



**PROPOSER QUESTIONNAIRE- General Business Information**

*(Products, Pricing, Sector Specific, Services, Terms and Warranty are addressed on **Form P**)*

Proposer Name: **ReCollect Systems**

Questionnaire completed by: **Claire Atkin**

Please identify the person NJPA should correspond with from now through the Award process:

Name: **Drew Rifkin, Director of Sales**

E-Mail address: **drew.rifkin@recollect.net**

*Please answer the questions below using the Microsoft Word® version of this document.* This allows NJPA evaluators to cut and paste your answers into a separate worksheet. Place your answer directly below each question. NJPA prefers a brief but thorough response to each question. Please do not merely attach additional documents to your response without also providing a substantive response. Do not leave answers blank; mark “NA” if the question does not apply to you (preferably with an explanation). Please create a response that is easy to read and understand. For example, you may consider using a different font and color to distinguish your answer from the questions.

**Company Information & Financial Strength**

- |   |
|---|
| 1) Provide the full legal name, mailing and email addresses, tax identification number, and telephone number for your business. |
|---|

**Address:**

ReCollect Systems Inc.  
3381 Cambie Street, Suite 528  
Vancouver, BC V5Z 4R3  
Canada

**Tax identification number:** 98-1077853 (Canada) and 47-3381511 (United States)

**Contact:**

Email: [info@recollect.net](mailto:info@recollect.net)

Company phone: (888) 402-6936

Drew Rifkin phone: (360) 219-9798

- 2) Provide a brief history of your company, including your company's core values, business philosophy, and longevity in the SOLID WASTE AND RECYCLING COLLECTION AND TRANSPORT EQUIPMENT WITH RELATED EQUIPMENT, SUPPLIES, AND ACCESSORIES industry.

## ReCollect

ReCollect Systems makes recycling and waste communications easy. We specialize in digital solutions for the waste management sector. With a focus on meeting and surpassing the expectations of residents, ReCollect has the proven experience to deliver digital products that also meet the needs of waste managers, communicators, IT specialists and governmental officials.

With a focus on ease-of-use for residents and without any of the ambiguity around the origin of messaging, ReCollect's services drive unparalleled levels of engagement.

## Vision

Our vision is to help organizations re-imagine services as citizen-centric, easy to use for staff and residents, and incredibly affordable. Born out of the Government 2.0 movement our vision is to help organizations re-imagine services as citizen-centric, easy to use for staff and residents, and incredibly affordable. We think cities can get smarter while also spending less on procuring and managing software.

## Business Philosophy

At ReCollect, we work in service of these three goals:

1. **Delight Residents**

We aim to provide residents with unexpectedly good service and surprisingly useful products.

2. **Enable Self Service**

With products that people like using, residents can become more self reliant and able to solve problems without needing to make expensive phone calls.

3. **Encourage Behaviour Change**

With engaged residents using ReCollect, we can help them change their behaviour. With our assistance, clients are able to shift the behaviour of their residents to:

- increase recycling capture rates
- lower contamination in the streams
- reduce call volumes at your helpdesk or 311 centre
- increase participation in both regular collection and irregular services such as household hazardous waste collection and other events

## Longevity in the Industry

ReCollect is the leading provider of digital communication applications to solid waste and recycling organizations in the world. Our team combines leading software engineers, local government and public policy experts, and some of the most recognized communications experts in the field of solid waste and recycling. We have been providing our current waste services to cities since formation.

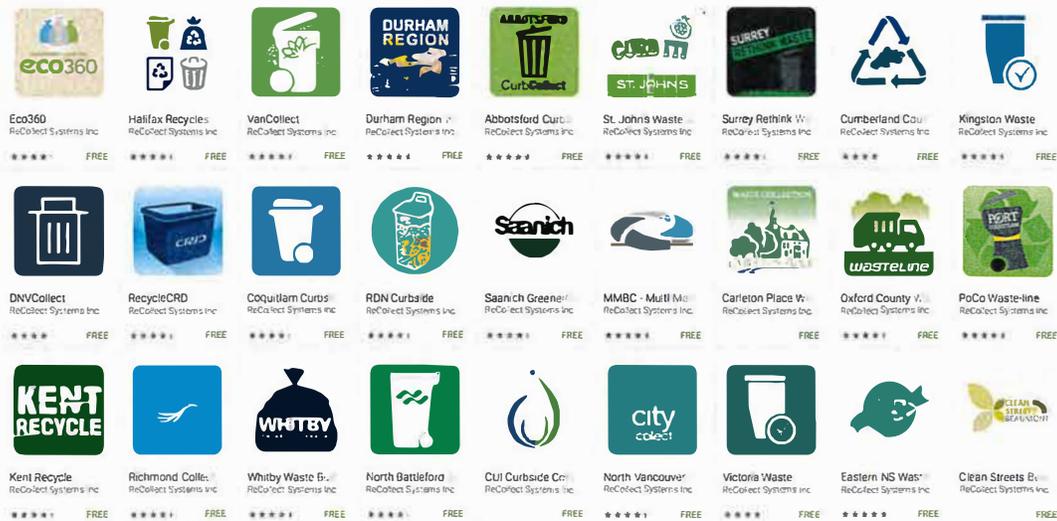
Our customer support is legendary, not just for our software, but also for best practices around communication in solid waste and recycling. Please call any of our customers for a reference.

## A Demonstrated History of Success

ReCollect is used by hundreds of municipalities and private haulers including cities both large and small. Our customers range in size from fewer than 10,000 residents to over a million.

One key factor in ReCollect's success is our ability to reach residents from multiple demographics, including older residents and those without smartphones or computers. ReCollect's customers include Qualicum Beach, BC, for example, which successfully uses ReCollect's website and mobile apps to engage a community where the median age is 63.

More broadly, ReCollect's team and infrastructure serve customers with a combined population of over 17 million residents, answering hundreds of thousands of queries about schedules and how to dispose of items and sending reminders - along with important updates and newsletters - to hundreds of thousands of households around the world.



*A sample of mobile apps from some of our customers.*

3) Provide a detailed description of the products and services that you are offering in your proposal.

## Product Descriptions

### Introduction

ReCollect puts residents at the front and center of your recycling communications strategy. How do your residents know when to take out the trash? How do they know if collection is delayed? You can provide them with timely, accurate information they can trust.

Your residents can get confused about how best to throw out different items. Not anymore - you can provide the best possible search tool for exactly that question. With this tool, residents can quickly find the information they need at the perfect time. This applies even for items that don't fit in bins: with the Special Collection tool, residents can schedule a convenient time for a hauler to arrive. If your city charges for special collections, residents can easily use their debit or credit cards to quickly pay online.

Finally, residents can learn more and have fun at the same time with ReCollect's Waste Sorting Game. This game teaches kids and adults alike how to recycle in their area. Everything within the game, including the landscape, the colors, the bins, and the items, reflects their local experience. It also sends data back to the city about what items residents find most confusing.

In each of the following sections, you'll find out about each of our products and how they solve residents' recycling and waste challenges. All of these products are easy to put on your website. They even change color and names to match your branding. They are also available via a mobile application. Your ReCollect mobile app is branded to your city and controlled by you. It is the perfect way to offer services and information to your residents in a digital, trusted way.

The following sections include overviews of the Collection Calendar, the Waste Wizard, the Special Collection tool, and the Waste Sorting Game.

## Collection Calendar



Residents can view their collection schedule online, and subscribe to email, phone, Twitter or text message collection day reminders. Residents pick the date and time of the reminder. Reminders shift to account for holidays, and remind residents only about what is being picked up that week.

With ReCollect's Collection Calendar, residents can also print a PDF of the calendar specific to their address. They can also download their collection schedule into their personal digital calendar (Microsoft Outlook, iCal, Google calendar).

Behind the scenes, you can add educational messaging that residents will see or hear in their reminders. These messages can encourage recycling habits and proper sorting, provide seasonal tips or information about upcoming environmental events. Educational messages can be targeted to specific collection routes or to all residents.

You can even send out service alerts to all or specific collection routes. This is invaluable for weather, or service related collection delays.

The Collection Calendar can be used on its own, or integrated with ReCollect'™s Waste Wizard web app and/or mobile app.

### Collection Calendar Key Functionality

Schedule look-up tool:

- Residents can search for collection schedule by address.
- Predictive search allows for various address formats.
- Address aliasing, so that old street names or streets with multiple names, will always point to the correct address.
- Schedules can shift to account for holidays and can handle any level of complexity.
- Schedules can show multiple and customizable streams such as recycling, yard waste, organics, or christmas tree collection.
- Schedules can display non-collection events such as household hazardous waste days.
- Schedules can be specific to the address level - allowing cities to show different collection schedules or options for residential, multi-family and/or commercial addresses.
- Addresses searched that are in neighboring municipalities can generate a custom message with hyperlink directing those users back to the responsible authority.

Reminders and print calendars:

- Residents can sign up for collection day reminders via email, Twitter, Text Message, or automated phone call, or embed the schedule into their Outlook, iCal or Google Calendar.
- Reminders shift to account for holidays, and remind residents only about what is being picked up that week, from recycling bins, to christmas trees.
- Free printer-friendly collection calendars customized for each resident's address.
- Custom branding on notifications: use your logo, background image, color palette to shape the look and feel and reinforce your brand.
- Add educational content to reminders to let residents know about upcoming events, common mistakes or other informative content that can help increase recycling, lower support calls and reduce contamination.

## Report an Issue (or Need Help?)

- Let residents report waste related problems such as missed collections, broken or missing garbage bins
- Entirely customizable list.
- Integrates with other solutions (see data & integration section below).

## Admin Dashboard

- Activity & Reporting dashboard - get detailed stats about how your residents are using ReCollect.
- Easily update the collection schedule anytime with drag & drop interface.
- Add new streams or events.
- Add educational content to garbage day reminders at any time - let residents know about upcoming events, common mistakes, or other important information.
- Send service interruption messages - reduce complaints and call volumes by letting residents know immediately about service interruptions due to weather or other problems.
- Monthly activity report emailed to staff, or check the live dashboards anytime.

## Accessibility

- Exceeds WCAG 2.0 Level AA and Section 508 compliance - ReCollect meets all regulatory and legal accessibility compliance requirements for users with disabilities.
- ReCollect works for all your residents, including those without computers or smartphones, those who have only landlines.
- Support multiple languages - deploy the Collection Calendar web app in Spanish, Chinese, Punjabi, Korean and French.

## Customer Engagement

- Targeted education and campaign messaging - create your own or select from dozens of seasonal and topical templates that add content to existing reminders. Additionally, two sample campaigns are provided each month. No need to deluge residents -- let their weekly reminder serve as a newsletter.
- Segment custom messages by geography/neighborhoods - each collection route can receive distinct custom messages.
- Emergency messaging - immediately notify residents of failed pickups due to weather, mechanical breakdown etc.

# Collection Calendar Examples

## Reminders

Residents can sign up to collection day reminders via email, text, and/or automated phone call. Additionally, residents may sign up for reminders by Twitter (Direct Message).

The screenshot shows the 'My Schedule' page with a green header. Below the header are four icons: 'My Schedule', 'Waste Wizard', 'Waste Sorting Game', and 'Need help?'. The address is 1837 E 1st Ave, Vancouver. Below the address are instructions: 'Set out your garbage by 7 am.' and 'Set out your Green Bin by 7 am containing all your food scraps and yard trimmings.' There are also contact numbers and an email address for recycling customer service. A red arrow points to the 'Get a reminder!' button. Below this is a calendar for February 2017 showing collection days for Green Bin and Recycling. Below the calendar is a 'Get a reminder!' section with a 'Back' button and a list of notification options: Email, Android or iOS App, Phone Call, Text Message, Embed in Outlook, Google Calendar, iCal, Print a Calendar, and Service alerts only. Each option has a 'Select' button.

My Schedule Share

My Schedule Waste Wizard Waste Sorting Game Need help?

1837 E 1st Ave, Vancouver  
Garbage & Green Bin - City - Purple North  
Recycling - MMBC (Smithrite) Curbside - Purple

Set out your garbage by 7 am.

Set out your Green Bin by 7 am containing all your food scraps and yard trimmings.

For recycling customer service call 604-282-7968 or recycle@smithrite.com.

Get a reminder! Get a calendar Search for another address

February 2017 Today < >

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	Green Bin Recycling		1	2	3	4
	5 Green Bin Skipped	6	7	8	9	10
						11

< Back Get a reminder!

How should we notify you?

Pick the reminder you'd like to receive. You can sign up for multiple reminders.

- Email Select >
- Android or iOS App Select >
- Phone Call Select >
- Text Message Select >
- Embed in Outlook, Google Calendar, iCal Select >
- Print a Calendar Select >
- Service alerts only Select >

Choices are made available to residents so as to optimize ease-of-use and engagement. For example, residents can choose to only receive service alerts from time to time allowing the city to inform them of unscheduled service disruptions. Notice the color changes with the city: all branding matches the website of each customer.

**Collection Schedules and Reminders** | English | Need help?

[← Back](#) **Change or delete your reminder**

### Change or delete your reminder

This notification is currently delivered as an email to [tim@recollect.net](mailto:tim@recollect.net) for the following address:  
1000 Throckmorton St, Fort Worth

### Change your home or email address:

It's easy, just delete your reminder below and sign up again

### Change or delete when we remind you:

Time: 10:00 AM  
Day: The day before

### Select what you would like to be reminded about:

Garbage	<input checked="" type="checkbox"/> YES
Cowtown Cleanup And Earth Party (always enabled)	<input type="checkbox"/>
Recycling (always enabled)	<input type="checkbox"/>
Yard Trimmings (always enabled)	<input type="checkbox"/>

[← Back](#) [Save reminder](#) [Delete your reminder](#)

By signing up you agree to our [Privacy Policy](#) and [User Agreement](#)

With ReCollect's Collection Calendar, residents can print a PDF of the calendar specific to their address.

**Larger format available for low vision users.**

**Address specific**

**City branded**

City of Revelstoke 12 months per page (change) - Print Download

**Collection Schedule**  
216 Mackenzie Ave, Revelstoke

Garbage MMBC Recycling Holiday

January 2017 February 2017 March 2017

April 2017 May 2017 June 2017

July 2017 August 2017 September 2017

**Holidays clearly marked. Readily apparent when collection is impacted.**

Residents can download their collection schedule into their personal digital calendar (Microsoft Outlook, iCal, Google calendar):

The image shows two screenshots of a mobile application interface. The top screenshot is titled "Get a reminder!" and asks "How should we notify you?". It lists several notification methods: Email, Android or iOS App, Phone Call, Text Message, Embed in Outlook, Google Calendar, iCal, Print a Calendar, and Service alerts only. Each method has a "Select" button to its right. The "Embed in Outlook, Google Calendar, iCal" and "Print a Calendar" options are highlighted with a red rectangular box. The bottom screenshot is titled "Add to Calendar" and asks the user to "Please choose the type of calendar application you use:". It provides three blue buttons: "Add to Google Calendar", "Add to iCal", and "Add to Microsoft Outlook". Below this, there is a section titled "Print a Calendar" which instructs the user to "To print your calendar, please click the following button:" and provides a blue button labeled "Print a Calendar".

My Schedule    Waste Wizard    Waste Sorting Game    Need help?

◀ Back    Get a reminder!

How should we notify you?  
Pick the reminder you'd like to receive. You can sign up for multiple reminders.

- ✉ Email    Select >
- 📱 Android or iOS App    Select >
- ☎ Phone Call    Select >
- 📄 Text Message    Select >
- 📅 Embed in Outlook, Google Calendar, iCal    Select >
- 📄 Print a Calendar    Select >
- 🔔 Service alerts only    Select >

◀ Back    Add to Calendar

Add to Calendar

Please choose the type of calendar application you use:

- 📅 Add to Google Calendar
- 🍏 Add to iCal
- 📧 Add to Microsoft Outlook

Print a Calendar

To print your calendar, please click the following button:

- 📄 Print a Calendar

## Waste Wizard



From aluminum cans to ziplock bags, ReCollect's Waste Wizard helps your residents figure out what goes in what bin.

As the resident begins to type their material, the Waste Wizard will “predict” the entry, offering helpful suggestions. It can also highlight depots for items like electronic waste or household hazardous waste. This depot option includes maps so residents can easily find their way. Your job of educating residents becomes easier with simple editing tools if you want to add new materials, waste streams or depots. You can also create “aliases” for materials that have more than one name (e.g. soda and pop).

Behind the scenes, ReCollect has a list of thousands of items to help you get started. Analytics help you understand what materials residents are consistently searching for so you can address them in your promotion and education efforts.

The Waste Wizard can be used on its own, or integrated with ReCollect'™s Collection Calendar web app and/or mobile app.

### Waste Wizard Key Functionality

- Enables residents to easily search for how to dispose of hundreds of different materials
- Admin Dashboard - city administrators can, at any time:
  - Access Activity & Reporting dashboard - get detailed stats about:
    - Usage
    - Most searched for items
    - Items searched for that are not in the wizard (so they can be added)
  - Update the wizard, including:
    - Adding or editing items, setting their stream (trash, recycling, depot, bulk collection, etc.)
    - Set special instructions for each item.
    - Include depots, landfills and drop off locations, customize content to include map and location results, hours of opening.
    - Add “synonyms” to items so that local variations in terminology, along with common spelling mistakes and typos will give the correct result.
  - Download a Monthly activity report, or have it automatically emailed to staff.
- Accessibility
  - Exceeds WCAG 2.0 Level AA and Section 508 compliance- ReCollect meets all regulatory and legal accessibility compliance requirements for users with disabilities.
  - ReCollect works for all your residents, including those without computers or smartphones, those who have only landlines.
  - Support for multiple languages including Spanish, Chinese, Punjabi, Korean and French.

## Waste Wizard Examples

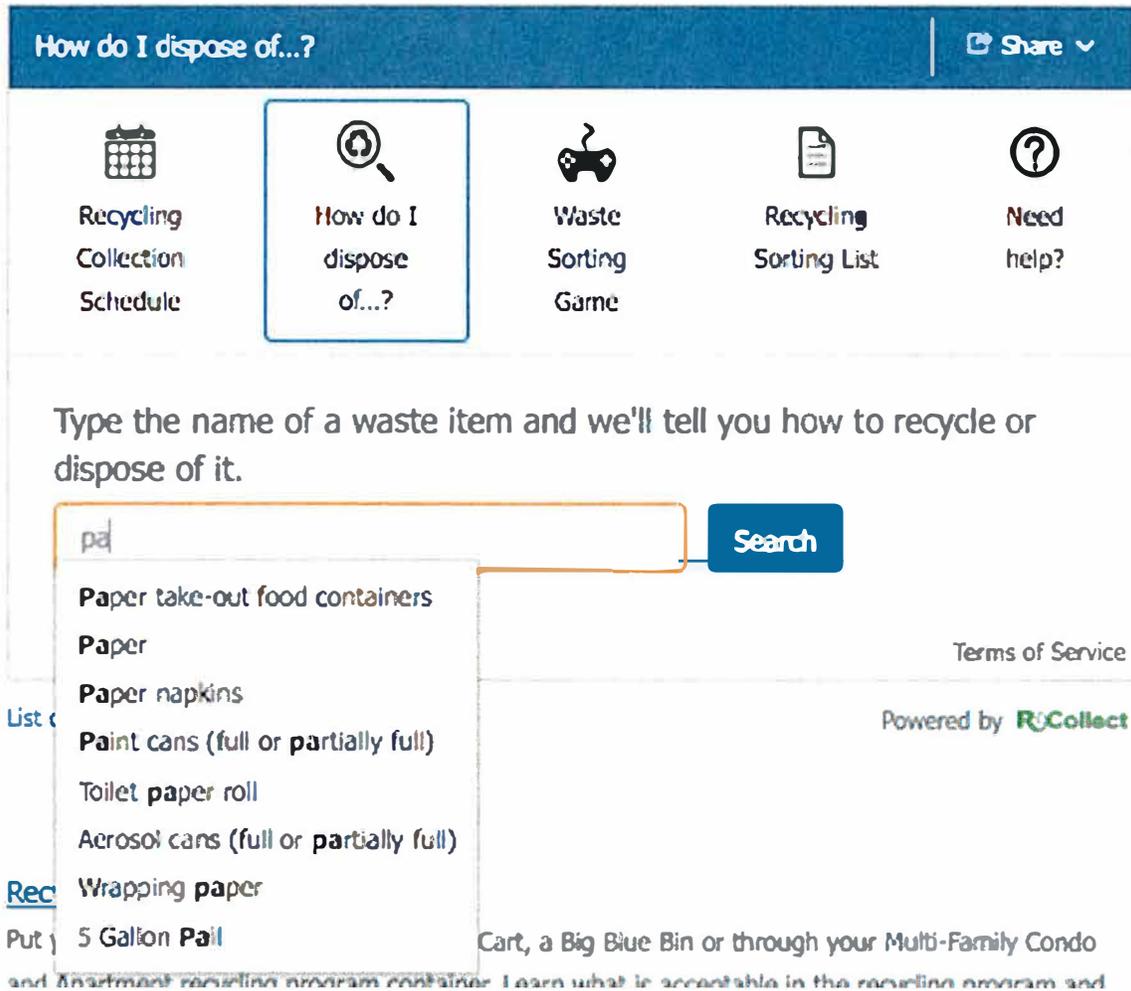
ReCollect's Waste Wizard lets residents determine how to dispose of items correctly. The city will be able to pre-determine a list of streams (curbside collections services and/or drop-off centres) with which to associate the list of items and materials.

You can also highlight depots for items like electronic waste or household hazardous waste. This depot option includes maps so residents can easily find their way. Your job of educating residents becomes even easier with simple editing tools if you want to add new materials, waste streams or depots.

The screenshot displays the 'Waste Wizard' web application interface. At the top, a dark red header contains the title 'Waste Wizard' and a 'Share' button. Below the header are three navigation options: 'My Schedule' (with a calendar icon), 'Waste Wizard' (with a magnifying glass icon and a red border), and 'Need help?' (with a question mark icon). The main content area shows a search result for 'Batteries (rechargeable)'. It includes a 'Back' button, a search input field with the text 'Type an item', and a heading 'Batteries (rechargeable)'. A car icon indicates that there is no curbside collection for this household hazardous waste. The primary disposal recommendation is 'Rechargeable Battery Recycling Corporation', with a note to 'Drop off this item for recycling. Always call ahead.' Below this, it states that the material is accepted as part of the RBCRC program and provides the website [www.rbcrc.ca](http://www.rbcrc.ca) for more information. An image of various rechargeable batteries is shown on the right. A 'Terms of Service' link is located in the bottom right corner.

## Predictive item search

ReCollect's Waste Wizard lets residents determine how to dispose of items correctly. As the resident begins to type their material, the Waste Wizard "predicts" the entry, reducing errors and getting residents to answers faster.



Behind the scenes, ReCollect has a list of thousands of items all ready set up. Analytics help you understand what materials residents are consistently searching for so you can address them in your promotion and education efforts.

## Item Aliasing

The Waste Wizard allows the city to add “synonyms” to a pre-populated list so that a resident searching for an item with many common names will always be directed to the most helpful correct answer. As a result searches for, say, “pop can”, “coke can”, and/or “soda can” would all be re-directed to a single authoritative entry on aluminum cans. This allows residents to use their language for items while limiting the amount of work to keep records up to date.

The screenshot shows the Waste Wizard application interface. At the top, there is a green header with the text "Waste Wizard" and a "Share" button. Below the header, there are four navigation icons: "My Schedule" (calendar), "Waste Wizard" (magnifying glass over a recycling symbol), "Waste Sorting Game" (game controller), and "Need help?" (question mark). The "Waste Wizard" icon is highlighted with a green border.

Below the navigation icons, there is a welcome message: "Welcome to the Waste Wizard. Please search for an item." Below this message is a search input field containing the text "metal can" and a green "Search" button. A dropdown menu is open below the search field, listing the following suggestions: "Paint can (empty)", "Soup can", "Pop can", "Can opener (metal)", "Aerosol can - other than paint", "Scrap metal", "Fencing (metal)", and "Clothes hangers (metal)".

At the bottom of the interface, there are two buttons for downloading the app: "GET IT ON Google play" and "Available on the App Store". To the right of these buttons, there is a link for "Terms of Service" and the text "Powered by R2Collect".

## Item request

If an item is not found in the Waste Wizard directory, users may suggest adding it to the list.

The screenshot shows the Waste Wizard app interface. At the top, there is a green header with the text "Waste Wizard" and a "Share" button. Below the header are four navigation icons: "My Schedule" (calendar), "Waste Wizard" (magnifying glass over a recycling symbol), "Waste Sorting Game" (game controller), and "Need help?" (question mark). The "Waste Wizard" icon is highlighted with a green border.

Below the navigation bar is a "Search Results" section with a "Back" button. The search results are for "paper flowers" and list the following items:

- Fine paper
- Packing paper
- Glossy paper
- Computer paper
- Printed paper
- Writing paper
- Construction paper
- Photocopy paper
- Wax paper
- Butcher paper (no plastic lining)

A red arrow points to the "Butcher paper (no plastic lining)" item. Below the list, the text "Looking for a different item?" is displayed. At the bottom, a green button contains the text "Suggest 'paper flowers' as a new item."

## Item Information

Item information is highly customizable.

**Styling (fonts, colours etc) adapted to match Regina's website and branding**

**Visual aid provided by default but also fully configurable by City Staff**

**Supplemental information about recycling options available**

How do I dispose of...? | Share

Recycling Collection Schedule | How do I dispose of...? | Waste Sorting Game | Recycling Sorting List | Need help?

< Back Paint cans (full or partial) Type an item

Product Care - Saskatchewan Paint Recycling Program

The Product Care Saskatchewan Paint Recycling Program (SPRP) is a non-profit association created by paint manufacturers, distributors and retailers. The program is funded by eco fees paid upon the purchase of new paint. Paint drop-off depots for Regina include:

- Lowe's
- RONA
- SARGAN Recycling

Habitat For Humanity Restore - Building Material

Habitat For Humanity Restore accepts new and used, overstocked, discontinued or salvageable building materials including doors, windows, all types of lumber and trim, sheet goods, plumbing fixtures, light fixtures, kitchen cabinets and accessories.

Visit [www.habitatregina.ca/restore](http://www.habitatregina.ca/restore) for more information.

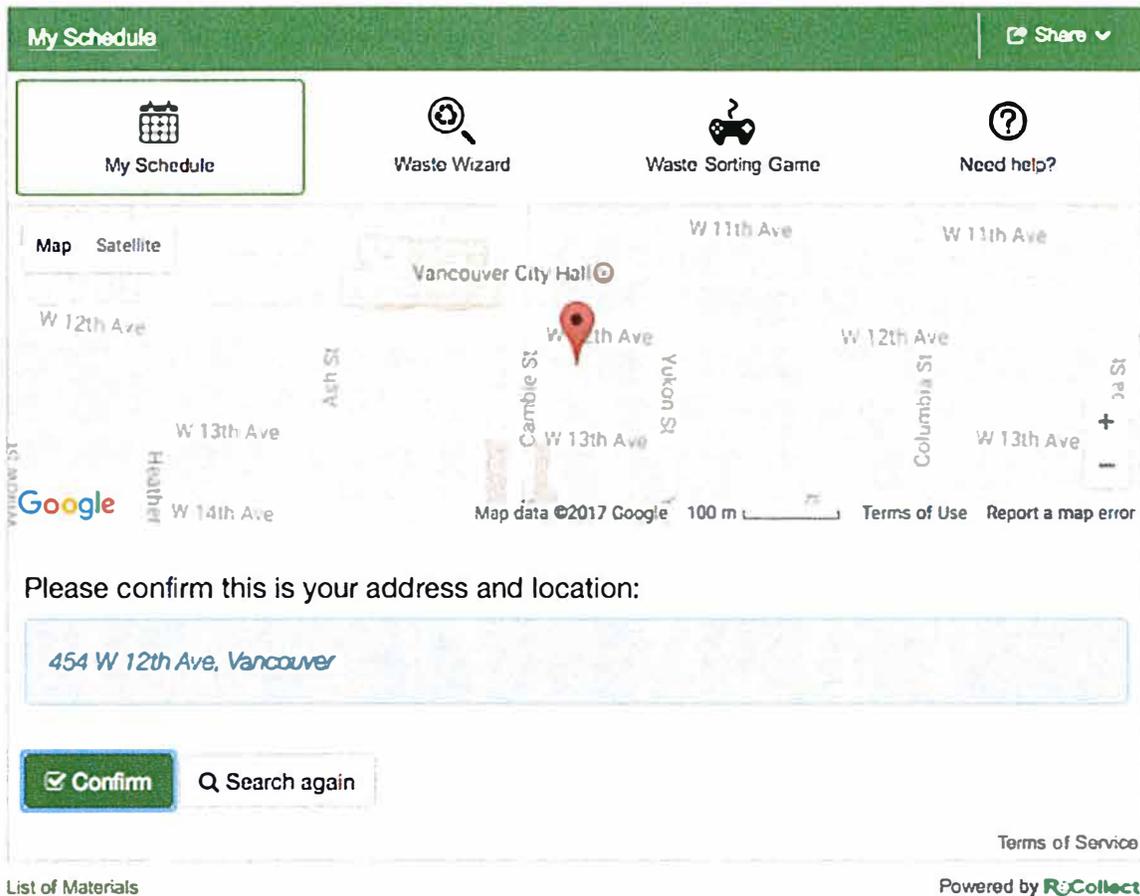
Multiple materials or items can be associated with a depot, meaning that changes to depot (such as address or phone number) are propagated to all occurrences in the database. The same is true for streams, and there are other changes can also be made in bulk, such as adding new streams and associating multiple materials with them, or disassociating lists of materials from obsolete streams.

Our extensive, default list is comprised of items that we've come across in municipalities across North America (including some very large cities), and is well in excess of what any one municipality would typically need.

We have an extensive library of images and more can be requested if needed.

## Mapping

A map can optionally be used to confirm the address entered.



What Goes Where and the Calendar Tool both lead to a list of Depot locations nearest to the user's address. The map then guides the user to each location.

We have an excellent address geocoder type-ahead tool used by our Web Widgets and Mobile apps. This system has been used in hundreds of municipalities and serves millions of residents. It is designed to work well for residents young and old.

Our address type-ahead tool used by the ReCollect Widgets and Mobile App is built on our Address Search API. This API is available for use in other applications at no cost. The API has documentation and support from our development team and is very flexible.

Additional comments regarding Mapping:

1. For the resident user, we obviate the need to use a map for address location. If necessary, we would render parcels point-like before indexing addresses within collection zones. Alternatively, the city may already have a list of addresses that can be simply be used for this purpose which eliminates the need for this.
2. Maps may be used within the What Goes Where tool to provide Directions for residents to the recycling centre.

## Special Collection



With this tool, it's™ easy for residents to schedule a collection for difficult items like sofas, fridges, tree trunks, brush, mattresses, electronics, and household hazardous waste. Residents and customers can select the items they'd like collected, plus select the date of their collection.

The resident receives an email confirmation of their collection along with any set-out requirements, and the pick-up date is added to their ReCollect collection schedule.

Traditionally, residents have to call their municipality or hauler to arrange special collection.

This increases call volumes and forces residents to use a communications technology many feel is time consuming and out-of-date.

Do you charge for on-call collections? Want to let residents schedule their pick up time? Or don't™? Customize the product in dozens of ways to meet your workflow and budget needs. When a resident makes a request using ReCollect's Special Collection product, that request can be sent directly into your existing ticketing system. We integrate with all leading scheduling and routing systems. If you don't have a system for scheduling collections, we can provide that too.

The Special Collection product can be used on its own, or integrated with ReCollect's™ Collection Calendar web app and/or mobile app.

### Special Collections Functionality

- Enable residential or commercial customers to schedule collections, ideal for:
  - White goods, appliances
  - Brush
  - Household hazardous waste
- Capture what is being collected and preferred times - residents can even send images.
- Restrict on call collections by:
  - number available per day
  - to certain routes or geographies
- Set a deadline for cancelling on call collections
- Residents receive reminders in advance of their on call collection is scheduled.
  - Prompt customers - with an appropriate window of time - if they'd like to cancel to ensure that trucks do not make wasted trips
- Include fees and enable customers to pay via credit card
- ReCollect's Special Collection scheduler ensures that special collections are scheduled appropriately so that your trucks are never double or overbooked.
  - Data and Management:
    - Interface with your current scheduling systems
    - Use ReCollect to manage your scheduling system - we'll keep track of who has requested a collection, provide contact info and send a list of daily collections to the operations team

## Waste Sorting Game



With playful visuals and charming sounds, ReCollect's interactive Waste Sorting Game is a great addition to your outreach programs.

Players sort materials into various waste streams. As a reward for successfully completing each level, the player gets to build a digital park with local landmarks.

The Waste Sorting Game's name, cart/bin shapes and colors, drop-off depot name, and the background streetscape, can all be customized to meet your program's needs.

Behind-the-scenes, you can access analytic tools to help you understand what materials residents and customers are sorting correctly and incorrectly.

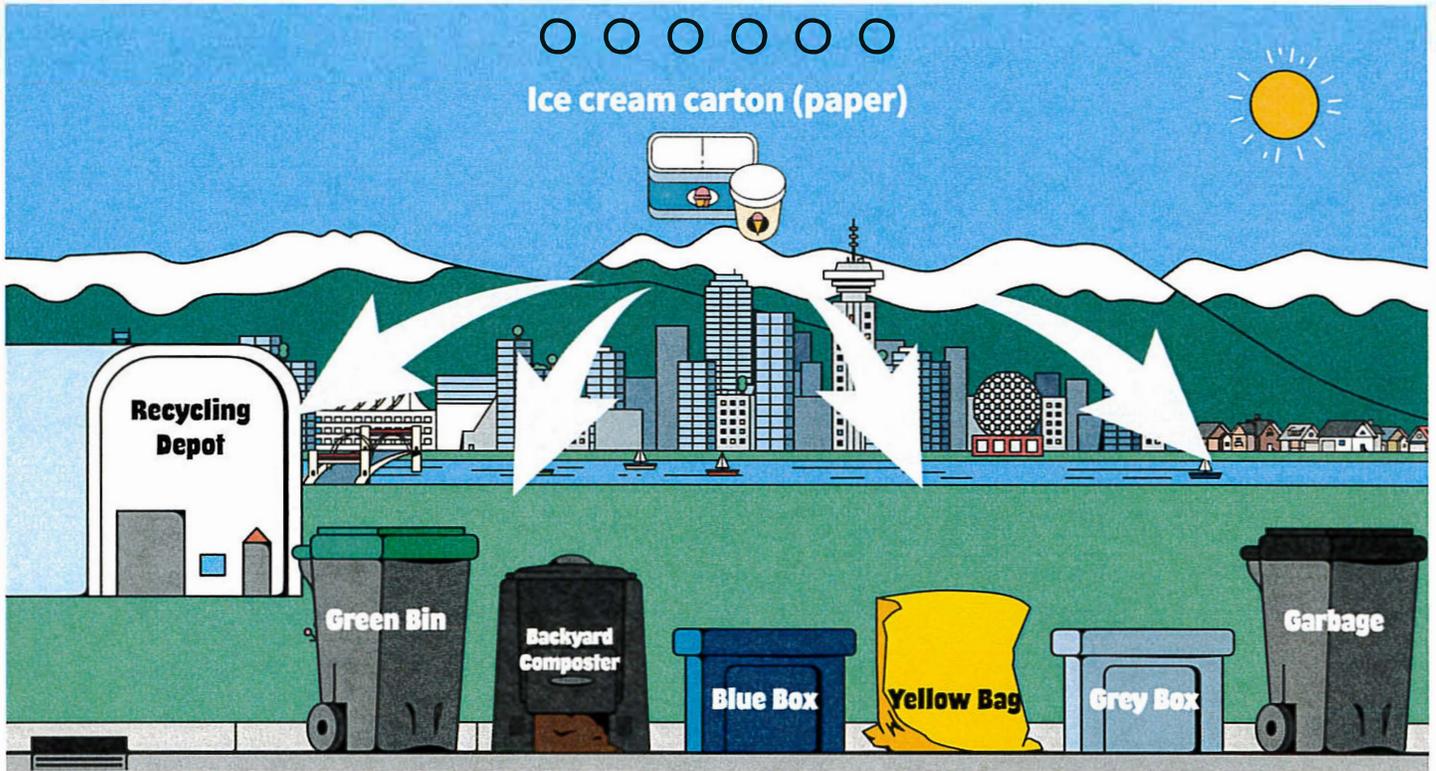
ReCollect's Waste Sorting Game works on all modern desktop and/or mobile web browsers.

### Waste Sorting Game Functionality

- Player is presented with a series of materials, each of which must be dragged into the correct stream before proceeding to the next. An incorrect choice requires the player to choose again.
  - After the completion of the level (six correct choices), the player is rewarded with a choice of items from which to construct their personal, virtual park.
  - After completing all five levels, the player is presented with the opportunity to create and print a certificate of completion.
- Customization - the following aspects of Game will be customized to reflect the municipality and its configuration of solid waste services:
  - Cityscape — to reflect the municipality's skyline/landmarks
  - Collection streams — associate materials with curbside and drop-off services. Customize depot names, cart (or bin) shapes and colors.
  - Name of the game.
  - Choice of up to fifty materials for disposal.
  - Additional two illustrations for materials or rewards not yet available.
- Metrics - Game aggregates usage data to provide the following metrics to administrators:
  - A virtual waste audit - the number of wrong guesses associated with the most frequently wrongly placed materials, and the number of times for each material in each wrongly chosen waste stream.
  - Monthly reporting of number of game plays and top misunderstood items.

## Waste Sorting Game Example

The waste sorting game is locally branded with local rules for sorting into local bins.



## Platform Options



### Web App

When residents arrive to your recycling web page, they're looking to answer a specific question. With the web app, residents can find exactly what they're looking for quickly and easily.

When we implement your web app, we work with you to match your organization's style and brand. Residents will see your city's wording, your own colors, and your own copy.

With ReCollect's technology, it's easy to integrate the web app into your site. It's just two lines of code.

### Web App Key Functionality

- Embed the calendaring, waste wizard and report an issue (need help?) tools on multiple web pages and websites, including your Facebook page, hauler's website, neighborhood/community websites, etc.
- Responsive design — web app adapts mobile web browsers giving users the best experience for their screen size.
- White labeled:
  - Web app uses your color palette and fonts to match the look and feel of your website.

### Mobile App



ReCollect is the only native app for waste management — meaning it has the responsiveness and sleek experience your residents expect.

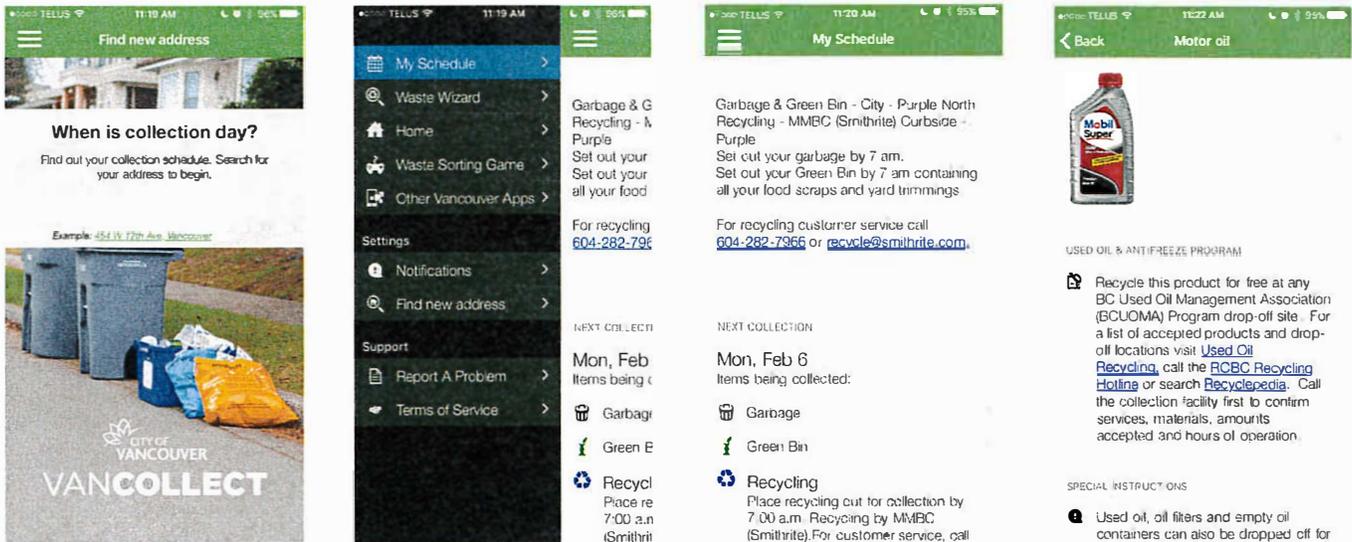
Your mobile app can be downloaded for free from the iTunes App Store and Android Play Store.

Because ReCollect is a “white label” service, your residents will be using a mobile app that you've named and branded.

### Mobile App Key Functionality

- Free mobile apps with the calendaring, waste wizard and report-a-problem tools available to residents in iTunes App Store and Android Play Store.
- Native iPhone and native Android apps, meaning they look sharp and are intuitive to users.
- White-Labeled
  - Custom branding on mobile apps allows you to use your logo, background image, color palette, and messaging to shape the look and feel, and reinforce your brand.

ReCollect's mobile app is white labeled. This leverages the City's branding, ensuring residents know the information is being provided by its official source. ReCollect strongly believes the municipality's relationship is directly with the resident. As such we focus on "white labeled" solutions for web and mobile apps, to ensure the resident knows information is coming from the City.



Staff can edit mobile app content pages. Custom branding on the mobile apps allows you to use your logo, background image, color palette, and messaging to shape the look and feel, and reinforce your brand.

As outlined in special conditions of [Fees and Expenses](#) we are pleased provide a discounted purchase provision for a custom branded mobile App for additional \$2,500/ year (all inclusive of implementation and support). This provision will be available for the duration of the Service Agreement and can be activated via formal request or Purchase Order.



## Implementation and Support Services

ReCollect's Implementation Methodology (RIM) will allow us to quickly and efficiently deploy your ReCollect services.

As part of the RIM process the ReCollect team will guide you from project kickoff through to Go-live and launch. This service includes a Program Manager to lead the deployment and a Data Analyst that will help you identify, transform, load, data in the ReCollect system. Meetings will be run by the ReCollect team throughout your deployment and up until your launch date, to assure success and deliver the anticipated results.

### Implementation Service Key Functionality

- Kickoff call and meetings through launch date
- Data review, transformation and load
- Development of automated or semi-automated data updating procedures.
- Administrator Training
- Integration with help desk systems/311 systems -- many options for incorporating related service requests from residents.
- Drive adoption

#### Web Specific

- URL configuration
- Web App embeds

#### Mobile Specific

- Create custom design and Icon (or utilize customer provided art)
- Author / co-author mobile app content
- Submission of the mobile apps to the Android and Iphone stores as a "FREE" app

#### Standard ReCollect Support

- Dedicated Customer Success representative assigned to your account available to answer questions, offer support and share best practices
- Access to our expertise and best practices around marketing your ReCollect tools to residents and maximizing their impact
- Access to our webinars where cities share best practices around using ReCollect
- 24/7 uptime and performance monitoring.
- 12/7 email support.
- Phone support for integration issues.
- We ensure ongoing compatibility for all popular browsers, devices and platforms.
- Residents and staff have direct access to our Customer Success Department in the event of technical difficulties.
- Gain instant access to new features, patches and fixes as they are developed at no extra cost.

**4) What are your company's expectations in the event of an award?**

ReCollect attributes much of our success to our world class products and focused sales process. We are effective at engaging clients, and conveying and then selling our value. Understanding and building a repeatable sales model is critical for any business and we have achieved this goal. Indeed, we have developed an effective system that experiences significant year over year growth in this capacity.

That said, at the moment the slowest part of our process is procurement; after a potential customer evaluates our products and decides to move forward, the procurement process can take from 3 to 12+months.

By partnering with NJPA, we expect to partially (and ideally radically) reduce the procurement efforts ( for both ReCollect and our customers) so that we can invest resources into scaling our business even more quickly, including expanding our product line.

ReCollect does not expect NJPA to bring us new deals. Our hope is that NJPA will make us more marketable, and as a bonus may bring us some new deals, but it is not our expectation. Our expectations focus on reducing the procurement burden on us and our customers, making our already successful model still more successful.

**5) Demonstrate your financial strength and stability with meaningful data. This could include such items as financial statements, SEC filings, credit and bond ratings, letters of credit, and detailed reference letters.**

ReCollect launched in 2009. Since then, we have become a multi million dollar technology company. Over the past three years, our revenue has grown 700%, our team has grown 400%, and our customer base has grown by 400%.

We are, in practice, a deeply conservative company. Throughout the period discussed above we have remained cashflow positive without seeking or needing investor capital. More critically, because our clients sign multi-year contracts with a fixed price annuity, our future cash flow is remarkably stable. The result is that, given existing contracts and the revenue they generate, ReCollect could fail to close *any new business* (an extremely unlikely scenario) and continue to pay our team and service our existing customers for several years.

We expect continuous growth in the municipal sector. We are reluctant to provide financial statements as we would prefer not to have these made public or shared, but would be happy to talk about our financial strength in detail and find ways to demonstrate it to satisfy the committee.

**6) What is your US market share for the solutions that you are proposing? What is your Canadian market share, if any?**

Based on 6,000 eligible clients with waste and recycling services, our Canadian market share is 30% and our US market share is 3-4%. We are excited about our room to grow within this sector.

**7) Has your business ever petitioned for bankruptcy protection? Please explain in detail.**

Neither ReCollect nor its founders/owners have ever petitioned for bankruptcy protection.

**8) How is your organization best described: is it a manufacturer, a distributor/dealer/reseller, or a service provider? Answer whichever question (either a) or b) just below) best applies to your organization.**

a) **If your company is best described as a distributor/dealer/reseller (or similar entity), please provide your written authorization to act as a distributor/dealer/reseller for the manufacturer of the products proposed in this RFP. If applicable, is your dealer network independent or company owned?**

b) **If your company is best described as a manufacturer or service provider, please describe your relationship with your sales and service force and with your dealer network in delivering the products and services proposed in this RFP. Are these individuals your employees, or the employees of a third party?**

ReCollect is best described as a service provider of software services. Our sales and service personnel are employees of ReCollect.

Although we do not employ distributors or dealers, we do have one cooperative purchasing agreement for the sake of procurement. Our partners, Cascade Engineering, do not sell on our behalf, but they do make buying easier. Because Cascade is a member of NJPA, and ReCollect is a partner to Cascade, cities that decide to buy ReCollect can be invoiced through Cascade Engineering for ease of procurement. It is thanks in part to this partnership that we are familiar with the benefits of NJPA membership.

**9) If applicable, provide a detailed explanation outlining the licenses and certifications that are both required to be held, and actually held, by your organization (including third parties and subcontractors that you use) in pursuit of the business contemplated by this RFP.**

Aside from registering in states where we do business and our British Columbian business license, there are no licenses or certifications required to run our business.

**10) Provide all "Suspension or Disbarment" information that has applied to your organization during the past ten years.**

ReCollect has never been suspended or disbarred from practice.

**11) Within this RFP category there may be subcategories of solutions. List subcategory titles that best describe your products and services.**

ReCollect's products and services could fall under a number of subcategories of solutions:

- Communications for Public Works
- SaaS for Public Works
- Communications Software
- Outreach and Education Tool
- Ancillary services for:
  - Solid Waste
  - Recycling
  - Public Works Services

**Industry Recognition & Marketplace Success**

**12) Describe any relevant industry awards or recognition that your company has received in the past five years.**

**Carolina's Recycling Association Recycling Innovation Award 2017**

Won with City of Columbia, South Carolina

[weblink pending publication]

**SWANA 2016 Excellence Award**

Won with the Regional Municipality of Durham

<https://swana.org/Awards/ExcellenceAwards/2016Winners.aspx>

**Recycling Council of Ontario Award in Communications**

Won in 2013

[https://rcoawards.ca/uploads/File/2013\\_Award\\_Winners.pdf](https://rcoawards.ca/uploads/File/2013_Award_Winners.pdf)

13) Supply three references/testimonials from your customers who are eligible for NJPA membership. At a minimum, please include the entity's name, contact person, and phone number.

## References and Testimonials

### Brandy Welvaert, Communication Coordinator, Waste Commission of Scott County

“We are working on revamping our site and looking over some basic analytics. I wanted to share what I am seeing because it's pretty cool. I thought it was noteworthy and wanted to share with you that by far, the page devoted to the ReCollect tool on our site ([www.wastecom.com/Search](http://www.wastecom.com/Search)) is always the #1 or #2 page in terms of where visitors land and where they exit. Almost HALF (~42%) of our total site users are finding the information they need through the tool. It's also interesting to see that our partners (cities) who use a saved “favorite” link to the tool are among the heaviest users of our site now. For customer service reasons, they're on our site all the time – ReCollect has replaced other internal systems they had used previously to answer resident phone-in questions. Very interesting!”

E. [bwelvaert@wastecom.com](mailto:bwelvaert@wastecom.com)

P. 563-388-1403

### Al Knoth, Supervisor of Garage Services and Recycling Coordinator for Rockaway Township, New Jersey

“Preparing the guide was a pain. I had to physically map out an entire year of collection services, and bounce around new ideas. Then I would need to do several drafts with our designer, plus get other staff to proof the drafts. Once the guide was printed, I had to work with the post office to get all the copies mailed.

“In the new year, we're revising our collection route, moving from a five-day schedule to a six-day schedule. In the past, this would have been a major communications challenge. But with ReCollect, it took a few hours work, and our residents' calendars and reminders will adjust automatically. For residents, it is a seamless transition. For our staff, ReCollect has caused major time savings. The benefits of ReCollect are almost endless!”

E. [aknoth@rockawaytownship.org](mailto:aknoth@rockawaytownship.org)

P. 973-983-2891

### Tanya Gray, City of Vancouver, WA, Public Works Department

“Working internally we felt like it would take a long time (to build the tool we wanted) and we felt like (with Recollect) that whatever you needed: instantly, it was there. Whatever you needed was right there after you put in your address, rather than having to drill down through a GIS database.”

E. [Tanya.Gray@cityofvancouver.us](mailto:Tanya.Gray@cityofvancouver.us)

P.360-619-4123

14) Provide a list of your top five governmental or educational customers (entity name is optional), including entity type, the state the entity is located in, scope of the projects, size of transactions, and dollar volumes from the past three years.

Our top five governmental customers, by dollar value, are shared in the following table:

Customer	State	Population	ReCollect SaaS Products	Launched	Dollar Value
<b>Durham Region</b>	Ontario	608,000	Calendar Waste Wizard Special Collections Web App Mobile App	12/27/2014	\$96,750 CAD*
<b>City of Dallas</b>	Texas	1.3 Million	Web App Mobile App Calendar Waste Wizard Sorting Game	11/28/2015	\$72,000 USD*
<b>City of Calgary</b>	Alberta	1.24 Million	Calendar Web App Mobile App	10/19/2014	\$70,500 CAD*
<b>Sacramento County</b>	California	1.5 Million	Calendar Web App	01/12/2014	\$60,900 USD*
<b>City of Fort Worth</b>	Texas	793,000	Calendar Waste Wizard Web App	02/10/2015	\$58,500 USD*

\*single transaction

15) Indicate separately what percentages of your sales are to the government and education sectors in the past three years?

ReCollect sells to government and private haulers and recycling companies. In our last three years of sales, ninety percent (90%) have come from the government sector.

16) List any state or cooperative purchasing contracts that you hold. What is the annual sales volume for each of these contracts over the past three years?

Not Applicable

17) List any GSA contracts that you hold. What is the annual sales volume for each of these contracts over the past three years?

Not Applicable

Proposer's Ability to Sell and Deliver Service Nationwide

18) Describe your company's capability to meet NJPA Member's needs across the country. Your response should address at least the following areas.

- a) Sales force.
- b) Dealer network or other distribution methods.
- c) Service force.

**Please include details, such as the locations of your network of sales and service providers, the number of workers (full-time equivalents) involved in each sector, whether these workers are your direct employers (or employees of a third party), and any overlap between the sales and service functions.**

We service government agencies from as far west as Sacramento and Oakland to as far east as Boston, St. Petersburg and everyone in between. We have a distributed team across the United States and Canada. Everyone associated with the sales and customer success teams are wholly employed by ReCollect.

We have a dedicated in-house sales force of seven, plus marketing, and assistants. Together, we ensure easy procurement for prospective customers.

We do not employ a dealer network and the only time we've employed a reseller is through a partnership with a bins manufacturer, Cascade Engineering, to leverage their NJPA cooperative purchasing contract.

Our fulfilment process is managed by ReCollect's dedicated staff who coordinate purchasing logistics via many of our customers' enterprise resource planning (ERP) systems. We do not use an online requisitioning system because of the nature of our sales process. However, our sales process is streamlined for customers to rapidly understand our products and procure with ease.

Our customer success team services customers across North America and the UK with our web tools and over the phone. Our team is growing, and currently has eight members of industry experts and technicians at the service of our customers. There are no on-site services required for our products.

ReCollect is flexible on service terms. We also cater to customer processes; our agreements take the form of purchasing orders, service agreements, and customer contracts as necessary. We customize our service agreements in accordance with the laws of the Province or State of the customer and the federal laws of their country.

**19) Describe in detail the process and procedure of your customer service program, if applicable. Please include your response-time capabilities and commitments, as well as any incentives that help your providers meet your stated service goals or promises.**

## Implementation Process

During the implementation process, the City will be assigned a dedicated Customer Success Manager. This person will liaise between our customer and the ReCollect team to ensure their mobile app and web tool are successfully launched.

Our team has advised many municipalities on how to roll out ReCollect and brings a long list of best practices to the table.

Once the mobile app is launched, ReCollect provides ongoing support, 12 hours a day (7am to 7pm PT), five days a week to both residents and our customers. ReCollect also provides 24/7 uptime and performance monitoring, and ongoing development to keep improving our products and services.

ReCollect Staff continuously monitor the usage of the mobile apps, and will have regular check-ins with your staff. Critically, ReCollect staff will offer suggestions around how to increase adoption and improve communications based on insights gathered from hundreds of other deployments and ReCollect administrators. We also from time to time hold webinars with our customers where strategies for success are shared.

## Training

We provide administrator training and support from the moment we launch our products. For every new customer, we facilitate a tutorial about behind-the-scenes features and how best to:

- Create events
- Manage and update solid waste calendars
- Create education campaigns
- Create service alerts
- Manage the waste wizard behind the scenes, and
- Manage mobile app content

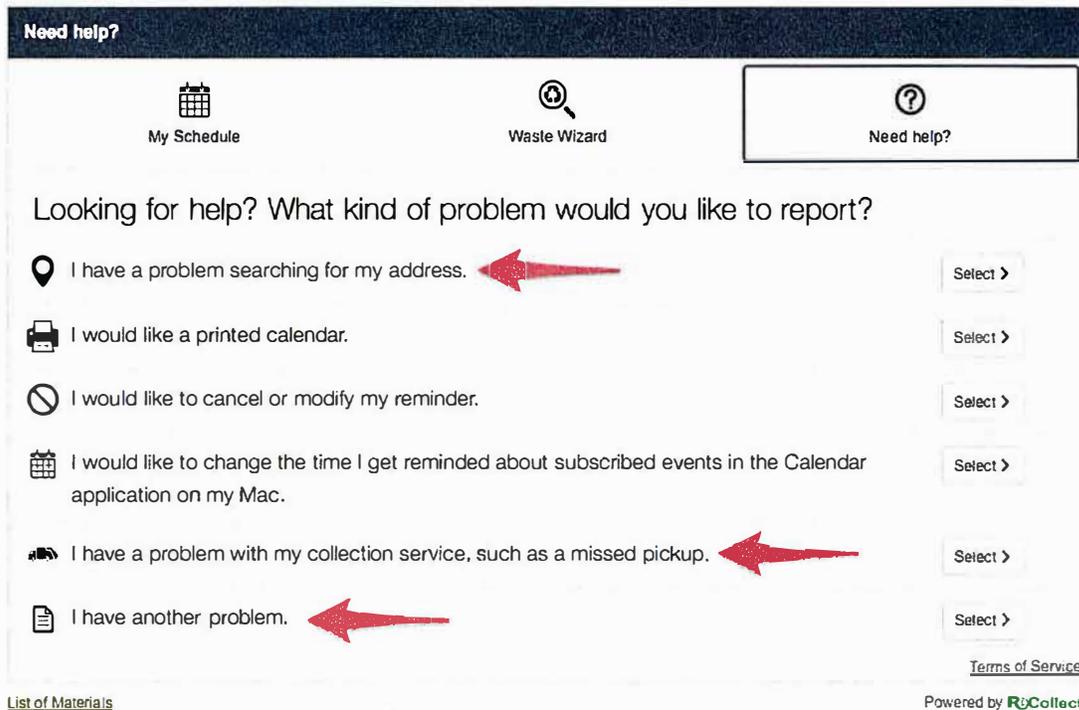
In addition to our formal training program, customers are welcome to contact us at any time about challenges they experience using ReCollect technology. We support customer development by conducting webinars, writing content, and sharing useful information about waste management and communications. We have also helped customers apply and win communication awards.

For residents using the app or the widget online, our support line email is available to anyone at any time. We receive all support requests, and divide them with our customer depending on the content. Some requests are technical; perhaps a resident can't find their address in the system. ReCollect immediately resolves all technical support requests. We believe in an efficient, delightful experience with our technology, and take user experience seriously. Other support requests are appropriate for the city. These would include, for example, missed collection requests. Those, we immediately forward to the appropriate contact.

## Ongoing Support

All of our service support is directly handled by ReCollect. Our customer success team supports our customers and their residents. Customers can contact us at any time using our support email. ReCollect investigates any technical support requests that are not related to service critical incidents as soon as possible and respond by the end of the second business day after the request is made with a resolution or confirmation that the request has been forwarded to the appropriate person for resolution.

Residents can contact us any time either using the web app or the mobile app, as seen below. In 2016, our resident support average first response time was 1 hr 53 min.



*ReCollect's in-app service request dashboard*

When a resident sends us a service request or a question, we provide them with a timely solution or answer. If the request is better answered by our customer, we would either send it to their SeeClickFix dashboard or generate an email, according to the City/County's preference and the nature of the request.

## Reports

Each month, ReCollect automatically generates reports which are emailed to customer administrators. These reports feature a number of key metrics that provide insight into the uptake and active use of ReCollect.

Our reports are not a superficial treatment that merely provides download statistics. Metrics are deeply integrated for our whole platform. We help you understand what content is popular, how and where you are communicating, how many people are actively using your products week-by-week and many other helpful metrics.

Customer administrators can also generate detailed week-by-week breakdown reports at any time by accessing ReCollect behind-the-scenes dashboards. These reports can be exported to Excel with a single click.

ReCollect has a comprehensive dashboard with real time reports that are available to staff that become ReCollect administrators (those with access to make changes to the tools). This dashboard is available 24 hours a day from work and home. These stats include:

### Metrics Measured by Each Product

Calendar	Waste Wizard
<ul style="list-style-type: none"> <li>● How many residents look up their collection schedule</li> <li>● How many residents sign up for reminders</li> <li>● The distribution of reminders by type (email vs. SMS vs. iCal, etc...)</li> <li>● The distribution of reminders by route (are their routes with low or high uptake)</li> <li>● Many other stats</li> </ul>	<ul style="list-style-type: none"> <li>● What are the most looked up items over the 14 days, 1 month, 3 month, 6 months and all time (since launch)</li> <li>● What are the the most looked for items in that ARE NOT in the wizard, broken down over the last 14 days, 1 month, 3 months, 6 months and all time (since launch).</li> <li>● See most looked for depots and other stats.</li> </ul>
Special Collection	Waste Sorting Game
<ul style="list-style-type: none"> <li>● How many requests were created?</li> <li>● How many requests were cancelled?</li> <li>● How many items scheduled for pickup?</li> <li>● What days are most popular?</li> <li>● What time of day is most popular by day of the week?</li> <li>● How many items are requested at a time?</li> <li>● What are the most popular items, and what are the top items that are cancelled?</li> </ul>	<ul style="list-style-type: none"> <li>● What materials are most misunderstood and how?</li> </ul>

### Problem Solving

Should our customer not receive the support required, they are welcome to contact the Director of Customer Success directly or any of us on the Executive team in the [ReCollect Contact List](#). In addition, we love feedback and new ideas and will look for ways to incorporate new ideas for new features into our product roadmap — the product you see today results in part from the hundreds of conversations we have with customers, existing and prospective, every year.

20) a) Identify any geographic areas of the United States that you will NOT be fully serving through the proposed contract. b) Identify any NJPA Member sectors (i.e., government, education, not-for-profit) that you will NOT be fully serving through the proposed contract. Please explain your answer. For example, does your company have only a regional presence, or do other cooperative purchasing contracts limit your ability to promote another contract?

ReCollect products are appropriate for all regions within the United States and Canada. No other cooperative purchasing contracts limit our ability to promote a contract with NJPA.

21) Define any specific contract requirements or restrictions that would apply to our Members in Hawaii and Alaska and in US Territories.

ReCollect product offerings are not constrained by geography. No specific contract requirements or restrictions would apply to customers in Hawaii or Alaska.

## Marketing Plan

**22) If you are awarded a contract, how will you train your sales management, dealer network, and direct sales teams (whichever apply) to ensure maximum impact? Please include how you will communicate your NJPA pricing and other contract detail to your sales force nationally.**

All sales activity is managed by our in-house sales team. Part of the current sales process is to understand and define the procurement process, at which point the sales team will be recommending NJPA to all prospects as a means of streamlining procurement should they choose to buy. Cooperative purchasing reduces sales objections associated with procurement challenges. We sell nearly exclusively to local and regional governments and it is in our interests to promote any NJPA partnership (we already do this thanks to a partnership with Cascade Engineering, as specified earlier).

With NJPA's partnership, ReCollect will be able to streamline its sales process. Because of this opportunity, we are eager to note our partnership on our web page, on all written communications, throughout the sales cycle, on quotations, on service agreements, and on hard copy and digital marketing materials.

Our sales team is aware of the challenges that government procurement presents to our customers. In many small and mid-sized cities especially, reductions in staff and resources means that departments have to leverage more with less. Procurement also reduces the options available to cities - state contracts can be narrow in their scope. Our sales and marketing personnel are trained to explain the benefits of procuring the NJPA and we are welcome to further instruction upon the acceptance of this proposal.

**23) Describe your marketing strategy for promoting this contract opportunity. Please include representative samples of your marketing materials in electronic format.**

Our marketing strategy is based on trade shows, referrals from customers, email marketing and a robust web strategy. Our trade show documents highlight how our products benefit residents and cities. We also provide case studies where we highlight different solid waste challenges cities have solved using ReCollect.

### **Announcement of NJPA Contract**

In the event of an NJPA contract, ReCollect will send an announcement to all customers and prospects outlining the benefits of working with NJPA in a cooperative purchasing arrangement.

### **Collaboration with NJPA**

We will work with NJPA to work the best language and find best practices, including identifying together the best metrics of success for NJPA marketing.

### **Trade Shows**

Trade shows are a great way for our sales and marketing team to reach out to prospects, test what works, and identify changes within the industry. At trade shows, we do more than sit behind a booth. Because there are always at least two of us there, one of us will network with customers, chat with industry leaders, and ultimately meet with prospects. When the trade show has ended, we follow up with contacts made to either learn more about their challenges and check in with customers.

- 3-5 Trade Shows per year
- NJPA documentation at the booth
- NJPA mentioned in fact sheet (Please see Appendix A for example of Fact Sheet)
- NJPA mentioned in case studies regarding procurement (Please see Appendices B and C for examples of Case Studies)
- Market research at trade shows for future messaging re: NJPA

### **Referrals and Testimonials**

ReCollect's proudest statistic is our exceptionally high renewal rate. This, coupled with our A+ testimonials, means that we receive many of our new prospects from referrals. We also work with recently launched customers to elicit referrals for nearby prospects. Our products work best when neighboring regions all use them - this constellation strategy has been a successful one for us.

- Collateral explaining NJPA to customers
- Collateral for customers to share with neighboring cities and regions about NJPA

### **Newsletter**

Our e-newsletter marketing campaigns are sent to relevant actors in the field. We send different campaigns to different segments of our contacts to either let them know that we're attending a conference near them, tell them about a new product or service, or keep in touch a sale has been put on hold.

- In our drip campaign, a newsletter to new prospects about procurement and NJPA

### **Web Properties**

Our web properties are targeted to cities with one goal in mind: to have prospects contact us for more information. We believe that when cities can discuss their challenges with us on their terms, they can learn about the benefits of ReCollect in a way that serves them best.

It is important to us that a match be made between what the city needs and what we can provide. Our web copy serves as a fact sheet for what we provide, and entices prospects to talk to us about what they need. However, it also serves as a filter for prospects who might be looking for something else. This, coupled with the initial phone call we have with prospects, ensures that prospects are excited to move forward with the sales process.

- A landing page dedicated to procurement and NJPA
- NJPA logo on our homepage and product pages
- Paragraph about NJPA in "about" section

### **Renewals**

Many of our customers, including hundreds of municipalities, are NJPA eligible. Every 36 months we renew with a new deal. ReCollect has a strong track record of customer retention and expect many of the renewals to be streamlined thanks to the NJPA. Our plan is to leverage the NJPA contract for renewals. Some are already using our tools through our partner, Cascade Engineering, thanks to their NJPA contract.

- An NJPA contract gives ReCollect a great reason to return to customers with an easier way to renew
- Collateral explaining the benefits of NJPA to customers

### **Printed Marketing Materials**

ReCollect will produce and maintain full color print advertisements in camera-ready electronic format, including company logos and contact information to be used in the NJPA directory and marketing publications. We will also maintain fact sheets and case studies, and informational materials. For examples of these, please see Appendices A, B, and C. We would be pleased to work with NJPA to create more marketing materials as our relationship evolves.

## **Contract Announcements and Advertisements**

ReCollect provides a public relations and announcement package to all new customers. In this, we will include language, print, and digital materials about NJPA as appropriate.

24) Describe your use of technology and digital data (e.g., social media, metadata usage) to enhance marketing effectiveness.

Our digital marketing practices are highly focused. Our blog is public, and regularly updated with news about industry best practices, changes at ReCollect, and think pieces we share. Our web properties, including our social media accounts and our website, are full of information about what we provide and how to contact us. These are SEO optimized including the use of metadata. However, our marketing efforts concentrate on a very specific market segment. Thus, we spend most of our marketing efforts where it counts: in highly focused, direct messages with prospects and customers via our newsletters and email platforms.

25) In your view, what is NJPA's role in promoting contracts arising out of this RFP? How will you integrate an NJPA-awarded contract into your sales process?

We do not have any expectation that NJPA will be promoting ReCollect or its products. It is our perspective that the responsibility falls upon us to make the most out of an NJPA membership agreement. The ReCollect team has functionally used NJPA for three years through an agreement with Cascade Engineering. During this time, NJPA has served to streamline the procurement process, and not to promote contracts for ReCollect or Cascade.

Working with Cascade has shown ReCollect the benefits of working with NJPA; however we've not been able to capitalize on them fully. Having three parties involved in an agreement - ReCollect, Cascade and NJPA - can be confusing and time consuming (and thus frustrating) for clients and ReCollect alike. In addition, the current arrangement means that ReCollect does not have a direct contract with the client, but rather results in ReCollect being a sub-contractor. This creates a disincentive to using NJPA under our current arrangement.

Were ReCollect to work directly with NJPA, we will promote the NJPA more actively with prospects. Indeed, ReCollect is keen to make NJPA the primary approach to purchasing ReCollect - asking if a prospect is, or could quickly become, a member would become the first question our sales team would ask a qualified lead interested in buying our services. Critically, our sales team is *already* trained on how NJPA works and has experience discussing about it with clients. As a result it is already integrated into our sales process. An NJPA award would just increase the priority we would assign NJPA in our process.

In addition, we have also been working with our communications and marketing team to create an outreach strategy to our 1400 member prospect list - including many prospects in Canada - suggesting that they consider NJPA as a vehicle to facilitate procuring ReCollect and other products.

Are your products or services available through an e-procurement ordering process? If so, describe your e-procurement system and how governmental and educational customers have used it.

Our products are not available through an e-procurement ordering process.

## **Value-Added Attributes**

**26) Describe any product, equipment, maintenance, or operator training programs that you offer to NJPA Members. Please include details, such as whether training is standard or optional, who provides training, and any costs that apply.**

Training is included as part of the implementation package (Note question 19 for details). In addition to this, ReCollect offers its customers twice-annual “Community of Practice” webinars in which customers learn about best practices when implementing ReCollect products, as well as other ways to enhance public education and communications.

Further, ReCollect customers take part in behind-the-scenes tutorials, guided by skilled customer success staff. Each of our customer success staff worked in the solid waste industry in municipalities before their roles at ReCollect, so they are acquainted first-hand with the challenges our customers face. In these tutorials, our customers learn to use all of ReCollect’s product features. This is highly encouraged as a standard launch procedure, and we encourage participation by keeping the training short, engaging, and relevant.

All training costs are included within our implementation and product prices.

**27) Describe any technological advances that your proposed products or services offer.**

As a software company ReCollect’s entire offering consists exclusively of technological advances to help manage the process of managing solid waste and recycling communications programs.

ReCollect has created an entirely new category of product centered around solid waste. Its technology advances include the following benefits:

- Eliminate the need to print collection calendars by allowing residents to get notifications about their schedule. Residents can custom print a personalized calendar if they need it.
- Large printed recycling guides are eliminated with ReCollect’s Waste Wizard. This database can be infinitely large and detailed and available anywhere residents have internet (including their phone).
- Educational outreach is complimented by the Waste Sorting Game, which tracks data and provides educators with more information. This helps focus teaching and training initiatives.
- Reduce service issues such as missed collections or broken bins. Issues can be resolved and tracked via web interface or automated call-in system.
- Similarly, requests to collect oversized items no longer require phone calls but are online and mobile-enabled.
- All ReCollect services are hosted on ReCollect’s servers so don’t require an IT resources to be installed, to run, or for ongoing maintenance.

ReCollect’s most important technological advance is that we rapidly improve services and products for clients on a continuous basis. ReCollect deploys new code on a daily basis and security patches, performance improvements and new features regularly. As a result, ReCollect customers receive a steady stream of technological advances.

**28) Describe any “green” initiatives that relate to your company or to your products or services, and include a list of the certifying agency for each.**

ReCollect Systems is a technology company that combines deep expertise in solid waste and recycling with technology that works for government. Our team is composed of leaders in public policy, recycling and solid waste communications, behavior change and technology.

Our mission is to reduce the environmental footprint of everyday people by reducing landfill contamination. We also pride ourselves on helping move cities towards printing significantly less flyers and calendars for residents.

Further, our remote work policies have been architected to greatly reduce vehicle travel, printing, and the environmental ramifications of such.

**29) Describe any Women or Minority Business Entity (WMBE) or Small Business Entity (SBE) accreditations that your company or hub partners have obtained.**

As a Canadian organization, these accreditations are not applicable to ReCollect.

**30) What unique attributes does your company, your products, or your services offer to NJPA Members? What makes your proposed solutions unique in your industry as it applies to NJPA members?**

When you think of your favourite websites and mobile apps they are almost always consumer-facing. They are beautiful, easy to use, and constantly updated. ReCollect has a record of delighting both our customers (cities) and our users (residents) by providing this in the municipal/enterprise space. In this way, ReCollect brings the reliability and innovation often found in the consumer tech space to government.

ReCollect also brings a level of customer service unheard of in the software space. We are *regularly told* by customers that *we are their favorite vendor*. This is in part because our tools work beautifully (all of our development staff come out of silicon valley companies), but it is also because we combine deep expertise in solid waste (all of our customer success staff have worked in local government) and we have a strong vision of where our customers need to get to (our founders includes some of the leading thinkers in the civic tech space - see David Eaves, who lectures at the Kennedy School of Government at Harvard on technology and government).

Finally, ReCollect is unique in that it is one of the few players in the technology space that put our customers, their rights as data owners, and their reputation, before ourselves. It is for this reason that every government agency that procures tools from ReCollect owns their own brand and information associated with their unique service. Local residents can trust that the information within the application is accurate when it comes from the city or county itself. ReCollect isn't trying to disintermediate the relationship between city and citizen; our tools are helping make it stronger.

**Form A**

1) Identify your ability and willingness to provide your products and services to NJPA member agencies in Canada.

ReCollect and many of our customers are located in Canada. As such we are happy to provide NJPA procurement to new customers and current customers looking to renew.

**NOTE: Questions regarding Payment Terms, Warranty, Products/Equipment/Services, Pricing and Delivery, and Industry Specific Items are addressed on Form P.**

Signature: Clive Allen

Date: April 7 2017

# Form B



## PROPOSER INFORMATION

Company Name: ReCollect Systems Inc.

---

Address: 3381 Cambie Street, Suite 528

City/State/Zip: Vancouver, BC V5Z 4R3 Canada

Phone: 1 (888) 402-6936

Fax: Not Applicable

Toll-Free Number: 1 (888) 402-6936

E-mail: info@recollect.net

Website Address: https://recollect.net

## COMPANY PERSONNEL CONTACTS

### Authorized signer for your organization

Name: Luke Closs

Email: [luke.closs@recollect.net](mailto:luke.closs@recollect.net)

Phone: (360) 219-9778

The person identified here must have proper signing authority to sign the "Proposer's Assurance of Compliance" on behalf of the Proposer.

### Who prepared your RFP response?

Name: Claire Atkin

Title: Marketing and Communications

Email: [claire.atkin@recollect.net](mailto:claire.atkin@recollect.net)

Phone: (360) 301-8508

### Who is your company's primary contact person for this proposal?

Name: Drew Rifkin

Title: Director of Sales

Email: [drew.rifkin@recollect.net](mailto:drew.rifkin@recollect.net)

Phone: (360) 219-9798

### Other important contact information

Name: David Eaves

Title: Co-Founder

Email: [david.eaves@recollect.net](mailto:david.eaves@recollect.net)

Phone: (360) 219-9774

Form C



EXCEPTIONS TO PROPOSAL, TERMS, CONDITIONS,  
AND SOLUTIONS REQUEST

Company Name: ReCollect Systems

Any exceptions to the terms, conditions, specifications, or proposal forms contained in this RFP must be noted in writing and included with the Proposer's response. The Proposer acknowledges that the exceptions listed may or may not be accepted by NJPA or included in the final contract. NJPA will make reasonable efforts to accommodate the listed exceptions and may clarify the exceptions in the appropriate section below.

Section/page	Term, Condition, or Specification	Exception	NJPA ACCEPTS
N/A			

Proposer's Signature: Celine Allen  
Date: April 7 2017

Review and Approved: [Signature] 6/27/17  
NJPA Legal Department

Contract Award  
RFP #041217

**FORM D**



**Formal Offering of Proposal**  
(To be completed only by the Proposer)

**SOLID WASTE AND RECYCLING COLLECTION AND TRANSPORT EQUIPMENT WITH RELATED  
EQUIPMENT, SUPPLIES, AND ACCESSORIES**

In compliance with the Request for Proposal (RFP) for SOLID WASTE AND RECYCLING COLLECTION AND TRANSPORT EQUIPMENT WITH RELATED EQUIPMENT, SUPPLIES, AND ACCESSORIES, the undersigned warrants that the Proposer has examined this RFP and, being familiar with all of the instructions, terms and conditions, general and technical specifications, sales and service expectations, and any special terms, agrees to furnish the defined products and related services in full compliance with all terms and conditions of this RFP, any applicable amendments of this RFP, and all Proposer's response documentation. The Proposer further understands that it accepts the full responsibility as the sole source of solutions proposed in this RFP response and that the Proposer accepts responsibility for any subcontractors used to fulfill this proposal.

Company Name: ReCollect Systems Date: April 7 2017  
Company Address: 3381 Condie Street Suite 528  
City: Vancouver State: BC Zip: V5Z 4R3  
Contact Person: CLAIRE ATKIN Title: Marketing Manager  
Authorized Signature:  Claire Atkin  
(Name printed or typed)

**FORM E**  
**CONTRACT ACCEPTANCE AND AWARD**



(Top portion of this form will be completed by NJPA if the vendor is awarded a contract. The vendor should complete the vendor authorized signatures as part of the RFP response.)

NJPA Contract #: 041217-RCS

Proposer's full legal name: ReCollect Systems Inc.

**Based on NJPA's evaluation of your proposal, you have been awarded a contract. As an awarded vendor, you agree to provide the products and services contained in your proposal and to meet all of the terms and conditions set forth in this RFP, in any amendments to this RFP, and in any exceptions that are accepted by NJPA.**

The effective date of the Contract will be July 7, 2017 and will expire on July 7, 2021 (no later than the later of four years from the expiration date of the currently awarded contract or four years from the date that the NJPA Chief Procurement Officer awards the Contract). This Contract may be extended for a fifth year at NJPA's discretion.

**NJPA Authorized Signatures:**

Jeremy Schwartz  
NJPA DIRECTOR OF COOPERATIVE CONTRACTS  
AND PROCUREMENT/CPO SIGNATURE

Jeremy Schwartz  
(NAME PRINTED OR TYPED)

Chad Coauette  
NJPA EXECUTIVE DIRECTOR/CEO SIGNATURE

Chad Coauette  
(NAME PRINTED OR TYPED)

Awarded on July 6, 2017

NJPA Contract # 041217-RCS

**Vendor Authorized Signatures:**

The Vendor hereby accepts this Contract award, including all accepted exceptions and amendments.

Vendor Name ReCollect Systems Inc

Authorized Signatory's Title DIRECTOR OF OPERATIONS

Luke Cross  
VENDOR AUTHORIZED SIGNATURE

Luke Cross  
(NAME PRINTED OR TYPED)

Executed on July 6, 2017

NJPA Contract # 041217-RCS

**PROPOSER ASSURANCE OF COMPLIANCE**



**Proposal Affidavit Signature Page**

**PROPOSER'S AFFIDAVIT**

The undersigned, authorized representative of the entity submitting the foregoing proposal (the "Proposer"), swears that the following statements are true to the best of his or her knowledge.

1. The Proposer is submitting its proposal under its true and correct name, the Proposer has been properly originated and legally exists in good standing in its state of residence, the Proposer possesses, or will possess before delivering any products and related services, all applicable licenses necessary for such delivery to NJPA members agencies. The undersigned affirms that he or she is authorized to act on behalf of, and to legally bind the Proposer to the terms in this Contract.
2. The Proposer, or any person representing the Proposer, has not directly or indirectly entered into any agreement or arrangement with any other vendor or supplier, any official or employee of NJPA, or any person, firm, or corporation under contract with NJPA, in an effort to influence the pricing, terms, or conditions relating to this RFP in any way that adversely affects the free and open competition for a Contract award under this RFP.
3. The Proposer has examined and understands the terms, conditions, scope, contract opportunity, specifications request, and other documents in this solicitation and affirms that any and all exceptions have been noted in writing and have been included with the Proposer's RFP response.
4. The Proposer will, if awarded a Contract, provide to NJPA Members the /products and services in accordance with the terms, conditions, and scope of this RFP, with the Proposer-offered specifications, and with the other documents in this solicitation.
5. The Proposer agrees to deliver products and services through valid contracts, purchase orders, or means that are acceptable to NJPA Members. Unless otherwise agreed to, the Proposer must provide only new and first-quality products and related services to NJPA Members under an awarded Contract.
6. The Proposer will comply with all applicable provisions of federal, state, and local laws, regulations, rules, and orders.
7. The Proposer understands that NJPA will reject RFP proposals that are marked "confidential" (or "nonpublic," etc.), either substantially or in their entirety. Under Minnesota Statute §13.591, Subd. 4, all proposals are considered nonpublic data until the evaluation is complete and a Contract is awarded. At that point, proposals generally become public data. Minnesota Statute §13.37 permits only certain narrowly defined data to be considered a "trade secret," and thus nonpublic data under Minnesota's Data Practices Act.
8. The Proposer understands that it is the Proposer's duty to protect information that it considers nonpublic, and it agrees to defend and indemnify NJPA for reasonable measures that NJPA takes to uphold such a data designation.

**[The rest of this page has been left intentionally blank. Signature page below]**

A handwritten signature in blue ink, appearing to be 'L. H.', is located at the bottom right of the page.

By signing below, Proposer is acknowledging that he or she has read, understands, and agrees to comply with the terms and conditions specified above.

Company Name: ReCollect Systems Inc  
Address: 3381 Cambie St, Suite 528  
City/State/Zip: Vancouver, BC. V5Z 4R3  
Telephone Number: 1-888-291-0604  
E-mail Address: corp@recollect.net  
Authorized Signature: [Signature]  
Authorized Name (printed): Luke Closs  
Title: Secretary  
Date: 2017-04-04

**Notarized**

Subscribed and sworn to before me this 4th day of APRIL, 20 17  
Notary Public in and for the County of Vancouver, British Columbia State of CANADA  
My commission expires: DOES NOT EXPIRE  
Signature: [Signature]

MARCO FRANCESCO LILLIU, ESQ.  
BARRISTER, SOLICITOR & NOTARY PUBLIC  
103 - 1416 Commercial Drive, Vancouver  
British Columbia, Canada V5L 3X9





**Form P**

**PROPOSER QUESTIONNAIRE**

**Payment Terms, Warranty, Products and Services, Pricing and Delivery, and Industry-Specific Questions**

*Proposer Name:* ReCollect Systems Inc.

**Questionnaire completed by:** Drew Rifkin and Claire Atkin

**Payment Terms and Financing Options**

**1) What are your payment terms (e.g., net 10, net 30)?**

Payment terms are Net 30 with annual invoicing; however, we are flexible with these terms depending on customer requests.

**2) Do you provide leasing or financing options, especially those options that schools and governmental entities may need to use in order to make certain acquisitions?.**

ReCollect's standard practice is to invoice annually although we are flexible and can accommodate requests for alternative invoicing schedules.

In the case of an NJPA contract, we would create an NJPA-specific agreement that would include language ensuring that in the case of any inconsistency between our contract and the NJPA RFP terms of service, the NJPA requirements would supercede the terms of a ReCollect agreement.

**3) Briefly describe your proposed order process. Please include enough detail to support your ability to report quarterly sales to NJPA. For example, indicate whether your dealer network is included in your response and whether each dealer (or some other entity) will process the NJPA Members' purchase orders.**

All orders are directly processed by ReCollect. An order will be documented via ReCollect's Standard Service Agreement that has been modified to comply with all NJPA Terms and Conditions. The order will be considered complete upon joint signature of the Service Agreement. All agreements that have been executed via NJPA will be tracked through ReCollect Customer Relations Management (CRM) Software, including any deals associated with our partners at Cascade Engineering. We report sales quarterly to our executive team and will be able to replicate data for NJPA.

4) Do you accept the P-card procurement and payment process? If so, is there any additional cost to NJPA Members for using this process?

We do not accept the P-card procurement and payment process.

## Warranty

- 5) Describe in detail your manufacturer warranty program, including conditions and requirements to qualify, claims procedure, and overall structure. You may include in your response a copy of your warranties, but at a minimum please also answer the following questions.
- Do your warranties cover all products, parts, and labor?
  - Do your warranties impose usage restrictions or other limitations that adversely affect coverage?
  - Do your warranties cover the expense of technicians' travel time and mileage to perform warranty repairs?
  - Are there any geographic regions of the United States for which you cannot provide a certified technician to perform warranty repairs? How will NJPA Members in these regions be provided service for warranty repair?
  - Will you cover warranty service for items made by other manufacturers that are part of your proposal, or are these warranties issues typically passed on to the original equipment manufacturer?
  - What are your proposed exchange and return programs and policies?

Our warranties cover all products, parts, and labor. Our warranties impose no usage restrictions or other limitations. The following is an excerpt from our service agreement in respect to ReCollect's warranty:

*ReCollect shall ensure its servers are monitored at all times, and take immediate remedial action if its servers are down or use of the ReCollect Services is otherwise unavailable.*

*ReCollect shall grant the Licensee one month of free service should the Service experience downtime of more than 10 hours in a month, other than planned downtime for reasons of maintenance. ReCollect shall give the Licensee 72 hours' notice in advance to any planned downtime, and such downtime will be scheduled during off-peak times of the week, no more than 8 hours per month.*

ReCollect's warranties cover the expense of technicians. This is especially the case because we are an in-house hosted solution and do not require travel for repair or upkeep. Related, there are no geographic regions within North America that are served by internet providers that we cannot service.

For further information, please see this excerpt from a typical ReCollect service contract:

- *ReCollect represents and warrants that it will use commercially reasonable efforts to provide the ReCollect Services.*
- *Each party represents and warrants that it has validly entered into this Agreement and has the legal capacity to do so.*
- *Each party represents and warrants that it holds all licenses, rights, and authority necessary to enter into and perform its obligations under this Agreement.*
- *Except as expressly provided, neither party makes any representation or warranty of any kind, whether express, implied, statutory or otherwise, and each party specifically disclaims all implied warranties, including any implied warranty of merchantability, fitness for a particular purpose or non-infringement, to the maximum extent permitted by applicable law.*

6) Describe any service contract options for the items included in your proposal.

All customer success, customer service, technical support, and resident support costs are included in the cost of ReCollect's software as a service products (all products in this proposal).

We are open to modifying part of any service contract should the need arise.

### **Pricing, Delivery, Audits, and Administrative Fee**

7) **Provide a general narrative description of the equipment/products and related services you are offering in your proposal.**

### **Collection Calendar**

Allows residents to view their collection schedule online, and subscribe to email, phone, Twitter or text message collection day reminders. Residents can also print or add the calendar to their personal digital calendars. Your department can send messages to residents to help them recycle right or to notify of a collection delay.

The Collection Calendar can be used on its own, or integrated with ReCollect'™s Waste Wizard. Like all our products, it is available on the web in a mobile-responsive format, and in a mobile app.

### **Waste Wizard**

The Waste Wizard tells residents what goes in what bin. This directory has the best-in-class search tool with predictive search and synonym detection. All the information in the directory represents local guidance, including maps to local depots. As with all our products, the analytics from this tool help in city communication efforts.

### **Special Collection**

Residents and customers can request for large or hazardous items to be collected. They communicate directly with the city to schedule a time, learn about requirements, and if mandated, pay the city, through this application. We integrate with all leading scheduling and routing systems. If you don't have a system for scheduling collections, we can provide that too. Like our other tools, the Special Collection app integrates with all other city ticketing software.

### **Waste Sorting Game**

The Waste Sorting Game teaches residents how to recycle right locally. All the graphics including the city background, the bins, the branding, and the depot names are made for your city. As with all our tools, it is available on all modern browsers both on desktop computers and mobile phones.

### **Platform: Web App**

All of our tools are available for your city website. They are easy to place as part of your recycling web pages and even your Facebook page. When you subscribe to any of the four tools listed above, you will receive two lines of code to place in your design. When it's launched, the web app will match your organization's style and brand. Residents will see a cohesive, city-owned web page.

## Platform: Mobile App

This mobile app can have any combination of the tools above, and will belong entirely to your city. When your residents search for your city's recycling app in their app store, they will be able to download it for free. If your city has an app, our tools can integrate with what you have. Either way, your residents will be using an entirely city-branded service.

- 8) Describe your pricing model (e.g., line-item discounts or product-category discounts). Provide detailed pricing data (including standard or list pricing and the NJPA discounted price) on all of the items that you want NJPA to consider as part of your RFP response. Provide a SKU for each item in your proposal. (Keep in mind that reasonable price and product adjustments can be made during the term of an awarded Contract. See the body of the RFP and the Price and Product Change Request Form for more detail.)

ReCollect's main product offerings are structured as Software as a Service(SaaS) which bases pricing around all-inclusive subscription fees. We include service, support, maintenance, language localizations and update costs into one single and consistent annual cost. The below list pricing is population based and structured around a 36-month agreement. NJPA pricing is discounted by 5%.

The value of the SaaS pricing model is that it aligns the interests of buyer and seller. ReCollect must continue to improve and maintain the product to continue to earn renewals from customers. Customers get a predictable pricing model they can budget for. They can be confident that their system will work with the latest technology and will be safe and secure as technology changes.

All of ReCollect's software service require the purchase of a 1-time implementation package. We are pleased to waive the implementation fees for all NJPA members. As such, the Hotlist discount for all implementation services is 100%, as outlined in table 5.

Our standard subscription service is 36 months; however, we are flexible and willing to shorten the subscription service and provide prorated pricing.

We are comfortable providing significant discounts due to the efficiencies we anticipate by working via NJPA. This will result in a significant savings for NJPA members and will maintain both the value of our product and the sustainability of our pricing model.

In addition, ReCollect is willing to pay a 3% administrative fee to NJPA.

## Website (only) Application - Primary Line Item Pricing

Population	Calendar		Wizard		Calendar & Waste Wizard	
	Reg Price	NJPA Price	Reg Price	NJPA Price	Reg Price	NJPA Price
Under 10k	<del>\$7,407</del>	\$7,122	<del>\$5,097</del>	\$5,697	<del>\$8,097</del>	\$8,547
10-15k	<p style="text-align: center;"><b>Pricing for contract number 041217-RSC is updated occasionally. For the most current pricing, contact Nicholas Trout at 218-895-4129</b></p>					
15-30k						
30-50k						
50-100K						
100-200k	<del>\$23,997</del>	\$22,797	<del>\$9,997</del>	\$8,550	<del>\$29,997</del>	\$28,497
200-400k	<del>\$26,997</del>	\$25,647	<del>\$10,797</del>	\$10,260	<del>\$32,997</del>	\$31,347
400-700k	<del>\$38,997</del>	\$37,047	<del>\$13,797</del>	\$13,680	<del>\$44,997</del>	\$42,747
700k-1M	<del>\$47,997</del>	\$45,597	<del>\$16,797</del>	\$19,950	<del>\$53,997</del>	\$51,297
1M-1.5M	<del>\$53,997</del>	\$51,297	<del>\$19,797</del>	\$21,375	<del>\$59,997</del>	\$56,997
1.5M-2M	<del>\$71,997</del>	\$68,397	<del>\$23,797</del>	\$24,225	<del>\$74,997</del>	\$71,247
2M-4M	<del>\$77,997</del>	\$74,097	<del>\$25,797</del>	\$27,075	<del>\$83,997</del>	\$79,797

**Table 1: NJPA pricing table for Website Application Tools ( excel file included in electronic submission)**

Prices are based on a 36 month term. Choose one or the other or both the Calendar and the Waste Wizard. Most municipalities choose to offer both to their residents. These prices do **NOT** include a mobile application.

For the Calendar tool, one option open to municipalities is to enable SMS notifications. In some cases - particularly for larger cities - at the end of each year ReCollect charges an additional \$0.50 per SMS user per year (e.g. if a city gains 2000 SMS users, ReCollect charges them an additional \$1000.00). These fees cover the costs of sending SMS messages; ReCollect makes no profit).

The price discounts represented in the table above are presented in conjunction with a waived implementation fee. Please see table 7 for details.

## Web & Mobile Application - Primary Line Item Pricing

Population	Calendar		Waste Wizard	
	Reg Price	NJPA Price	Reg Price	NJPA Price
Under 10k	<del>\$5,097</del>	\$5,697	<del>\$7,497</del>	\$7,122
10-15k	<del>\$7,107</del>	\$6,837	<del>\$8,407</del>	\$8,547
15-30k	<p style="text-align: center;"><b>Pricing for contract number 041217-RSC is updated occasionally. For the most current pricing, contact Nicholas Trout at 218-895-4129</b></p>			
30-50k				
50k-100k				
100-200k	<del>\$13,497</del>	\$12,822	<del>\$17,597</del>	\$17,097
200-400k	<del>\$13,497</del>	\$12,822	<del>\$18,447</del>	\$18,522
400-700k	<del>\$16,497</del>	\$15,672	<del>\$22,497</del>	\$22,797
700k-1M	<del>\$19,497</del>	\$18,522	<del>\$24,497</del>	\$28,497
1M-1.5M	<del>\$22,407</del>	\$21,372	<del>\$28,497</del>	\$34,197
1.5M-2M	<del>\$25,407</del>	\$24,222	<del>\$31,497</del>	\$39,897
2M-4M	<del>\$35,097</del>	\$34,197	<del>\$41,497</del>	\$48,447

**Table 2: NJPA pricing table for Mobile Application tools (excel file included in electronic submission)**

The price discounts represented in the table above are presented in conjunction with a waived implementation fee. Please see table 7 for details. Prices are based on a 36 month term. These prices reflect the web AND mobile application offerings. The last column, in yellow, reflects the price of having a web and mobile app with the Calendar and Waste Wizard products.

For the Calendar tool, one option open to municipalities is to enable SMS notifications. In some cases - particularly for larger cities - at the end of each year ReCollect charges an additional \$0.50 per SMS user per year (e.g. if a city gains 2000 SMS users, ReCollect charges them an additional \$1000.00). These fees cover the costs of sending SMS messages; ReCollect makes no profit).

## Special Collection- - Primary Line Item Pricing

Population	Special Collection	
	Reg Price	NJPA Price
Under 10k	<del>\$8,997</del>	\$8,547
10-15K	<del>\$8,997</del>	\$8,547
<b>Pricing for contract number 041217-RSC is updated occasionally.            For the most current pricing, contact Nicholas Trout at 218-895-4129</b>		
100-200k	<del>\$17,997</del>	\$17,097
200-400k	<del>\$20,997</del>	\$19,947
400-700k	<del>\$23,997</del>	\$22,797
700k-1M	<del>\$29,997</del>	\$28,497
1M-1.5M	<del>\$35,997</del>	\$34,197
1.5M-2M	<del>\$41,997</del>	\$39,897
2M-4M	<del>\$47,997</del>	\$45,597

**Table 3: NJPA pricing table for Special Collection tool on web and/or mobile (excel file included in electronic submission)**

The price discounts represented in the table above are presented in conjunction with a waived implementation fee. Please see table 7 for details. Prices are based on a 36 month term. These prices are variable depending on the features requested within the product. There is no difference in price depending on whether this tool is procured in conjunction with other tools or by itself.

## Waste Sorting Game- - Primary Line Item Pricing

Population	Game Add On		Game Stand Alone	
	Reg Price	NJPA Price	Reg Price	NJPA Price
Under 10k	<del>\$6,000</del>	\$5,700	<del>\$7,500</del>	\$7,125
<b>Pricing for contract number 041217-RSC is updated occasionally.            For the most current pricing, contact Nicholas Trout at 218-895-4129</b>				
50-100k	<del>\$7,500</del>	\$8,550	<del>\$12,000</del>	\$11,400
100-200k	<del>\$9,000</del>	\$8,550	<del>\$12,000</del>	\$11,400
200-400k	<del>\$9,000</del>	\$8,550	<del>\$15,000</del>	\$14,250
400-700k	<del>\$9,000</del>	\$8,550	<del>\$15,000</del>	\$14,250
700k-1M	<del>\$15,000</del>	\$14,250	<del>\$19,000</del>	\$17,100
1M-1.5M	<del>\$15,000</del>	\$14,250	<del>\$21,000</del>	\$19,950
1.5M-2M	<del>\$15,000</del>	\$14,250	<del>\$27,000</del>	\$25,650
2M-4M	<del>\$21,000</del>	\$19,950	<del>\$30,000</del>	\$28,500

**Table 4: NJPA pricing table for Waste Sorting Game on web or mobile or both (excel file included in electronic submission)**

The price discounts represented in the table above are presented in conjunction with a waived implementation fee. Please see table 7 for details. Prices are based on a 36 month term. These prices include custom design for local city-scape and landmarks, and regulations for local sorting guidelines. The prices in this table are platform-agnostic. They are the same whether bought for a web or a mobile app or both.

## Implementation Fees- NJPA Hot List Pricing

Population	Implementation Fee <i>Reg Price</i>	NJPA Implementation Fee <i>NJPA Price</i>
Under 10k	\$3,000	\$0
10-15k	\$3,000	\$0
15-30k	<p style="text-align: center;"><b>Pricing for contract number 041217-RSC is updated occasionally. For the most current pricing, contact Nicholas Trout at 218-895-4129</b></p>	
30-50k		
100-200k	\$5,000	\$0
200-400k	\$10,000	\$0
400-700k	\$10,000	\$0
700k-1M	\$10,000	\$0
1M-1.5M	\$10,000	\$0
1.5M-2M	\$10,000	\$0
2M-4M	\$10,000	\$0

**Table 5: NJPA pricing table for Implementation is fully waived (excel file included in electronic submission)**

ReCollect's implementation fees represent the work it takes to launch each tool. By working with NJPA, municipalities will forgo all implementation fees. This is thanks to the procurement costs saved by purchasing via an NJPA contract.

9) Please quantify the discount range presented in this response. For example, indicate that the pricing in your response represents is a 50% percent discount from the MSRP or your published list.

The discount presented in this response reflects between a 16% to 35% discount on the tools and implementation of products. These price reductions reflect the procurement costs associated with ReCollect's customer acquisition cycle, as well as a strategic financial incentive for customers to use NJPA's cooperative purchasing agreement.

- 10) The pricing offered in this proposal is
- a. the same as the Proposer typically offers to an individual municipality, university, or school district.
  - b. the same as the Proposer typically offers to GPOs, cooperative procurement organizations, or state purchasing departments.
  - c. better than the Proposer typically offers to GPOs, cooperative procurement organizations, or state purchasing departments.
  - d. other than what the Proposer typically offers (please describe).

C. The pricing offered in this proposal is better than the Proposer typically offers to GPOs, cooperative procurement organizations, or state purchasing departments.

11) Describe any quantity or volume discounts or rebate programs that you offer.

The volume discounts we offer are described in the pricing table in question 8. Most of our prices are reduced when tools are bought together. They are subsequently reduced by 5% with a waived implementation fee for customers who procure our services using NJPA.

12) Propose a method of facilitating "sourced" products or related services, which may be referred to as "open market" items or "nonstandard options". For example, you may supply such items "at cost" or "at cost plus a percentage," or you may supply a quote for each such request.

An optional text message (SMS) reminder service can be added to the Calendar tool. This service has a small fee of \$0.50 for each resident that signs up per year that is incurred by ReCollect to send these messages. We make no profit from these fees, and they are waived for the combined Web and Mobile app package.

13) Identify any total cost of acquisition costs that are **NOT** included in the pricing submitted with your response. This cost includes all additional charges that are not directly identified as freight or shipping charges. For example, list costs for items like installation, set up, mandatory training, or initial inspection. Identify any parties that impose such costs and their relationship to the Proposer.

None.

14) If delivery or shipping is an additional cost to the NJPA Member, describe in detail the complete shipping and delivery program.

ReCollect's products are provided as Software as a Service. We host our products on our own internet servers. There is no shipping and delivery program. Training is provided via the web and phone.

15) Specifically describe those shipping and delivery programs for Alaska, Hawaii, Canada, or any offshore delivery.

There is no different shipping or delivery procedure for territories outside of the Continental USA.

16) Describe any unique distribution and/or delivery methods or options offered in your proposal.

Software as a Service is an increasingly popular delivery method for software products. Instead of buying and installing a software product using a compact disk or a visiting company representative, the customer subscribes to a service via the internet. This offers a number of advantages to the customer:

- Updates and improvements to the service are continually made throughout the year. The customer never has to re-install the software to receive the updates.
- Our customer support exceeds expectations thanks to our constant up-time and network availability.
- Any installation cost is waived and included in the annual subscription fee.
- All iOS and Android updates (an inevitability with mobile applications) are accounted for as they happen. The software will never be left behind.

17) Please specifically describe any self-audit process or program that you plan to employ to verify compliance with your proposed Contract with NJPA. This process includes ensuring that NJPA Members obtain the proper pricing, that the Vendor reports all sales under the Contract each quarter, and that the Vendor remits the proper administrative fee to NJPA.

ReCollect will retain and make available to NJPA all order and invoicing documentation related to purchases that Members make from us under the awarded contract. ReCollect's customer relationship management system (CRM) tracks the contracting vehicle for all contracts the company closes. This field is required to be completed for the CRM to close a deal. As a result the sales team must mark if a deal is leveraging the NJPA in order to complete their process.

Once a deal is marked as leveraging NJPA and is closed, this triggers the creation of both:

- a) an automatic notification for our finance team, who can then out to ReCollect's NJPA contact to confirm closure of the deal; and
- b) a to-do for a member of the finance team at the end of each quarter to confirm the deal with ReCollect's NJPA contact.

These two items ensure that NJPA is notified the moment the deal is closed. In addition, this process provides us with an audit trail so we can review all new deals at the end of each quarter and confirm that NJPA has been notified of any new deals.

18) Identify a proposed administrative fee that you will pay to NJPA for facilitating, managing, and promoting the NJPA Contract in the event that you are awarded a Contract. This fee is typically calculated as a percentage of Vendor's sales under the Contract or as a per-unit fee; it is not a line-item addition to the Member's cost of goods. (See RFP Section 6.29 and following for details.)

ReCollect would pay to NJPA an administrative fee of 3% of the value of any contract it reaches with a member who procures via our shared cooperative purchasing agreement.

**Industry-Specific Questions** (Answer all questions. If a question does not apply to the solution(s) in your proposal, state “N/A” and articulate why the question does not apply.) For technology vendors:

19) Clearly explain how your company collects, stores, and uses the customer data that is gathered through normal business practices. In your view, who owns this data: your company or your customers? What rights (if any) do you propose that your customers have to any data created by your proposed solutions?

We only keep data that is necessary to provide our service. We do not share data with any third parties.

We collect and store customer data only as required. All user data is owned by the user, not by ReCollect. Thus, the user and customer have the right to their own data, even if it is created by ReCollect within ReCollect products.

Please see the following excerpt of our privacy policy:

*Information that is gathered from visitors*

*In common with other websites, log files are stored on web servers, saving details such as the visitor's IP address, browser type, referring page and time of visit. For reminders, the subscriber's contact information, location and contact details will be stored on a server.*

*How the information is used*

*The ReCollect service is operated by ReCollect Systems Inc. You are not obligated to provide any personal information in order to use the service. Any information submitted is used to provide the reminder service and to enhance the subscriber's experience when using the web site by displaying personalized content. Email addresses will not be sold, rented or leased to third parties. Email may be sent to inform you of news of related services offered by our clients.*

*Where the information is stored*

*All personal information collected for the purposes of ReCollect reminders is transmitted securely and only stored on ReCollect Systems Inc. servers, which are located in secure data centres in the United States of America. Information will be accessed only by ReCollect Systems Inc. or by employees or agents of ReCollect Systems Inc. and only for the purposes described above.*

*Third-party policies*

*ReCollect uses services provided by Google Inc. ("Google"). The Google Maps API may be used to help find addresses, and is used to display maps and calculate directions and distances to certain locations. ReCollect does not transmit contact information to Google (e.g. phone numbers, emails), but addresses entered into ReCollect may be used by Google services to perform location queries. Please review Google's Privacy Policy in order to understand how Google uses the data it collects.*

### *Data Ownership*

*ReCollect customers own their own data. Our legal agreements always place ownership of the operational and collected resident information with the customer.*

### *Data Retention*

*By default ReCollect adopts an aggressive 90 day policy on data retention. ReCollect deletes any Personal or Operational data that is no longer in use after 90 days, and deletes Exhaust Data retained for auditing and debugging after 90 days. We are open to modifying the above to meet any additional City requirements.*

*ReCollect is prepared to comply with any requests for custom data exports. These can be made by city administrators directly through the administrative dashboard or by ReCollect staff upon request.*

20) Describe how do you protect data that you obtain or create for your customers? Who has access to this data, and for what purposes?

Only ReCollect's Operations Staff has access to the data. They follow processes to ensure that all data is transmitted between systems securely, all ReCollect servers are updated and secured, and that automated testing processes protect against unauthorized access of sensitive data.

ReCollect web services use HTTPS at all times. Passwords are stored in an encrypted form, using a salted bcrypt method. Cookies are secured using HMAC SHA1.

ReCollect commits to directly contacting the designated officers/staff (such as a security officer) if it is determined and discovered that we have experienced a data breach. There is default language in our subscription agreement committing us to this.

Based on independent assessment, ReCollect Systems Inc. is the only company in our market to have a robust security infrastructure. ReCollect receives an A+ grade from SSL Labs (<https://www.ssllabs.com>). This grade indicates that ReCollect protects its users against known security issues including recent well documented risks (e.g.: Heartbleed, BEAST, etc.).

ReCollect uses Cloud Computing environments from Digital Ocean and Amazon Web Services. As such, Our Security and Privacy Policy requires that any computer hardware owned by ReCollect use Full Disk encryption, any data transmitted must be over a secure TLS connection, Anti-Theft monitoring systems must be used, and our processes to decommission hardware requires us to wipe hard drives in accordance with our policies.

We are highly aware of sensitivities around ownership of and access to data and will never share user (residents or city) data with any third parties, such as advertisers.

21) Does your product or platform encourage increased participation in recycling and diversion programs?

Yes.

22) If you are offering web-based products or services, are they available through a suitable application on mobile devices? If so, are they compatible with both iOS, Android, and other operating systems? Are they broadly and easily available?

All of ReCollect's software products are fully available through popular web browsers on computers and mobile devices (i.e smartphones and tablets). All Recollect services can be accessed on iOS, Android, Blackberry and all other modern devices via our responsive web app. Moreover, some of our SaaS offerings are built as native apps for the Google Play (Android) and Apple App (iOS) stores.

As part of our support services we ensure ongoing compatibility for all popular browsers, devices and platforms. Our tools are broadly and easily available to all residents - all of our tools are accessibility compliant, and residents even without smartphones can take advantage of text message or voicemail communications.

**For equipment/product vendors:**

1. What specific market segments does your company serve? What portion of your overall revenue is derived from the governmental and educational sectors?
2. Explain in detail why and how your manufacturing process is superior to that of your competitors.
3. Explain in detail why and how your value-added attributes separate you from your competitors and why this should be considered valuable to NJPA and its members.
4. Do you manufacture all the products offered in your proposal? If not, please list all products that are sourced using a third party or subcontractor.
5. Do your manufacturing processes qualify for any recognized compliance standards or certifications (e.g., ISO)? If so, please detail.
6. Describe your approach to working with new governmental, educational, or not-for-profit entities in rolling out your products/equipment for these customers or their constituents.
7. Confirm whether or not you are both able to and agree to comply with the applicable "EPA Emission Standards for Heavy-Duty Highway Engines and Vehicles" outlined in the following link:  
<https://www.epa.gov/emission-standards-reference-guide/epa-emission-standards-heavy-duty-highway-engines-and-vehicles>

Not Applicable

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

**Form P**

1) Does your product or platform encourage increased participation in recycling and diversion programs?

Yes.

2) If you are offering web-based products or services, are they available through a suitable application on mobile devices? If so, are they compatible with both iOS, Android, and other operating systems? Are they broadly and easily available?

All of ReCollect's software products are fully available through popular web browsers on computers and mobile devices (i.e smartphones and tablets). All Recollect services can be accessed on iOS, Android, Blackberry and all other modern devices via our responsive web app. Moreover, some of our SaaS offerings are built as native apps for the Google Play (Android) and Apple App (iOS) stores.

As part of our support services we ensure ongoing compatibility for all popular browsers, devices and platforms. Our tools are broadly and easily available to all residents - all of our tools are accessibility compliant, and residents even without smartphones can take advantage of text message or voicemail communications.

Signature: \_\_\_\_\_

*Celine Allen*

Date: \_\_\_\_\_

*April 7 2017*

[www.njpacoop.org](http://www.njpacoop.org)



202 12th Street NE  
P.O. Box 219  
Staples, MN 56479

Pricing, financials and marketing material were submitted with the response and is available upon request. Due to the difficulty in emailing such a large file they were not included.

As a public agency, NJPA proposals, responses and awarded contracts are a matter of public record, except for that data included in the proposals, responses and awarded contracts that is classified as nonpublic; thus, pursuant to NJPA policies and RFP terms and conditions, all documentation, except for data which is nonpublic, is available for review through a formal request process including a written request.

