

**AUTHORITY MEETING AGENDA**  
**371<sup>st</sup> Meeting**  
**October 3, 2023 at 12:00 p.m.**  
**(revised 9-27-23)**

<b>ACTION ITEM NO.</b>	<b>DESCRIPTION</b>
	Consideration of Approved Minutes of Previous Meeting
2023-4-1	Award of Authority Communications Services Contract
2023-4-2	Budget Amendments
2023-4-3	On-Call Contract Amendments

**Notes:**

- 1. The meeting will be conducted via Webex and accessible to the public via livestream at the following link: <https://youtube.com/live/TTm5Hkaw5d8?feature=share>.*
- 2. Portions of this meeting are permitted to be held in closed session in accordance with the General Provisions Article of the Maryland Annotated Code, Title 3 – Open Meetings Act. Authority for the closed session is Section 3-305(b)(1), to discuss (i) the appointment, employment, assignment, promotion, discipline, demotion, compensation, removal, resignation, or performance evaluation of appointees, employees, or officials over whom it has jurisdiction; or (ii) any other personnel matter that affects one or more specific individuals. However, the Authority does not intend to hold a closed session for this meeting.*
- 3. Agendas are subject to change up to and during the meetings. Agenda changes confirmed up to one day prior to a meeting will be posted in advance of the meeting. Agenda changes occurring subsequent to posting will be reflected in the minutes.*

410.333.2730 / 410.333.2721 fax / [authority@nmwda.org](mailto:authority@nmwda.org)  
[nmwda.org](http://nmwda.org) / Business-to-Business Recycling: [mdrecycles.org](http://mdrecycles.org)  
Tower II – Suite 402, 100 S. Charles Street, Baltimore, MD 21201-2705

**Comprehensive Waste Management Through Recycling, Reuse, Resource Recovery and Landfill**

**MEMBERS:**

Rhody R. Holthaus, Anne Arundel County / Vacant, Baltimore City / D'Andrea L. Walker, Baltimore County / Clifford J. Engle, Carroll County  
Phillip S. Harris, Frederick County / Joseph J. Siemek, Harford County / Mark A. DeLuca, Howard County / Guillermo Wainer, Montgomery County  
Charles Glass, Maryland Environmental Service / Andrew Kays, Executive Director



## **ACTION ITEM NO. 2023-4-1 – Award of Authority Communications Services Contract**

The Authority requires ongoing assistance with the publication of its quarterly newsletter, WasteWatch, publication of its annual report letter, updates to print materials and websites, and assistance with other communications initiatives. In addition, the Authority requires assistance in the development of public outreach programs in connection with its regional recycling work and assistance with communications projects for its Member Jurisdictions.

Notice of the availability of the Request for Proposals (“RFP”) for Marketing, Public Education and Communication Services (the “Communications Services”) was distributed on July 13, 2023 through the eMaryland Marketplace Advantage public portal, the Authority’s Procurement page of its website, and emails to identified communications vendors. A total of 21 firms returned their Contact Information by July 20, 2023. The Authority issued Addendum No. 1 the RFP on August 1, 2023 to all 21 of the interested firms in response to all RFP questions sent to the Authority by July 20, 2023. Addendum No. 1 was also posted on the Authority’s Procurement page of its website.

In accordance with Section 1.6, Submission Requirements, of the RFP, Proposals were received by August 24, 2023 from the following five firms (in alphabetical order): Figmint LLC (“Figmint”), GAVIN, Phoenix Lifestyle Marketing Group (“Phoenix”), Pinnacle Communications (“Pinnacle”), and TIBA, LLC (“TIBA”). The Authority deemed the proposal from Blitz Associates, Inc. to be non-responsive as it did not satisfy all of the mandatory requirements set forth in the RFP.

The five proposals were reviewed by Authority staff members Diana Reighart, Kim Gordon, and Sarah Tutko in addition to Rachel Scott from Anne Arundel’s Department of Public Works, Lowell Melser and Audrey Bagby of Baltimore County’s Department of Public Works and Transportation, Richard Keller of Baltimore County’s Bureau of Solid Waste Management, and Alan Wilcom of Howard County’s Bureau of Environmental Services. Project Analyst/Planner, Diana Reighart, compiled the attached averaged scoring spreadsheet.

Based on the evaluation team’s review of the proposals submitted, Pinnacle Communications received high marks for their excellent work samples, demonstrated their superior experience and qualifications, added value with their editing of a sample draft newsletter, and provided compelling outlines for a social media presentation and public education campaign. Additionally, Pinnacle is a locally based Baltimore small business, and is very familiar with the way that the Authority and its Member Jurisdictions work. Pinnacle received the highest score for overall pricing, though the Evaluation Committee also noted GAVIN had the most competitive pricing for the WasteWatch newsletter and other print communications services. GAVIN was the only firm to receive full marks for experience with waste disposal, recycling, or related energy and environmental issues. Additionally, although GAVIN is headquartered in Philadelphia, the Evaluation Committee noted that the firm offers an assigned Baltimore office. Both Pinnacle and GAVIN received full marks for their references.

Phoenix had the third highest overall score. The Evaluation Committee noted that there were some concerns about the firm’s understanding of the intent behind the social media and training presentations, with respect to how such presentations best serve the needs of the Authority and its Member Jurisdictions. TIBA and Figmint scored fourth and fifth, respectively. There were concerns that TIBA, among other things, did not demonstrate the experience required by the scope of the RFP. Lastly, the Evaluation Committee noted concerns about Figmint, including the fact that it is based in Rhode Island, and scored the lowest for cost effectiveness.

The Evaluation Committee recommends that the Board approve the Executive Director to enter into a contract (substantially in the form provided to the Board and made publicly available on the Authority’s website) with Pinnacle Communications to provide marketing, public education, and communications services.

Attachment

---

Authority Action – The above referenced Item was:

Approved	Disapproved	Deferred	Withdrawn
With Amendment		Without Amendment	

October 3, 2023

**Communications Proposal Evaluation  
Evaluation of Submissions and Recommendation for Request for Proposals**

Evaluation Criteria from Section 4.4 of the RFP:

- 1) Response to the scope of services in a comprehensive manner, including a realistic project schedule for publication of quarterly e-newsletter, and examples of work products and evidence of positive results, if available. (10%)
- 2) Experience and qualifications of the firm and key personnel. Specifically looking for experience with software currently used by the Authority for its brochure and websites, namely WordPress, Microsoft Office 365, and Adobe Creative Suite; in addition to experience with the services set forth in Section 3.2 of this RFP. Preference for key individuals that are local and benefit to Maryland economy. (25%)
- 3) Price or Cost Effectiveness. (15%)
- 4) Evaluation of the editing of the draft newsletter article. (10%)
- 5) Public education campaign proposal outline. (10%)
- 6) Social media presentation outline (10%)
- 7) Experience with waste disposal, recycling or related energy and environmental issues. (10%)
- 8) References (10%)

Evaluation Criteria	Maximum Points	Average Scores				
		TIBA LLC	Pinnacle	GAVIN	Phoenix	Figmits
1	10	7	10	9	9	8
2	25	16	25	23	23	16
3	15	10	13	12	10	5
4	10	7	8	7	8	8
5	10	8	10	10	9	7
6	10	8	9	9	8	6
7	10	5	10	10	9	4
8	10	7	10	10	10	7
		<b>68</b>	<b>95</b>	<b>90</b>	<b>86</b>	<b>61</b>

## **ACTION ITEM NO. 2023-4-2 – Budget Amendments**

Source of Funding as noted:

Montgomery County will pay the Authority via purchase orders, as and when approved by the County.

(1) Montgomery County General Account: Staff requests an increase to the account in the amount of \$600,000 for work in connection with the scale project and structural analysis at the Transfer Station, and in support of Action Item 2023-4-3, subsection (1).

(2) Montgomery County Resource Recovery Facility Account: Staff requests an increase to the account in the amount of \$570,000 in connection with the water intake relocation project effort, and in support of Action Item 2023-4-3, subsections (3) and (4).

Howard County will pay the Authority via purchase orders, as and when approved by the County.

(3) Howard County General Account: \$125,000 increase for updates to the 10-year Solid Waste Management Plan as required by regulation.

Harford County will pay the Authority via purchase orders, as and when approved by the County.

(4) Harford County General Account: \$100,000 increase for updates to the 10-year Solid Waste Management Plan as required by regulation.

(5) Harford County WTE Project Management General Account: \$250,000 is being added in anticipation of the start of certain design related efforts for Phase III of the Harford County Waste to Energy Facility demolition and in support of Action Item 2023-4-3, subsection (1).

(6) Baltimore County Landfill Account: \$80,000 is being added in anticipation of the start of a new methane rule compliance support services project for the County's Eastern Sanitary Landfill, per the initial proposal from SCS Engineers and anticipated budget revisions for a final proposal and in support of Action Item 2023-4-3, subsection (1).

---

Authority Action – The above referenced Item was:

Approved

Disapproved

Deferred

Withdrawn

With Amendment

Without Amendment

October 3, 2023

## **ACTION ITEM NO. 2023-4-3 – On-Call Contract Amendments**

(1) SCS Engineers – A total increase in the amount of \$1,200,000 is needed for the SCS on-call contract.

i. Montgomery County will issue a Purchase Order (PO) under a Task Order with the Authority to provide for the funds for this effort. Montgomery County continues to utilize SCS in connection with additional efforts concerning the scale project at the Transfer Station, requiring an increase in the amount of \$600,000.

ii. Additionally, Howard County is utilizing SCS for Landfill Gas reporting work, requiring an increase in the amount of \$40,000, under a County PO.

iii. \$250,000 is being added in anticipation of the start of certain design related efforts for Phase III of the Harford County Waste to Energy Facility demolition. Work will proceed with an approved scope and County PO.

iv. Baltimore County will issue a Purchase Order under a Task Order with the Authority to provide for the funds for this effort. SCS will undertake new methane rule compliance support services for the County's Eastern Sanitary Landfill. \$80,000 is being added in anticipation of this project, per the initial proposal from SCS and anticipated budget revisions for a final proposal.

v. Given the new regulations concerning landfill gas reporting, \$230,000 is being added as additional work is anticipated for Member Jurisdictions regarding such LFG reporting work, as well as other efforts.

(2) Geosyntec Consultants – A total increase in the amount of \$401,000 is needed for the Geosyntec on-call contract.

i. The Baltimore City OSHA Compliance Memorandum of Understanding will be the source of funding for this effort. Baltimore City is utilizing Geosyntec for Master Planning Services and related tasks in connection with the renovations for the Western Sanitation Yard. An increase in the amount of \$151,000 is needed for the Geosyntec contract for this effort. No budget update is required for this effort.

ii. An additional \$250,000 is needed for the Geosyntec contract for anticipated work for other projects on behalf of the Member Jurisdictions. The applicable jurisdiction will provide a purchase order to fund the work.

(3) HDR Engineering, Inc. - Montgomery County will provide a Purchase Order under a Task Order as the source of funding for this effort. The County is considering utilizing HDR for the water intake relocation project at the Resource Recovery Facility. An increase in the amount of \$570,000 is needed for the HDR contract to fund the project.

(4) Barton & Loguidice, Inc. (B&L) - Montgomery County will provide a Purchase Order under a Task Order as the source of funding for this effort. The County is considering utilizing B&L for the water intake relocation project at the Resource Recovery Facility. An increase in the amount of \$300,000 is needed for the B&L contract to fund the project.

Staff is requesting increases for the above-referenced contracts in the amounts as set forth above.

---

Authority Action – The above referenced Item was:

Approved	Disapproved	Deferred	Withdrawn
With Amendment		Without Amendment	

October 3, 2023