

Attachment 4—Scope of Work for Website Development and Maintenance Services

1 Introduction and Background

1.1 Introduction

This document provides a Scope of Services for a qualified vendor (“Vendor”) to provide the Ramsey/Washington Recycling & Energy Board (“R&E Board” or “R&E”) with an online ordering website development and website maintenance related to the Food Scraps Bag program, a new program expected to launch in 2022. An agreement will be prepared using this Scope of Services as the basis for the final scope of services in the agreement.

The following is an outline of the Scope of Services:

- Build, host and maintain a website that receives, validates and confirms orders from customers for designated quantities of food scraps bags
- Build and maintain functionality for household customers to purchase additional food scraps bags (beyond their allotted no-cost quantity), and for small business customers to purchase food scraps bags at a cost set by R&E, using the website
- Build and maintain functionality for customer order data to be provided to specified R&E staff and R&E-specified vendors, including an order fulfillment/shipping vendor and customer service vendor
- Maintain data and provide reports to R&E on specified metrics

1.2 R&E Board Background

The R&E Board is a public joint powers board of Ramsey and Washington counties, located in the eastern Twin Cities Metropolitan Area (East Metro). The R&E Board is responsible, on the behalf of the two counties, for administering solid waste resource recovery activities, and programs to reduce the land disposal of waste. The R&E Board assists the counties in implementing an integrated regional solid waste management system in the East Metro aimed at implementing the Waste Management Hierarchy outlined in the Minnesota Waste Management Act (Minn. Stat. Chaps. 115A and 473, the Act).

The R&E Board has continued that work to achieve environmental, economic and community benefits for the East Metro. Ramsey & Washington counties collectively have a total population of just over 813,000¹ and span a total of 593 square miles^{2,3} consisting of urban, suburban, and rural areas. The R&E Board owns and operates the Recycling & Energy Center (R&E Center), in Newport, Minnesota. Purchased on December 31, 2015, the R&E Center receives and processes all acceptable mixed municipal solid waste (MSW) generated in the two Counties. The R&E Center currently produces refuse-derived fuel and recovers certain recyclable materials.

The R&E vision, “vibrant, healthy communities without waste,” is being pursued in several phases. While R&E activities and each county’s programs partner to work upstream, preventing waste and increasing source separation of recyclables, the R&E Center will be redesigned and repurposed to recover more value from waste. Over the next two years, enhancements at the

¹ <https://mn.gov/admin/demography/data-by-topic/population-data/our-estimates/>

² <https://www.ramseycounty.us/your-government/about-ramsey-county>

³ <https://www.co.washington.mn.us/102/County-History>

R&E Center will be installed to accommodate a new program to collect source-separated organics and enable the recovery of these high-value materials from trash. Details of the processing enhancements can be found [here](#).

1.3 Description of Organics Collection Using Food Scraps Bags

The State of Minnesota has set a 75% recycling goal for the metropolitan area by 2030. Recent waste sorts show that food waste is approximately 25% by weight of MSW collected in Ramsey and Washington counties. When other organic wastes are included (like paper towels and compostable cups and cutlery), the total is close to 40%.

Businesses in Ramsey & Washington counties currently separate food scraps that are managed with composting, food recovery and food-to-livestock programs. Ramsey & Washington counties each offer a food scrap drop-off program for residents, with a combined 17^{4,5} locations throughout the counties as of 2020. A detailed list of currently acceptable and unacceptable organics materials for existing county drop-off programs are available at the following county website links.

[Ramsey County Food Scraps Drop-Off Program website](#)
[Washington County Food Scraps Drop-Off FAQs](#)

The R&E Board is moving forward to establish a system to collect source-separated food scraps and other organics from households and small businesses in the two counties (hereafter referred to as “customers”) using food scraps bags co-collected with MSW. This progress includes the installation of additional processing upgrades at the R&E Center to accommodate separation of food scraps bags. The food scraps bag program is anticipated to be available to residents of Ramsey and Washington counties starting in 2022.

Ramsey and Washington county residents who opt into the program will be provided with food scraps bags at no charge to the residents. The process of collecting, processing and transporting organics in food scraps bags is shown in Figure 1-1. Small businesses will be able to purchase food scraps bags for a fee and opt into the program. Food scraps and other compostable products are placed into these extra strong bags, which are then tied shut and placed into the customer’s existing trash receptacle (such as a dumpster or trash cart). Food scraps bags will then be sorted out of the MSW either at the R&E Center or transfer stations contracted to deliver material to the R&E Center. Food scraps bags will be certified compostable by the Biodegradable Products Institute⁶.

⁴ <https://www.ramseycounty.us/residents/recycling-waste/collection-sites/food-scraps>

⁵ <https://www.co.washington.mn.us/2969/Food-Scraps-Organics-Drop-off>

⁶ <https://bpiworld.org/Get-Certified>

**Figure 1-1
Food Scraps Bag Collection & Management Process**



There are approximately 319,000 households in Ramsey and Washington counties. R&E estimates about 40% residential participation in the food scraps bag program by the end of five years after program launch. The R&E Board plans to roll-out the residential program in phases, launching in communities sequentially over the course of two to three years. Based on projections for sign-up rates and roll-out models, this program could expect to serve the quantities of residential customers shown in Table 1-1 (does not include commercial customers).

**Table 1-1
Food Scraps Bag Program Participation Estimates by Year**

Estimated Number of Total Households Expected per Year						
	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6
3-year phased roll-out	10,623	31,870	63,740	95,610	116,856	127,480
2-year phased roll-out	15,935	47,805	79,675	111,545	127,480	127,480

The voluntary, opt-in program is planned to begin with a small-scale pilot phase in mid-2022 and roll-out an initial 'phase one' in late 2022. Two sizes of food scraps bags will be available for customers to choose upon subscribing to the program. A set number of bags will be delivered on an annual basis to participating households at no cost to the customer.

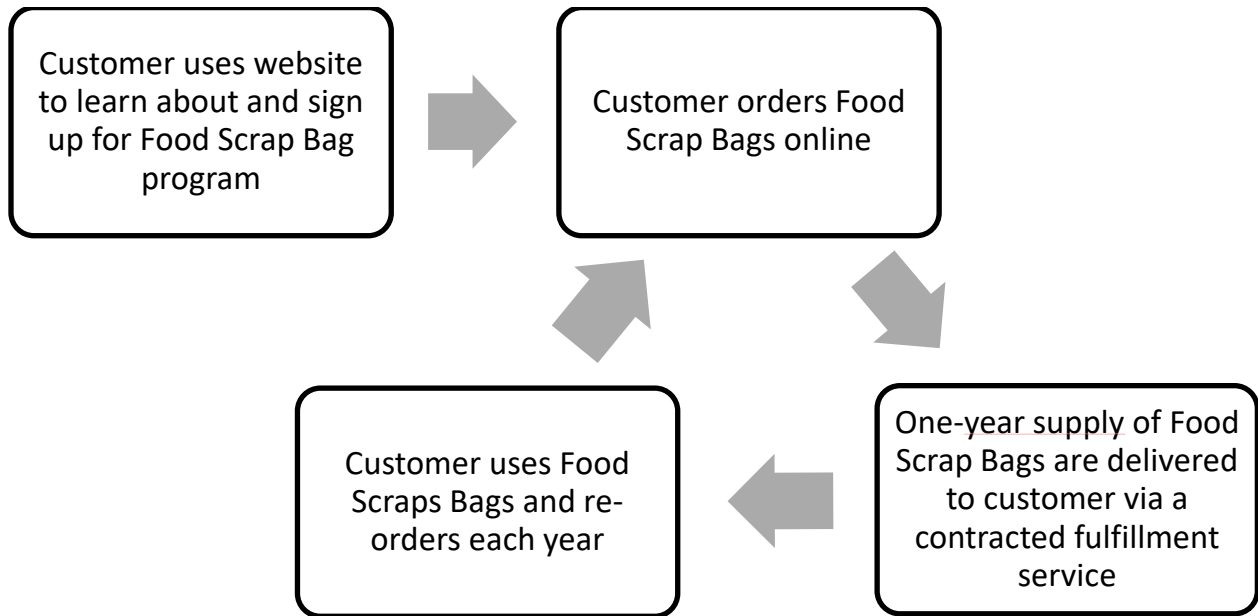
In addition, larger rolls and boxes of food scraps bags will be provided at both counties' food scraps drop-off locations. These will be manufactured and ordered separately due to the quantity per roll/box and need to fit inside the bag dispensers installed at the drop off sites.

1.4 Ordering & Order Fulfillment System Components

The R&E Board intends to establish multiple contracts to provide the food scraps bags system for customers. One contract will establish customer support services. Another contract will establish the order fulfillment and delivery services to receive and fulfill food scraps bag orders. The R&E Board will also establish a contract with a manufacturer for production of the food scraps bags themselves, following a solicitation. The selected manufacturer will interface with the order fulfillment contractor. Lastly, a contract will be established to develop and maintain an on-line ordering system, including a website, for qualified customers to register and order food scraps bags. This Scope of Services document is for the website development and maintenance services contract.

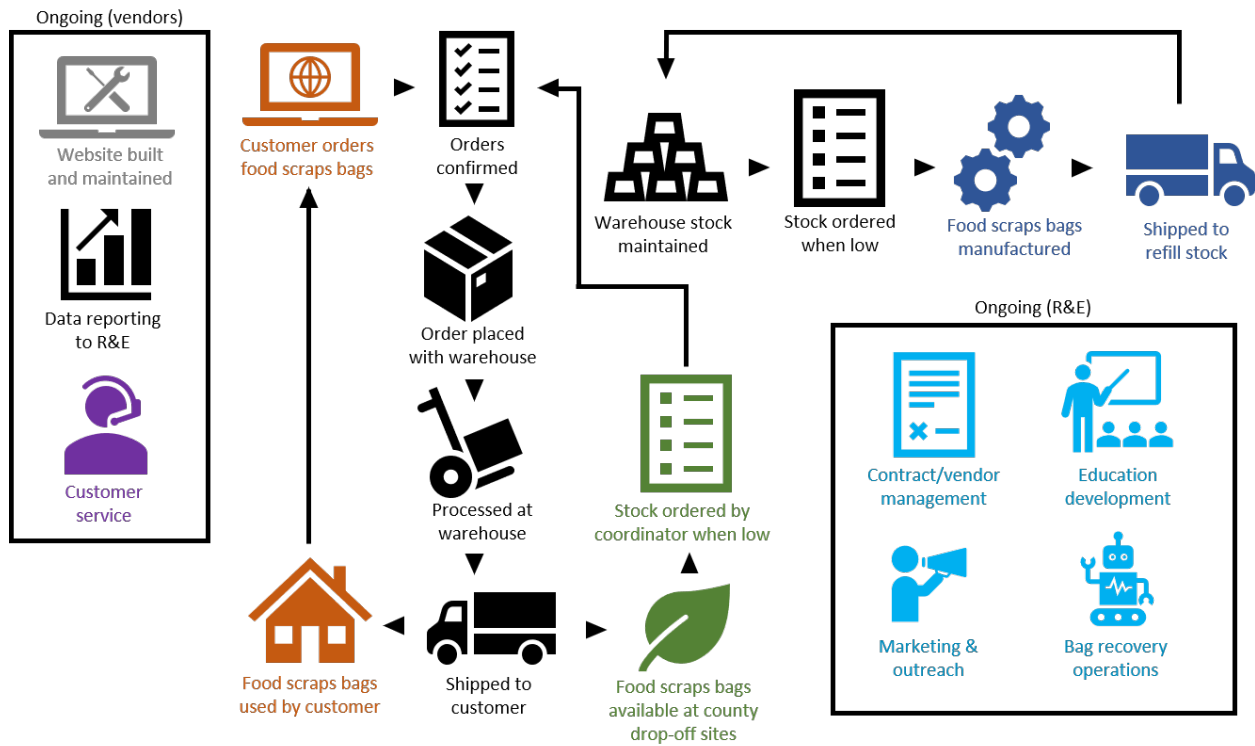
The customer experience for ordering and order fulfillment is depicted in Figure 1-2 below. Customer-facing components of ordering and fulfillment include the website for on-line ordering; access to educational materials; reordering and ongoing subscriber engagement; customer service functions for addressing questions and issues; and delivery of food scraps bags to customers' homes.

Figure 1-2
Customer-Facing Food Scraps Bags Ordering & Fulfillment Process



System management, logistical and operational components for the food scraps bag program are depicted in Figure 1-3. This includes one-time services such as building an ordering website, as well as ongoing components such as website maintenance and data reporting.

**Figure 1-3
Overview of Food Scraps Bag System Components**



The primary method by which customer orders will occur is via a website built specifically for the food scraps bag program. Customers located in Ramsey and Washington counties will be eligible to use the website to order food scraps bags. Households that order on the website will receive a one-year supply of food scraps bags at no charge as a result of signing up for the program. Customers will have their choice of select quantities of six-gallon food scraps bags or 13-gallon food scraps bags (quantities will be specified by R&E) to be delivered to their home address. Customers will have the opportunity to re-order their no-cost annual supply of food scraps bags fifty (50) weeks after receipt of their previous order, which will be prompted by automated communication from the food scraps bag program.

In fall 2020, R&E commissioned a third-party review and recommendations report detailing website development and maintenance needs and expectations related to the website component of the food scraps bag program. From this review, terms were identified, which are described in Section 2 of this document. Additionally, R&E will require a detailed pricing breakdown for website development services, which is shown in the pricing worksheet in Attachment 5 of this RFP.

2 Website Development & Maintenance Scope of Services

2.1 Food Scraps Bag Ordering Website

The Vendor shall build, host and maintain a website (hereafter, "Website") that customers can access year-round, 24 hours per day, seven days per week to place orders for food scraps bags, find information about the food scraps bag program, create and update their password-protected account, and reorder food scraps bags annually at no charge and/or on-demand at a change specified by R&E.

2.1.1 Customer Information Requirements

The Website shall manage and protect customer information, including facilitating the creation of password-protected customer accounts with specified required inputs, verifying account requirements, and managing the data consistent with the requirements of Minn. Stat. Ch. 13 and other applicable data practices and privacy laws.

The Website will require the customer to input the following information during account creation:

- Password
- Name (first and last)
- Mailing address
- Zip code (verifies Ramsey or Washington county location)
- Email address - verified, only one per account
- Phone number (required only if no email address is entered or if text option is chosen – see contact preference requirement below)
- Preferred method of being contacted (email, text message, U.S. mail)
- Type of customer; select between:
 - Household: single family house
 - Household: unit in duplex/triplex/fourplex
 - Household: unit in apartment/condo
 - Small business
- For household customers: number of people residing in the household

Some of the information required for account creation is beyond the data required for fulfillment processing. However, this additional data will be useful to R&E and the Counties to better target service. For example, if residents in a certain demographic are not well represented, R&E can implement additional outreach to market the program to those audiences.

The Website design should ensure there is no more than one account per customer (household or business). This can be achieved by assigning account numbers to each person/business that creates an account. If the customer moves to new location within the service area, the account would ideally move to the new address. The Website also must account for customers that move in or out of an address associated with their user account in the Website's system design (for example, allowing customers that recently moved into a house whose previous owners had an account to open their own account and order food scraps bags).

The Website design should also validate customer accounts. This includes:

- Only Ramsey County and Washington County customers can register and place orders for food scraps bags
- Email address is unique to account
- Name/ mailing address combination is unique to account
- Addresses are stored in a format recognizable to GIS for future analysis purposes

There is currently no internal validation method available (i.e., list of valid addresses in the Counties). Some zip codes fall across Counties. The same is true for cities. An outside web service, such as an API provided via Google Maps, should be used to validate address by county. It is the responsibility of the Vendor to ensure only valid addresses (i.e., addresses located within Ramsey and Washington Counties) can create an account. The Vendor shall work with R&E staff to identify areas in which issues may occur with residents located outside the two Counties attempting to subscribe (e.g., St. Anthony, Forest Lake, etc.) and address this in the Website development as appropriate.

The program logistics for use of food scraps bags by small businesses is under development by R&E as of 2021. This definition is expected to be available to the Website development team when the project begins. Considerations for small businesses include a “Ship To/Bill To” scenario that may not exist for residential customers and will need to be addressed in the Website’s functionality. There also exists the possibility of a small business having several service locations, but one billing location. These considerations will need to be determined at the initial stages of the Website development.

Customer data and database shall be owned by R&E. The Vendor shall manage the development and maintain customer data and database needs for the duration of the agreement. There is no initial database load available. Initially, the customer will input their address and demographic information, and this information will be appended as orders are placed. The customer dataset will be housed in a R&E owned and controlled database, which will be built and maintained by the Vendor. This data includes, but is not limited to:

- Customer data
- Order placement data
- Order shipment data

Once validated, order data will be sent directly from the Website to the fulfillment entity using a method determined by the Vendor and approved by R&E. This should be an automated process with no manual intervention required, except for exception handling when an error occurs.

2.1.2 Usability Requirements

The Website will include instructions to the customer about how to order food scraps bags. This includes informational content pertaining the overall process, as well as content pertaining to questions that could arise during the ordering process. The source of this content has yet to be determined. This content will be in multiple languages as specified by R&E, with content approved by R&E prior to publishing. Development of the written and video instructions is outside the scope of the Website development effort. The Vendor will be responsible for facilitating the content to be placed onto the Website for customer use.

The Website shall be designed to allow for customers to access the Website and complete orders via mobile devices in addition to computers.

The Website shall be designed to facilitate ordering in English and other languages specified below, at minimum, by R&E as part of the system, such as managing content presented to site use after a specific language has been selected using a browser extension for translation, or other means. Multi-lingual content presentation to customers is in the scope of this agreement.

The Vendor shall make every reasonable effort to provide services in a universally accessible, multi-cultural and multi-lingual manner to persons of diverse populations. R&E specifies the following languages at minimum:

- English
- Spanish
- Hmong
- Somali
- Karen
- Oromo

Ramsey County, Washington County and R&E must be able to include a hyperlink on their respective websites that directs users to the Website.

The user interface/user experience (UI/UX) design of the site has yet to be determined. In order to maintain a common branding strategy across multiple websites, the UI/UX for the Website should align with the new R&E website (www.RecyclingAndEnergy.org). The information architecture to the www.ramseyrecycles.com should be included in consideration of UI/UX. This approach will avoid the cost of developing a new, unique look and feel just for the Website.

The Vendor shall include functionality for Website issues to be reported on the Website. This reporting function should be differentiated from issues with orders and fulfillment.

2.1.3 Order and Re-Order Function Requirements

Customers shall receive a one-year supply of food scraps bags as a result of their initial on-line order on the Website. The Website shall be designed to allow customers to choose from a selection of a one-year supply of food scraps bags in sizes and quantities specified by R&E. The ordering component of the Website shall facilitate the collection of information required in Section 2.1.1.

The Website shall also facilitate the sale of food scraps bags in the scenarios previously described in Sections 1.3 and 1.4. The purchase of food scraps bags shall be available on the Website via credit card payment by the customer. Payment processing will utilize industry standard credit card processing service, which will be PCI compliant. The Vendor will not store credit card information on the Website.

Customers that have provided an email address shall receive an email notification after placing an order that confirms that their order was successfully placed. The contents of the email confirmation will be developed by the Vendor and R&E, and approved by R&E.

The order fulfillment vendor will use a package delivery tracking system. Delivery tracking shall be available to the customer through a method developed by the Vendor. The method by which tracking information is shared with the customer will be defined during the development of the Website, with R&E approval.

The Vendor shall develop a method by which customers receive an email notification at 50 weeks following delivery of their previous annual, no-charge order. This email shall prompt the customer to re-order. There shall be no mechanism that implements automatic renewals or automatic re-orders of food scraps bags to customers.

The Website's re-ordering function shall confirm the customer still resides at mailing address associated with user account. If the customer indicates that they do not, the customer shall be directed to the appropriate web page to allow them to update their mailing address.

The Vendor shall facilitate an ordering process for staff (designated by R&E) operating Ramsey

and Washington county food scraps drop-off locations to receive specialized orders of food scraps bags described in Section 1.3.

2.1.4 Fulfillment-Related Requirements

The Website shall be developed to push order data to the fulfillment vendor once per day. Order fulfillment data will be pulled from the fulfillment once per day to be added to the customer information database. As described in Section 2.1.1, this data movement should occur via an automated process so human intervention is not required with the exception of specified situations.

The Website shall provide customer service contact information for customers with ordering and fulfillment issues. It will provide a customer service telephone number and email address at minimum, with other methods of contact (e.g., text message, web chat) provided if available.

2.1.5 Customer Service Requirements

The Website shall display the customer service telephone number and email address. Other methods for customers to contact customer service (e.g., text message, web chat), if provided by the customer service vendor, shall also be provided on the Website. This contact information shall also be included in email notifications to customers, such as order confirmation and re-order reminder emails.

The Website shall include industry standard functionality for customers to retrieve or reset forgotten passwords or other login information.

The Vendor shall include functionality for customer service personnel and R&E staff (as determined by R&E) to have the ability to securely sign-on to an administrative portion of the Website (or similar) to help address customer issues, such as (but not limited to) checking order status or entering orders with credit card information.

2.1.6 Reporting Requirements

The Vendor shall provide aggregated participation data to R&E on a monthly basis, submitting each report within 30 days from the last day of the reporting month. The required contents of this report are further specified in Section 2.2.

The method by which reports are distributed to R&E staff shall be agreed upon by both parties. It is the preference of R&E that reports be provided via an R&E reporting dashboard or portal. Data should be pulled in a real time manner whenever possible.

The Vendor shall provide designated R&E staff with continuous access to individual account data and the ability to download this data electronically. This access should include data on the running total of food scraps bags orders per account. This allows R&E or county staff to identify and contact customers with high usage, as deemed necessary. The length of time tracking for this report component (e.g., lifetime, three-year total, annual total) is yet to be defined by R&E.

2.1.7 Security & Compliance Requirements

The Vendor shall maintain data integrity and security using industry best practices. The Website and all components thereof must facilitate compliance with the Minnesota Government Data Practices Act and other applicable data practices and privacy laws

The Website shall include all applicable privacy statements and Tennessee warning language. Governmental entities must give individuals notice when collecting private or confidential

information from them. This is referred to as a "Tennessee warning notice," or may also be called a "privacy notice," a "notice of collection of private/confidential data," or similar verbiage. The purpose of the notice is to enable people to make informed decisions about whether to give information about themselves to a governmental entity. (Minnesota Statutes, section 13.04, subdivision 2.)

The Website shall be compliant with the Americans with Disabilities Act, including usability with computer accessibility features for sight-impaired customers.

2.1.8 Deployment Requirements

The deployment of the Website will occur in a series of phases, including but not limited to:

- Initial Website development ("build out") within a six-month timeline
- Initial use by customers in pilot phase of food scraps bag program
- Revision phase – iteration of Website based on customer and R&E feedback in observation of initial Website operation
- Use of Website by additional customers when food scraps bag program officially launches "Phase I" and all phases thereafter

The Vendor should include a timeline in their proposal that describes the approach and number of weeks to complete each step.

2.1.9 Website Technology Requirements

The Website shall be accessible to customers 24 hours per day, seven days per week, 365 days per year to place food scraps bag orders. The Website should be hosted on a public cloud platform, such as (but not limited to) GoDaddy, Amazon AWS, or similar. This will avoid the need to go through R&E's firewall to access its servers.

It is the preference of R&E that the Website will be developed using commonly available, off-the-shelf tools, such as (but not limited to) WordPress for the website/content management functionality and WooCommerce for the eCommerce functionality, as is determined to be feasible by the Vendor.

The Vendor shall use industry best practices to manage Website and database back-ups.

The Vendor shall provide for on-going support for the Website, to be included in the Scope of Services. This support includes bug fixes, software upgrades, database back-up and maintenance, and similar functions.

The Vendor shall provide the ability to support search engine optimization (SEO) activities by marketing personnel. However, performing SEO services is not in the scope of this agreement. The Vendor shall implement a tool to perform website activity monitoring and reporting (such as Google Analytics or similar application). It is the preference of R&E that these reports be added to a R&E reporting dashboard or portal developed by the Vendor, as applicable. If feasible, the Vendor will provide designated R&E staff the capability to survey customers or send information (such as educational messages) via email.

The Vendor shall immediately notify the R&E Board of any breach of the security of the data collected as part of this Agreement as required by Minn. Stat. 13.055. Vendor shall indemnify the R&E Board for any such breach attributable to Vendor's actions or negligence and shall obtain insurance coverage for losses resulting from such breach.

2.2 Data & Reporting

The Vendor shall be responsible for maintaining data integrity and security. The Vendor will comply with the Minnesota Government Data Practices Act, found at Minn. Stat. Ch. 13.

The Vendor shall provide aggregated participation data to R&E on a monthly basis, submitting each report within 30 days from the last day of the reporting month. This monthly report will include the following components:

- Number of accounts created during reporting period
 - Total
 - By municipality
 - By type of customer (single family household, duplex/triplex/fourplex, apartment/condo, or small business)
 - For household customers only, by number of people living in household
 - By language
- Number of food scraps bag orders of each size chosen at no charge
- Number of food scraps bag orders of each size purchased (beyond no-charge supply)
- Number of accounts that renewed their subscription after one (1) year
- Number of active accounts (have received food scraps bags in the last 52 weeks)
- Number of inactive accounts (no bags ordered 53 weeks or more since previous order)

The Vendor shall also provide designated R&E Board staff with continuous access to individual account data and the ability to download electronically. If feasible, the Vendor will provide designated R&E staff the capability to survey customers via email.

2.3 Payment

R&E will negotiate terms of payment for Vendor services. A cost worksheet has been provided as Attachment 5 to the RFP.

The Vendor shall provide pricing estimates for the Website development (1st release and 2nd release at minimum) and maintenance components described in Section 2, broken out as follows. Only actual hours as directed by R&E Staff will be compensated.

Provide the hourly rate for each role shown below in the attached cost worksheet (Attachment 5). Should the role not be applicable to the proposal or project phase, please write "N/A" under that role in the cost worksheet. The Vendor may propose additional and/or alternate roles to those named below, and in which case should provide the requested information on a separate sheet of paper.

Website development; 1st release

- Rate by role (roles: creative director, UX strategist, designer, dev. team lead, developer, solutions architect, Q.A. specialist, project manager, and other [define])
- Low total project hours per role and total fees per role
- High total project hours per role and total fees per role
- Total 1st release cost (low estimate and high estimate)

Website development, 2nd release ("revision phase")

- Low total revision phase hours estimate per role and total revision phase fees per role

- Low total revision phase hours estimate per role and total revision phase fees per role
- Total revision phase cost (low estimate and high estimate)

Website maintenance/support

- Rate by role (if different than website development)
- Low total monthly hours estimate per role and total monthly fees per role
- Low total monthly hours estimate per role and total monthly fees per role
- Total monthly maintenance cost (low estimate and high estimate)