



Authorizing the Executive Director to enter into a contract with Fahlgren Mortine to Purchase Media Advertising on SWACO’s behalf for the *Recycle Right, Make a Difference* Public Education Campaign in an amount not to exceed Two Hundred Thousand Dollars (\$200,000.00).

In February 2018, SWACO hired Fahlgren Mortine (“Fahlgren”) to develop a broad scale marketing and advertising plan for the *Recycle Right, Make a Difference* public education campaign. The goal was to improve residential recycling efforts through effective, relatable, and humorous ads that encouraged residents to visit the SWACO website to learn more about how to recycle right and how their efforts improve our environment, economy, and society.

Under that contract, Fahlgren collaborated with SWACO to create a media plan to initiate in November 2018 and be visible through Spring 2019. This contract will allow Fahlgren to implement the steps as outlined in the approved media plan to purchase the necessary advertisements and form strategic partnerships with media outlets to advance awareness of the *Recycle Right, Make a Difference* campaign and the new educational micro-website.

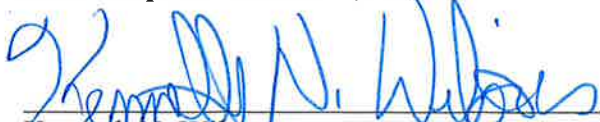
In an effort to further the public education campaign for recycling and diversion in the District, Staff therefore recommends the Board authorize the Executive Director to enter into a sixteen (16) month contract with Fahlgren and to expend an amount not to exceed two hundred thousand dollars (\$200,000.00).

Requested by: Hanna Greer-Brown, Communications Manager

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

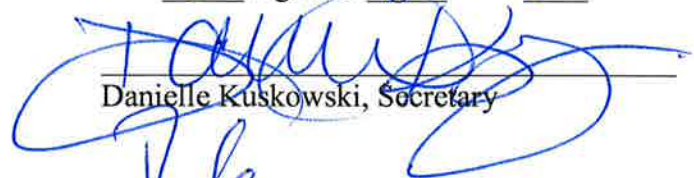
1. The Executive Director is authorized to enter into a contract with Fahlgren Mortine to purchase media advertisement on behalf of SWACO for the *Recycle Right, Make a Difference* campaign and to expend an amount not to exceed two hundred thousand dollars (\$200,000.00).
2. This resolution shall be in full force and effect from and immediately upon its adoption.

Date Adopted: October 2, 2018

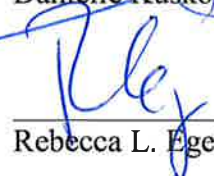


 Kenneth N. Wilson
 Chairman, Board of Trustees

Vote:
 For: 6 Against: 0 Abs: 0



 Danielle Kuskowski, Secretary



 Rebecca L. Egelhoff, Managing Counsel

Approved as to Form:



Authorizing the Executive Director to enter into an Agreement with Columbus Peterbilt for the Purchase of a Recycling Truck and expend an amount not to exceed Three Hundred Fifty-Six Thousand Two Hundred Fifty-Two Dollars (\$356,252.00).

SWACO owns and operates Peterbilt recycling trucks daily in order to service the SWACO Drop Box Recycling Program. Pursuant to the SWACO 2018 Capital Equipment Plan (“CEP”) schedule, a 2004 front-load recycling truck has now been declared as surplus since it has reached its useful life as equipment. Staff utilizes the CEP and the five (5) year replacement plan as a tool to assist in the effective maintenance and operation of equipment fleet. The purchase and replacement of the recycling truck is necessary for continued service of the SWACO Drop Box Recycling Program, and SWACO will utilize a Compressed Natural Gas (CNG) model in order to further the agency’s goal of reducing its carbon footprint.

Sourcewell (formally the National Joint Powers Alliance or NJPA) is an authorized Educational Cooperative Service Unit that provides education and government entities with procurement solutions. Sourcewell has competitively bid the Peterbilt 520 recycling truck that SWACO utilizes for the Drop Box Program and has made this bid award available nationwide for cooperative purchase for government agencies. Therefore, Staff recommends that the Board authorize the Executive Director to enter into an agreement with Columbus Peterbilt for the purchase of the recycling truck and to expend amount not to exceed three hundred fifty-six thousand two hundred fifty-two dollars (\$356,252.00).

Requested by: Bill Burns, Fleet and Facilities Maintenance 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 execute an Agreement with Columbus Peterbilt for the purchase of a recycling truck and expend an amount not to exceed three hundred fifty-six thousand two hundred fifty-two dollars (\$356,252.00).
2. This resolution shall be in full force and effect from and immediately upon its adoption.

Date Adopted: October 2, 2018

Kenneth N. Wilson
Chairman, Board of Trustees

Vote:
For: 0 Against: 0 Abs: 0

Danielle Kuskowski, Secretary

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



Authorizing the Executive Director to enter into two (2) year contracts with both the Triple S Tire Company Inc. and The Goodyear Tire and Rubber Company for the purchase of new tires and related services and expend an amount not to exceed Two Hundred Thousand Dollars (\$200,000.00) with each vendor.

SWACO currently owns and operates several large pieces of construction equipment for work at the Franklin County Sanitary Landfill (FCSL), Morse Road Eco-Station, and Jackson Pike Transfer Station. New tires and related services are necessary to properly maintain this equipment in order to ensure it can meet the daily needs of the operation.

SWACO Staff solicited a Request for Bid for new tires and tire services for its fleet of construction equipment. Staff reviewed each bid received and is recommending awarding a contract to Triple S Tire Company Inc., as well as The Goodyear Tire and Rubber Company. This will allow SWACO to leverage the vendors to provide the best pricing and enhance service delivery.

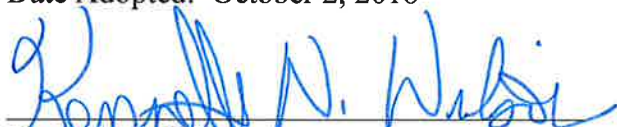
Requested by: Bill Burns, Fleet and Facilities Maintenance Manager

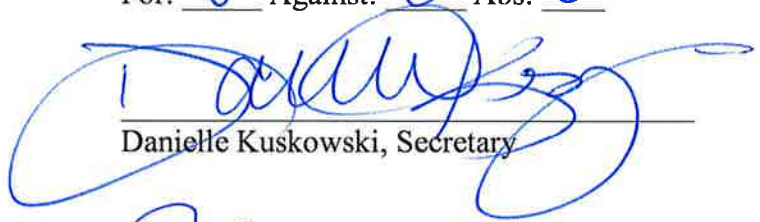
BE IT RESOLVED by the Board of Trustees of the Solid Waste Authority of Central Ohio that:

1. The Executive Director is authorized to enter into a two (2) year contract with Triple S Tire Company Inc. and The Goodyear Tire and Rubber Company for the purchase of new tires and related services and expend an amount not to exceed two hundred thousand dollars (\$200,000.00) with each vendor.
2. This resolution shall be in full force and effect from and immediately upon its adoption.

Date Adopted: October 2, 2018

Vote:
For: 6 Against: 0 Abs: 0


Kenneth N. Wilson
Chairman, Board of Trustees


Danielle Kuskowski, Secretary

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



Authorizing the Executive Director to Modify the Contract with the law firm of Eastman & Smith, Ltd. for Contract Technical Assistance for a Community Waste and Recycling Consortium and to expend an additional Twenty-Five Thousand Dollars (\$25,000.00), for a total contract amount not to exceed One Hundred Thousand Dollars (\$100,000.00).

Eastman & Smith, Ltd. ("Eastman & Smith") has provided contractual technical assistance to SWACO for community waste and recycling consortiums since 2005. In January 2018, Eastman & Smith was contracted by SWACO to begin working with an existing consortium on their next bidding cycle, effective January 2019. The members of this consortium are made up of ten (10) communities including the Cities of Bexley, Dublin, Gahanna, New Albany, Reynoldsburg, and Westerville, and the Townships of Blendon, Mifflin, Plain, and Washington.

Consortium members began meeting monthly in January 2018 with SWACO staff and representatives of Eastman & Smith to begin discussing the next consortium bid process. In order to complete the bidding process, which includes the collection, processing, and disposal of solid waste, yard waste, and recyclables, additional funding is necessary. The bids for recyclables processing and collection have already been received and will be awarded within the next thirty (30) days by each community.

Based on its past experience and assistance with the community waste and recycling consortiums, SWACO believes that Eastman & Smith is the best qualified law firm to continue providing legal services to the consortium. Thus, Staff is requesting the Board approve the modification of the contract with Eastman & Smith for continued contractual assistance for the consortiums.

Requested by: Andrew Booker, Programs 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 modify the contract with Eastman & Smith, Ltd. and to expend an additional twenty-five thousand dollars (\$25,000.00), for a total contract amount not to exceed one hundred thousand dollars (\$100,000.00).
2. This resolution shall be in full force and effect from and immediately upon its adoption.

Date Adopted: October 2, 2018


Kenneth N. Wilson
Chairman, Board of Trustees

Vote:
For: 5 Against: 1 Abs: 0


Danielle Kuskowski, Secretary

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



Authorizing the Executive Director to offer local communities a grant for the purchase of 65- or 95-gallon recycling carts at a cost not to exceed twenty-two dollars and fifty cents (\$22.50) per cart for each household for the curbside collection of recyclable materials from residential homes.

Pursuant to SWACO’s amended Solid Waste Management Plan, SWACO implements a variety of programs designed to increase solid waste recycling, reduction, and reuse necessary to achieve a 50% diversion rate by 2020 and a 75% diversion rate by 2032. Wheeled recycling carts have proven to be a “best practice” in residential curbside recyclable collection, resulting in higher per household diversion, higher participation rates, greater collection efficiency, and lower collection costs. Wheeled 65- or 95-gallon recycling carts consistently result in 30% greater household diversion than collection with 18-gallon bins.

Incentivizing the purchase of wheeled recycling carts by local communities within SWACO’s jurisdiction will allow these communities to provide residential recycling services using recognized best practices, resulting in higher diversion of material from the landfill, less blowing litter associated with bin-based recyclable collection, and greater community ownership and pride in their recycling program. The cart grant program will benefit the communities while directly supporting SWACO’s mission and goals.

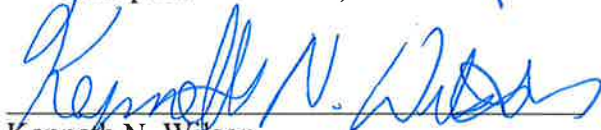
This grant program will be offered from 2018 through at least 2023, at an annual amount consistent with SWACO’s approved annual budgets.

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

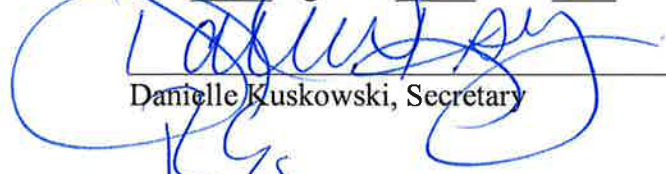
BE IT RESOLVED by the Board of Trustees of the Solid Waste Authority of Central Ohio that:

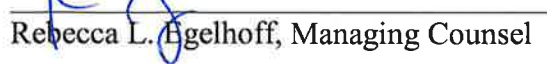
1. The Executive Director is authorized to offer local communities a grant for the purchase of 65- or 95-gallon recycling carts at a cost not to exceed twenty-two dollars and fifty cents (\$22.50) per cart for each household for the curbside collection of recyclable materials from residential homes.
2. Individual cart purchases will be brought before the Board of Trustees as necessary pursuant to SWACO’s procurement policies.
3. This resolution shall be in full force and effect from and immediately upon its adoption.

Date Adopted: October 2, 2018


 Kenneth N. Wilson
 Chairman, Board of Trustees

Vote:
 For: 6 Against: 0 Abs: 0


 Danielle Kuskowski, Secretary


 Rebecca L. Egelhoff, Managing Counsel

Approved as to Form: