategy, SWACO has engaged central Ohio's leading start-up and venture investment organization, Rev1 Ventures (Rev1), to pilot and develop a platform for catalyzing innovative entrepreneurship aimed at leveraging the waste stream for economic, social, and environmental benefit. During the first phase of this partnership, SWACO will collaborate with Rev1 to pilot a food waste innovation grant for the purpose of attracting and assisting innovative start-up technologies that will prevent, rescue, and recycle food waste and provide economic value. SWACO and Rev1 will use learnings from the pilot to develop a regional collaborative platform for harnessing entrepreneurship and technology to address waste stream issues and opportunities.

Pursuant to Section 9.1.b. of the SWACO Amended Procurement Policy, the Board of Trustees may waive any provision of SWACO's Procurement Policy if it determines that it is in the best interest of SWACO. Rev1 provides a unique and specialized service to the region pertaining to assisting entrepreneurs by providing them with resources, funding, guidance, space, and support. Their specialized purpose, knowledge, partnerships, and resources make this vendor's proposal in the best interest of SWACO. Therefore, Staff recommends the Board authorize the Executive Director to enter into a contract with Rev1 Ventures, waive the procurement requirements, and expend an amount not to exceed one hundred thousand dollars (\$100,000.00).

Requested by: Kyle O'Keefe, Director of Innovation and Programs

BE IT RESOLVED by the Board of Trustees of the Solid Waste Authority of Central Ohio that:

1. The Executive Director is authorized to enter into a contract with Rev1 Ventures and expend an amount not to exceed one hundred thousand dollars (\$100,000.00).
2. Pursuant to Section 9.1.b. of the SWACO Procurement Policy, it is in the best interest of SWACO to waive the procurement requirements as contained in Section 8 of said Policy.
3. This resolution shall be in full force and effect from and immediately upon its adoption.

Date Adopted: June 9, 2020

Vote: **8**
For: _____ Against: **0** Abs: **0**

Tracie Davies
Tracie Davies
Madam Chair, Board of Trustees

Danielle Kuskowski
Danielle Kuskowski, Secretary

Rebecca Egelhoff
Digitally signed by Rebecca Egelhoff
Date: 2020.06.23 11:00:23 -04'00'

Approved as to Form: Rebecca L. Egelhoff, Managing Counsel

Brief Summary of Resolution

Resolution 023-20: Authorizing the Executive Director to enter into a contract with Rev1 Ventures, waive the procurement requirements, and expend an amount not to exceed one hundred thousand dollars (\$100,000.00).

Requested by:

Kyle O'Keefe, Director of Innovation and Programs

Description

SWACO is partnering with Rev1 to support innovative entrepreneurship that will leverage the waste stream for economic, environmental, and social benefit in central Ohio. This endeavor will seek to establish a platform for engaging regional stakeholders as potential investors and collaborators for fueling innovation in the waste industry throughout the region. The initial phase of the partnership will be twelve (12) months and focus on the following two areas of work.

Food Waste Innovation: A food waste innovation grant will serve as a pilot for attracting and supporting innovative approaches and technologies that will prevent, rescue, and recycle potential food waste, thereby keeping it out of the landfill and using it to create additional value in the community. This effort is meant to be highly collaborative and visible within the community and waste industry. Outcomes will include identifying and supporting new technologies that will assist in reducing food waste in central Ohio.

Collaborative Investment Platform: Learnings from the food waste innovation grant will contribute to establishing a collaborative platform in which regional stakeholders can support, invest, and benefit from potential new technologies. The parameters of this component will be defined with input from regional stakeholder and address broad categories of the waste stream where new technologies could be applied.

Purpose

To provide leadership and spur innovation within the waste industry and to support market and economic development that benefits the central Ohio region.

Strategic Priority

The partnership with Rev1 seeks to facilitate waste reduction and diversion through a coordinated approach and will serve to leverage waste stream for economic benefit. SWACO is working to achieve a diversion rate of at least 75% by 2032 with a focus on education, infrastructure and market development, and policy.

Background and History

SWACO recently established an economic development strategy that includes supporting innovation and entrepreneurship as a key component. The partnership with Rev1 will help to advance this area of work in way that is credible, visible, and impactful to the central Ohio community.

Waiver of Procurement Requirements

Pursuant to Section 9.1.b. of the SWACO Amended Procurement Policy, the Board of Trustees may waive any provision of SWACO's Procurement Policy if it determines that it is in the best interest of SWACO. Rev1 provides a unique and specialized service to the region pertaining to assisting entrepreneurs by providing them with resources, funding, guidance, space, and support. Their specialized purpose, knowledge, partnerships, and resources make this vendor's proposal in the best interest of SWACO. Therefore, Staff requests the Board waive the procurement requirements in Section 8 of SWACO's Procurement Policy.

Fiscal Impact

2020 Operating Budget
Adopted by Resolution No. 052-19 on December 10, 2019
DIRECT EXPENSES

Category: Other Outside Services – All SWACO

Resolution Amount	\$100,000.00
Current Contract Amount	New Contract
Total Other Outside Contracts Budgeted Amount	\$3,926,445.00
Amount Expensed	\$626,648.00
Funds Remaining	\$3,299,797.00

**multi-year contracts are subject to the approved budget within the year expenditure(s) are made.*

RESOLUTION 024-20



Authorizing the Executive Director to enter into two (2) separate three (3) year contracts with Tetra Tech, Inc., dba Cornerstone Environmental Group, LLC, and Weaver Holdings, LLC, dba Weaver Consultants Group, LLC, for landfill air permitting and compliance services at the SWACO facilities and expend an amount not to exceed four hundred thousand dollars (\$400,000.00) with each vendor.

In order to maintain compliance with the facility Permits-to-Install and all other applicable environmental regulations, SWACO needs assistance with the implementation of various tasks associated with the operation of the Gas Collection and Control Systems (“GCCS”) of the Franklin County Sanitary Landfill and Model Landfill, as well as other air emission control and reporting required over the next three (3) years. Services include, but are not limited to, state and federal air compliance reports; emissions reports; greenhouse gas (“GHG”) reporting; operating plans; higher operating value and alternative compliance timeline requests; flare and well data review; and air permitting.

Pursuant to the SWACO Amended Procurement Policy, Staff solicited for proposals to contract for these services. After evaluating the proposals and ranking each firm, Staff determined that Cornerstone Environmental Group, LLC and Weaver Consultants Group, LLC are the best qualified for the project. Therefore, Staff recommends the Board authorize the Executive Director to enter into two (2) separate three (3) year contracts with Tetra Tech, Inc., dba Cornerstone Environmental Group, LLC, and Weaver Holdings, LLC, dba Weaver Consultants Group, LLC, and expend an amount not to exceed four hundred thousand dollars (\$400,000.00) with each vendor.

Requested by: Matt Reardon, Environmental Manager

BE IT RESOLVED by the Board of Trustees of the Solid Waste Authority of Central Ohio that:

1. The Executive Director is authorized to enter into two (2) separate three (3) year contracts with Tetra Tech, Inc., dba Cornerstone Environmental Group, LLC, and Weaver Holdings, LLC, dba Weaver Consultants Group, LLC, for landfill air permitting and compliance services at the SWACO facilities and expend an amount not to exceed four hundred thousand dollars (\$400,000.00) with each vendor.
2. This resolution shall be in full force and effect from and immediately upon its adoption.

Date Adopted: June 9, 2020

Tracie Davies

Tracie Davies

Madam Chair, Board of Trustees

Vote: 8
For: Against: 0 Abs: 0

Danielle Kuskowski

Danielle Kuskowski, Secretary

Rebecca Egelhoff

Digitally signed by Rebecca Egelhoff
Date: 2020.06.23 11:01:19 -04'00'

Approved as to Form:

Rebecca L. Egelhoff, Managing Counsel



Brief Summary of Resolution

Resolution 024-20: Authorizing the Executive Director to enter into two (2) separate three (3) year contracts with Tetra Tech, Inc., dba Cornerstone Environmental Group, LLC, and Weaver Holdings, LLC, dba Weaver Consultants Group, LLC, for landfill air permitting and compliance services at the SWACO facilities and expend an amount not to exceed four hundred thousand dollars (\$400,000.00) with each vendor.

Requested by: Matt Reardon, Environmental Manager

Description

The Franklin County Sanitary Landfill (“FCSL”) is required to maintain compliance with its Title V air permit and the regulations as provided by the Clean Air Act. These programs mandate the control of emissions generated by the decomposing waste and impose operational and reporting requirements.

Purpose

The purpose of obtaining these professional services is to assist with SWACO’s implementation of various tasks associated with the Gas Collection and Control Systems (“GCCS”) operation and other air emission control and reporting required over the next three (3) years. Services include, but are not limited to, state and federal air compliance reports; emissions reports; greenhouse gas (“GHG”) reporting; operating plans; higher operating value and alternative compliance timeline requests; flare and well data review; and air permitting.

Strategic Priority

Air permitting and compliance services align with SWACO’s guiding principle to contribute to a safe and healthy community. Maintaining a site that is in compliance with the Clean Air Act also supports SWACO’s vision of a community that is environmentally safe and resourceful.

Background

Cornerstone Environmental Group, LLC (“Cornerstone”) is a specialty engineering and field services firm that provides services to the solid waste industry. Formed in December 2005, Cornerstone focuses heavily on providing air permitting and compliance services to various clients throughout the United States. Cornerstone is currently providing air permitting and compliance services to SWACO at both FCSL and Model Landfill. Weaver Consultants Group (“WCG”) is a privately owned civil, geotechnical, and environmental engineering consulting firm that was founded in 1991 WCG’s core business is providing engineering services to the solid waste industry. WCG currently works at more than 150 landfill sites throughout the U.S. providing comprehensive solid waste and air compliance services that include siting, design, permitting, construction management, monitoring and compliance.

Process Used

Pursuant to SWACO's Procurement Policy, a Request for Proposal ("RFP") was issued to determine the best qualified firms to provide air permitting and compliance services. The RFP was advertised in *The Columbus Dispatch* on March 27, 2020 and proposals were due April 24, 2020. SWACO received Proposals from five (5) firms. The Proposals were evaluated by Daniel Bausch, Daniel Fannin, Matt Reardon, and Andrew Tenison.

Of the five (5) Proposals received, Cornerstone and Weaver were determined to be best qualified. The table below shows the results for each firm.

Rank	Company Name	Location	Points
1	Cornerstone Environmental Group, LLC	Farmington Hills, MI	34.00
2	Weaver Consultants Group, LLC	Dublin, OH	31.50
3	Impact Compliance and Testing, Inc.	Holt, MI	31.40
4	Environmental Information Logistics, LLC	Wheaton, IL	29.20
5	Coy Balboni Environmental, Inc.	Jeannette, PA	25.00

Fiscal Impact

2020 Operating Budget
Adopted by Resolution No. 052-19 on December 10, 2019
DIRECT EXPENSES

Category: Facilities and Grounds – All SWACO

Resolution Amount	\$800,000.00 (\$400,000.00 per vendor)
Current Contract Amount	New Contracts
Total Facilities and Grounds Budgeted Amount	\$3,273,620.00
Amount Expensed	\$744,958.02
Funds Remaining	\$2,528,661.98

**multi-year contracts are subject to the approved budget within the year expenditure(s) are made.*

RESOLUTION 025-20



Authorizing the Executive Director to modify the contract with Setterlin Building Company for construction services and expend an additional five thousand five hundred dollars (\$5,500.00), for a total amount not to exceed one hundred thousand six hundred forty-nine dollars (\$100,649.00).

On March 3, 2020, SWACO entered into a contract with Setterlin Building Company to provide construction services for the renovation of the main entrance of the Administrative Office Building. This renovation construction will provide a much-needed upgrade to the security of the building. However, during the construction process Staff determined there were several additional upgrades that would add workplace efficiencies, including a change in a planned doorway, a built-in storage cabinet, and an additional closet.

Therefore, Staff requests the Board of Trustees to approve the modification of the contract for construction services with Setterlin Building Company and expend an additional five thousand five hundred dollars (\$5,500.00), for a total amount not to exceed one hundred thousand six hundred forty nine dollars (\$100,649.00).

Requested by: J.D. Compston, Facilities Supervisor

BE IT RESOLVED by the Board of Trustees of the Solid Waste Authority of Central Ohio that:

1. The Executive Director is authorized to modify the contract with Setterlin Building Company for construction services and expend an additional five thousand five hundred dollars (\$5,500.00), for a total amount not to exceed one hundred thousand six hundred forty nine dollars (\$100,649.00).
2. This resolution shall be in full force and effect from and immediately upon its adoption.

Date Adopted: June 9, 2020

Vote: **8**
For: Against: Abs:

Tracie Davies

Tracie Davies
Madam Chair, Board of Trustees

Danielle Kuskowski

Danielle Kuskowski, Secretary

Rebecca Egelhoff
Digitally signed by Rebecca Egelhoff
Date: 2020.06.23 11:02:04 -04'00'

Approved as to Form:

Rebecca L. Egelhoff, Managing Counsel

Brief Summary of Resolution

Resolution 025-20: Authorizing the Executive Director to modify the contract with Setterlin Building Company for construction services and expend an additional five thousand five hundred dollars (\$5,500.00), for a total amount not to exceed one hundred thousand six hundred forty-nine dollars (\$100,649.00).

Requested by: J.D. Compston, Facilities Supervisor

Description

Staff is requesting a modification to the contract for construction services for the renovation and upgrade of the security features in the main entryway of the Administrative Office Building (“AOB”). Workplace efficiencies were identified during the construction process that were not included in the previous estimate for work, and thus additional funds are required to complete the project.

Purpose

This resolution authorizes additional funds for the construction contract with Setterlin Building Company to complete the AOB entryway renovation.

Strategic Priority

This aligns with SWACO’s guiding principle to contribute to a safe and healthy community by providing a secure work space where employees can feel comfortable and protected.

Background and History

Setterlin is a leading general contractor in Central Ohio and has in business since 1930. This is the first contract as between SWACO and Setterlin for construction work.

Process Used

SWACO publicly advertised a Request for Bid (“RFB”) in *The Columbus Dispatch* on Friday, December 13, 2019, and made the RFB packet available on SWACO’s website. Bid packages were due on Friday, January 10, 2020. One (1) bid package was received from Setterlin Building Company and deemed in compliance with the terms of the RFP as the lowest and best responsive bidder.

Fiscal Impact**2020 Capital Outlays Plan**

Adopted by Resolution No.053-19 on December 10, 2019

Category: 2020 Capital Outlays Plan

Resolution Amount	\$100,649.00
Current Contract Amount	\$95,149.00
Total Front Entry Remodel Project\Budgeted Amount	\$120,000.00
Amount Expensed	\$0.00
Funds Remaining	\$120,000.00

**multi-year contracts are subject to the approved budget within the year expenditure(s) are made*

RESOLUTION 026-20

Authorizing the Executive Director to enter into an agreement with Fahlgren Mortine for services related to the *Recycle Right, Make a Difference* campaign and expend an amount not to exceed four hundred forty-five thousand dollars (\$445,000.00).

Launched in 2018, SWACO's *Recycle Right, Make a Difference* program aligns educational and marketing tactics to increase household recycling in Franklin County, reduce contamination in the residential recycling stream, and create consistent recycling messaging across the forty-one (41) central Ohio communities served by SWACO. These efforts are aimed at helping Franklin County reach the goal set by SWACO of 75% diversion by 2032.

During the first year of the *Recycle Right* program, Franklin County achieved a record high fifty percent (50%) rate of diversion. To continue the momentum of the program, SWACO issued a Request for Proposals to continue marketing and advertising the program in 2020 and 2021. SWACO received nine (9) proposals which were individually evaluated and Fahlgren Mortine (Fahlgren) was determined to provide the best value. Fahlgren will create marketing and advertising plans for 2020 and 2021, conduct focus group research, develop new recycling messaging, advertisements, commercials, videos, and an influencer campaign for both years. In addition, Fahlgren will purchase, monitor, and report on the performance on the paid media for 2020 and 2021. While this resolution also includes a negotiated rate for the monitoring and reporting related to the performance of the campaign in 2021, it does not include the purchase of media advertising for 2021. SWACO staff will seek Board approval to amend the contract to include the purchase of next year's media once the necessary planning and budgeting has taken place.

Staff therefore recommends the Board of Trustees authorize the Executive Director to enter into an agreement with Fahlgren Mortine for services related to the *Recycle Right, Make a Difference* campaign and expend an amount not to exceed four hundred and forty-five thousand dollars (\$445,000.00).

Requested by: Hanna Greer-Brown, Communications Manager

BE IT RESOLVED by the Board of Trustees of the Solid Waste Authority of Central Ohio that:

1. The Executive Director is authorized to enter into an agreement with Fahlgren Mortine for services related to the *Recycle Right, Make a Difference* campaign and expend an amount not to exceed four hundred and forty-five thousand dollars (\$445,000.00).
2. This resolution shall be in full force and effect from and immediately upon its adoption.

Date Adopted: June 9, 2020

Tracie Davies

Tracie Davies

Madam Chair, Board of Trustees

Vote: **8**
For: Against: Abs:

Danielle Kuskowski

Danielle Kuskowski, Secretary

Rebecca Egelhoff

Digitally signed by Rebecca Egelhoff
Date: 2020.06.23 11:02:46 -04'00'

Approved as to Form:

Rebecca L. Egelhoff, Managing Counsel

Brief Summary of Resolution

Resolution 026-20: Authorizing the Executive Director to enter into an agreement with Fahlgren Mortine for services related to the *Recycle Right, Make a Difference* campaign and expend an amount not to exceed four hundred forty-five thousand dollars (\$445,000.00).

Requested by: Hanna Greer-Brown, Communications Manager

Description

The 2020 and 2021 agreement with Fahlgren Mortine includes the development of a paid advertising plan through the end of 2021 which furthers the goals of increasing participation in the residential recycling program, reduces recycling contamination, creates consistent messaging and helps to create awareness of how to recycle right and the recycleright.org website.

Prior to creating and executing the paid advertising plan, Fahlgren Mortine will undertake a series of focus groups to conduct research and message testing to help SWACO determine the effectiveness of existing *Recycle Right* materials and identify potential new messages to help residents improve recycling. Following the outcomes of this research, Fahlgren Mortine will work with SWACO to create strategic messaging to advance the campaign's goals as well as develop TV commercials, radio, print, digital and other advertisements containing those messages.

On behalf of SWACO, Fahlgren Mortine will secure media partnerships outlined in the advertising plan which offer the best value and are aligned with SWACO's goals.

As part of the plan, Fahlgren Mortine will leverage existing networks to create an influencer campaign for SWACO which extends the reach of recycling messages and which strengthens external support of *Recycle Right, Make a Difference*.

Fahlgren Mortine will provide monthly monitoring reports to SWACO regarding the effectiveness of the advertising tactics and will recommend changes in strategy and approach, as needed.

While this work will be performed in 2020 and SWACO has secured rates with Fahlgren Mortine to administer the advertising, monitoring and reporting for the campaign in 2021, the cost of purchasing the advertising for 2021 has not yet been determined. SWACO staff will return to the Board of Trustees to request approval to amend the contract in order to purchase advertising for 2021 once the necessary planning and budgeting has been conducted.

Purpose

Marketing and advertising of the *Recycle Right, Make a Difference* program to further the goals of increasing participation in the residential recycling program, reduces recycling contamination, creates consistent messaging and helps to create awareness of how to recycle right and the recycleright.org website.

Strategic Priority

The resolution will help to further SWACO's efforts to achieve greater diversion annually and to ultimately reach the goal of seventy-five percent (75%) diversion by 2032.

Background and History

Fahlgren Mortine previously was awarded the contract for *Recycle Right, Make Difference* marketing and advertising services and as such has a very high level of knowledge and expertise on making the campaign successful.

During the first full year of advertising, *Recycle Right, Make a Difference* messages were seen more than 80 million times and web traffic showed a 77% increase when comparing the first three months of advertising to the last three months. Furthermore, when marketing efforts were aligned with intervention and outreach tactics aimed at reducing the amount of household recyclables being bagged in one central Ohio community, SWACO documented a 60% reduction in bagged materials. Near the end of the first full year of advertising, SWACO announced that Franklin County reached its highest rate of recycling on record – 50%, which was also a short-term diversion goal set by SWACO's Board of Trustees.

In order to continue and expand upon those successes, the 2020 and 2021 agreement with Fahlgren Mortine includes the development of a paid advertising plan which furthers the goals of increasing participation in the residential recycling program, reduces recycling contamination, creates consistent messaging and helps to create awareness of how to recycle right and the recycleright.org website.

In addition, Fahlgren Mortine will help SWACO increase external support of the campaign through the creation of an influencer campaign which leverages existing networks to expand

Process Used

In March 2020, SWACO issued a request for proposal for 2020 and 2021 marketing and advertising services for *Recycle Right, Make a Difference*. SWACO received nine (9) proposals which were individually evaluated and Fahlgren Mortine was determined to provide the best value.

Proposer	Location	Final Score
Origo Branding Company	Columbus, Ohio	24.20
Fahlgren Mortine	Columbus, Ohio	23.70
Güd Marketing, Inc.	Lansing, Michigan	22.90
Paul Werth Associates	Columbus, Ohio	20.80
Rasor Marketing Communications, LLC	Cincinnati, Ohio	16.90
Studiothink, LLC	Cleveland, Ohio	14.50
Canvaas Consulting, LLC	Columbus, Ohio	14.00
Urban One, Inc.	Columbus, Ohio	10.55

Fiscal Impact

2020 Operating Budget
 Adopted by Resolution No. 052-19 on December 10, 2019
 DIRECT EXPENSES

Category: Other Outside Services – All SWACO

Resolution Amount	\$445,000.00
Current Contract Amount	New Contract
Total Other Outside Contracts Budgeted Amount	\$3,926,445.00
Amount Expensed	\$626,648.00
Funds Remaining	\$3,299,797.00

**multi-year contracts are subject to the approved budget within the year expenditure(s) are made*