



# Request for Proposals

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**FOR  
YEAR TWO OF THE BONEYARDNW.COM MARKETING AND OUTREACH PLAN  
FISCAL YEAR 2007-08**

**Issued:**                   **October 31, 2007**

**Proposals due:**       **November 16, 2007**

**Funds available:**   **Not to exceed \$15,000**

## **I. INTRODUCTION**

The Solid Waste and Recycling Department of Metro, a metropolitan service district organized under the laws of the State of Oregon and the Metro Charter, located at 600 NE Grand Avenue, Portland, OR 97232-2736, is requesting proposals for implementation of the marketing and outreach plan for Metro's used building material exchange web-site, [www.boneyardNW.com](http://www.boneyardNW.com)

**Proposals will be due no later than 4:00 p.m., November 16, 2007 in Metro's business offices at 600 NE Grand Avenue, Portland, OR 97232-2736.**

Details concerning the project and proposal are contained in this document.

## **II. BACKGROUND/HISTORY OF PROJECT**

Metro and its local government partners have established a goal to recover an additional 53,000 tons per year of construction and demolition (C&D) materials (e.g., wood, cardboard, metal, drywall, composition roofing) from annual construction activity. To reach this goal, an intergovernmental work team has developed a five-year Construction & Demolition Debris Work Plan designed to guide the region toward increased recovery of C&D materials. This plan has identified the limited processing and storage capacity at the Region's used building material retail facilities as a primary barrier to increasing the recovery of reusable building materials.

Over the past five years, the Region's privately-owned building material reuse facilities and certain demolition contractors have increased the number of retail and wholesale outlets marketing reusable residential building materials. The result is a substantial increase in the quantity of used residential building materials salvaged.

However, Metro's research has shown there are still large quantities of reusable commercial building materials available for recovery. This region does not have as diverse and convenient salvage markets for these commercial materials as it does for the residential materials and as a result, most of these usable commercial building materials are disposed of or recycled.

In early 2007, Metro and its local government partners launched the nation's first used commercial building materials exchange, [www.boneyardNW.com](http://www.boneyardNW.com). The development project involved the creation and implementation of a three-year marketing plan to drive interest and use of the web site. See Attachment B. The first year of this plan was carried out by Coates and Kokes.

## **III. PROJECT OBJECTIVES**

Metro is seeking proposals from qualified firms to perform the following services and to deliver a product that attains the following goals:

- Create interest in, use of, and familiarity with the [www.boneyardNW.com](http://www.boneyardNW.com) website among the commercial construction industry target audience.

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- Implement the marketing plan so that the Exchange will have at least 350 registered users (from the target audience) and 300 exchanges of commercial building materials made by the end of FY 2007-08 (June 30, 2008).

## IV. PROPOSED SCOPE OF WORK/SCHEDULE

Metro is seeking proposals from qualified firms to perform the following services and to deliver the products described below. Specify in your proposal what percentage of the budget would be used for each task.

Note: Page five of Attachment B contains a budget estimate for this project of \$50,000. Because of the shorter six-month duration of this project, the budget amount for this project has been reduced to just \$15,000.

### **Task 1: Implement Year Two of the marketing plan** (approx 90% of budget)

Implement the Year Two campaign in the Portland metropolitan area using the plan created in FY 2006-07. Tasks may include, but are not limited to:

- Develop a timeline for project tasks and deliverables
- Conduct media and advertising planning and implementation (earned and purchased, although the small budget for this project may require more emphasis on earned media).
- Conduct event planning and implementation (if part of strategy).
- Recommend methods for applying campaign themes and messages to existing marketing programs.
- Distribute campaign messages and materials.
- Implement additional proposed outreach methods.

Contractor deliverables:

- Up to eight meetings with Metro project manager to discuss content and timing of project deliverables.
- Draft and final versions of all copy, images or other materials described in the Plan for Metro's review and approval.
- Timeline for project tasks and deliverables
- Contractor to pay for all costs related to the implementation of this project. This may include, but is not limited to, media buys and large printing projects.
- Monthly status reports on the progress towards task completion.
- A final report summarizing the project, level of success and recommendations for future website promotion.

Metro deliverables:

- Up to eight meetings with contractor.
- Smaller print jobs, purchase of mailing lists, assembly of mailings and postage can be provided by Metro.
- Review all contractor deliverables.
- Feedback to contractor on deliverables.

### **Task 2: Create final report and recommendations for the following year** (approx 10% of budget)

Create final report and recommendations for the following year.

Contractor deliverables:

- A final report that summarizes the project, the level of success and recommendations for future website promotion.



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Metro deliverables:

- Up to two meetings with contractor.
- Review contractor deliverables.
- Feedback to contractor on deliverables.

## Timeline/schedule

TASK	DATE
<b>PROPOSALS DUE</b>	<b>4:00 P.M., NOVEMBER 16, 2007</b>
Evaluation committee decides on winner(s) and interviews completed, if needed.	November 21, 2007
Complete contract negotiation	November 23, 2007
Execute contract	December 7, 2007
Complete Task 1	May 31, 2008
Complete Task 2 and final report due	June 15, 2008
Contract completed	June 30, 2008

## V. QUALIFICATIONS/EXPERIENCE

Proposers shall have the following qualifications/experience. If one firm or individual does not have all of the qualifications/experience required, Metro encourages potential proposers to collaborate to create a group proposal that includes the firms or individuals that have the following qualifications/experience:

1. Three years experience planning, writing/designing, and carrying out marketing and promotion plans related to the launch of new websites.
2. Understanding of the local commercial construction process and the motivations of the various parties involved in commercial construction.
3. Familiarity with commercial building materials.

## VI. PROPOSAL INSTRUCTIONS

### A. Submission of Proposals

Four (4) hard copies of the proposal shall be furnished to Metro. **Do NOT send application materials electronically.** Deliver proposals to:

Bryce Jacobson  
 Metro Solid Waste and Recycling Department  
 600 NE Grand Avenue  
 Portland, OR 97232

### B. Deadline:

Proposals will not be considered if received after 4:00 p.m., November 16, 2007.

### C. RFP as Basis for Proposals:

This Request for Proposals represents the most definitive statement Metro will make concerning the information upon which Proposals are to be based. Any verbal information which is not addressed in this RFP will not be considered by Metro in evaluating the Proposal. All questions relating to this RFP should be addressed to Bryce Jacobson at (503) 797-1663. Metro will not respond to questions received after



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November 13, 2007. Any questions, which in the opinion of Metro, warrant a written reply or RFP amendment, will be furnished to all parties receiving this RFP.

D. Information Release

All proposers are hereby advised that Metro may solicit and secure background information based upon the information, including references, provided in response to this RFP. By submission of a proposal all proposers agree to such activity and release Metro from all claims arising from such activity.

E. Minority and Women-Owned Business Program

In the event that any subcontracts are to be utilized in the performance of this agreement, the proposer's attention is directed to Metro Code provisions 2.04.100. Copies of that document are available from the Risk and Contracts Management Division of Administrative Services, Metro, Metro Center, 600 NE Grand Avenue, Portland, OR 97232 or call (503) 797-1816.

## VII. Proposal Contents

The proposal should contain not more than 10 pages of written material (excluding biographies, CD or disk attachments and brochures, which may be included in an appendix), describing the ability of the consultant to perform the work requested, as outlined below. The proposal should be submitted on recyclable, double-sided recycled paper (30% post-consumer recycled fiber content.) Documents shall be in MS Word. Neither waxed page dividers nor non-recyclable materials should be included in the proposal. Failure to follow these guidelines makes the proposal non-responsive.

- A. Transmittal Letter: Letter must include the following: RFP number and project title, names of the persons authorized to represent the Proposer in any negotiations, names of the persons authorized to sign any contract that may result from negotiations, contact person's name, mailing or street addresses, phone and fax numbers and e-mail addresses. A legal representative of the Proposer, authorized to bind the Proposer in contractual matters must sign the cover letter. Additionally, the letter must state that the proposal is valid for ninety (90) days.

--1 page

- B. Approach/Project Work Plan: Describe how the work will be done within the given time frame and budget. Include a proposed work plan and schedule with deliverables by task.

-- 3 pages

- C. Experience and Capabilities: Proposer shall provide information related to the firm's experience, capabilities and resources in relation to the project and should describe:

- Experience with similar projects. Indicate how your firm meets the experience requirements listed in section IV of this RFP. List projects conducted over the past five years that involved services similar to the services required for this project.
- For each of these cited projects, include the name of the customer contact person, his/her title, role on the project, and telephone number. Identify persons on the proposed project team who worked on each of the other projects listed, and their respective roles.
- Key personnel's qualifications and relevant experience on similar or related projects: Identify specific personnel assigned to major project tasks, their roles in relation to the work required, percent of their time on the project, and special qualifications they may bring to the project. Include resumes of individuals proposed for this contract.
- Metro intends to award this contract to a single firm to provide the services required. Proposals must identify a single person as project manager to work with Metro. The consultant must assure responsibility for any subconsultant(s) work and shall be responsible for the day-to-day direction and internal management of the consultant effort.



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- Organizational management: Describe your firm or project team's internal procedures and/or policies relating to work quality, cost control and organizational management.

-- 4 pages

- D. Cost/Budget: Present the proposed cost of the project and the proposed method of compensation. List the cost per deliverable, hourly rates for personnel assigned to the project, total personnel expenditures, support services, and subconsultant fees (if any). Requested expenses should also be listed. Metro has established a budget not to exceed \$15,000 for this six-month project.

-- 1 page

- F. Exceptions and Comments: To facilitate evaluation of proposals, all responding firms will adhere to the format outlined within this RFP. Firms wishing to take exception to, or comment on, any specified criteria within this RFP are encouraged to document their concerns in this part of their proposal. Exceptions or comments should be succinct, thorough and organized.

-- 1 page

## VIII. GENERAL PROPOSAL/CONTRACT CONDITIONS

- A. Limitation and Award: This RFP does not commit Metro to the award of a contract, nor to pay any costs incurred in the preparation and submission of proposals in anticipation of a contract. Metro reserves the right to waive minor irregularities, accept or reject any or all proposals received as the result of this request, negotiate with all qualified sources, or to cancel all or part of this RFP.
- B. Billing Procedures: Proposers are informed that the billing procedures of the selected firm are subject to the review and prior approval of Metro before reimbursement of services can occur. Contractor's invoices shall include an itemized statement of the work done during the billing period, and will not be submitted more frequently than once a month. Metro shall pay Contractor within 30 days of receipt of an approved invoice.
- C. Validity Period and Authority: The proposal shall be considered valid for a period of at least ninety (90) days and shall contain a statement to that effect. The proposal shall contain the name, title, address, and telephone number of an individual or individuals with authority to bind any company contacted during the period in which Metro is evaluating the proposal.
- D. Conflict of Interest. A Proposer filing a proposal thereby certifies that no officer, agent, or employee of Metro or Metro has a pecuniary interest in this proposal or has participated in contract negotiations on behalf of Metro; that the proposal is made in good faith without fraud, collusion, or connection of any kind with any other Proposer for the same call for proposals; the Proposer is competing solely in its own behalf without connection with, or obligation to, any undisclosed person or firm.
- E. Intergovernmental Cooperative Agreement (Requires competitive solicitation) – Pursuant to ORS 279A and the Metro public contract code, Metro participates in an Intergovernmental Cooperative Purchasing program by which other public agencies shall have the ability to purchase the goods and services under the terms and conditions of this awarded contract. Any such purchases shall be between the Contractor and the participating public agency and shall not impact the Contractor's obligation to Metro under this agreement. Any estimated purchase volumes listed herein do not include volumes for other public agencies, and Metro makes no guarantee as to their participation in any purchase. Any bidder may decline to extend the prices and terms of this solicitation to any or all other public agencies upon execution of this contract. Unless the proposer specifically declines to participate in the program by marking the box on the contract declining to participate, the proposer agrees to participate in the Intergovernmental Cooperative Purchasing program.



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## IX. EVALUATION OF PROPOSALS

- A. Evaluation Procedure: Proposals received that conform to the proposal instructions will be evaluated. The evaluation will take place using the evaluation criteria identified in the following section. Interviews may be requested prior to final selection of one firm.
- B. Evaluation Criteria: This section provides a description of the criteria, which will be used in the evaluation of the proposals, submitted to accomplish the work defined in the RFP:

- Pass/fail Transmittal letter conforms to the requirements in Section VI.
- 40 points Project Work Plan/Approach
  - 1. Demonstration of understanding of the project objectives
  - 2. Quality of proposal and likelihood of the proposal meeting project objectives.
- 40 points Project Staffing Experience and Capabilities
  - 1. Project consultant(s) experience/capabilities
  - 2. Project consultant(s) commitment to project.
- 20 points Budget/Cost Proposal
  - 1. Projected cost/benefit of proposed work plan/approach
  - 2. Commitment to budget and schedule parameters.

## X. NOTICE TO ALL PROPOSERS -- STANDARD AGREEMENT

The attached personal services agreement is a standard agreement approved for use by the Office of Metro Attorney. This is the contract the successful Proposer will enter into with Metro; it is included for your review prior to submitting a proposal.

BJ:gbc  
S:\REM\jacobson\2006\2007 boneyardNW promotion RFP.doc  
Queue

# Attachment A: Personal Services Agreement

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Contract # \_\_\_\_\_

THIS AGREEMENT is between Metro, a metropolitan service district organized under the laws of the State of Oregon and the Metro Charter, located at 600 N.E. Grand Avenue, Portland, OR 97232-2736, and \_\_\_\_\_, referred to herein as "Contractor," located at \_\_\_\_\_.

In exchange for the promises and other consideration set forth below, the parties agree as follows:

1. **Duration.** This personal services agreement shall be effective \_\_\_\_\_ and shall remain in effect until and including \_\_\_\_\_, unless terminated or extended as provided in this Agreement.

2. **Scope of Work.** Contractor shall provide all services and materials specified in the attached "Exhibit A -- Scope of Work," which is incorporated into this Agreement by reference. All services and materials shall be provided by Contractor in accordance with the Scope of Work, in a competent and professional manner. To the extent that the Scope of Work contains additional contract provisions or waives any provision in the body of this Agreement, the Scope of Work shall control.

3. **Payment.** Metro shall pay Contractor for services performed and materials delivered in the amount(s), manner and at the time(s) specified in the Scope of Work for a maximum sum not to exceed \_\_\_\_\_ AND \_\_\_\_\_/100THS DOLLARS (\$\_\_\_\_\_).

4. **Insurance.**

a. Contractor shall purchase and maintain at the Contractor's expense, the following types of insurance, covering the Contractor, its employees, and agents:

(1) Broad form comprehensive general liability insurance covering bodily injury and property damage, with automatic coverage for premises, operations, and product liability, shall be a minimum of \$1,000,000 per occurrence. The policy must be endorsed with contractual liability coverage; and

(2) automobile bodily injury and property damage liability insurance coverage shall be a minimum of 1,000,000 per occurrence.

b. Metro, its elected officials, departments, employees, and agents shall be named as **ADDITIONAL INSUREDS**. Notice of any material change or policy cancellation shall be provided to Metro 30 days prior to the change or cancellation.

c. Contractor, its subcontractors, if any, and all employers working under this Agreement that are subject employers under the Oregon Workers' Compensation Law shall comply with ORS 656.017, which requires them to provide Workers' Compensation coverage for all their subject workers. Contractor shall provide Metro with certification of Workers' Compensation insurance including employer's liability. If Contractor has no employees and will perform the work without the assistance of others, a certificate to that effect may be attached, as Exhibit B, in lieu of the certificate showing current Workers' Compensation.

d. If required by the Scope of Work, Contractor shall maintain for the duration of this Agreement professional liability insurance covering personal injury and property damage arising from errors, omissions, or malpractice. Coverage shall be in the minimum amount of \$500,000. Contractor shall provide to Metro a certificate of this insurance, and 30 days' advance notice of material change or cancellation.

## Attachment A: Personal Services Agreement

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- e. Contractor shall provide Metro with a Certificate of Insurance complying with this article, and naming Metro as an additional insured within fifteen (15) days of execution of this contract, or twenty-four (24) hours before services under this contract commence, whichever date is earlier.
5. Indemnification. Contractor shall indemnify and hold Metro, its agents, employees and elected officials harmless from any and all claims, demands, damages, actions, losses and expenses, including attorney's fees, arising out of or in any way connected with its performance of this Agreement, or with any patent infringement or copyright claims arising out of the use of Contractor's designs or other materials by Metro and for any claims or disputes involving subcontractors.
6. Maintenance of Records. Contractor shall maintain all of its records relating to the Scope of Work on a generally recognized accounting basis and allow Metro the opportunity to inspect and/or copy such records at a convenient place during normal business hours. All required records shall be maintained by Contractor for six years after Metro makes final payment and all other pending matters are closed.
7. Ownership of Documents. All documents of any nature including, but not limited to, reports, drawings, works of art and photographs, produced by Contractor pursuant to this Agreement are the property of Metro, and it is agreed by the parties that such documents are works made for hire. Contractor hereby conveys, transfers, and grants to Metro all rights of reproduction and the copyright to all such documents.
8. Project Information. Contractor shall share all project information and fully cooperate with Metro, informing Metro of all aspects of the project including actual or potential problems or defects. Contractor shall abstain from releasing any information or project news without the prior and specific written approval of Metro.
9. Independent Contractor Status. Contractor shall be an independent contractor for all purposes and shall be entitled only to the compensation provided for in this Agreement. Under no circumstances shall Contractor be considered an employee of Metro. Contractor shall provide all tools or equipment necessary to carry out this Agreement, and shall exercise complete control in achieving the results specified in the Scope of Work. Contractor is solely responsible for its performance under this Agreement and the quality of its work; for obtaining and maintaining all licenses and certifications necessary to carry out this Agreement; for payment of any fees, taxes, royalties, or other expenses necessary to complete the work except as otherwise specified in the Scope of Work; and for meeting all other requirements of law in carrying out this Agreement. Contractor shall identify and certify tax status and identification number through execution of IRS form W-9 prior to submitting any request for payment to Metro.
10. Right to Withhold Payments. Metro shall have the right to withhold from payments due to Contractor such sums as necessary, in Metro's sole opinion, to protect Metro against any loss, damage, or claim which may result from Contractor's performance or failure to perform under this Agreement or the failure of Contractor to make proper payment to any suppliers or subcontractors.
11. State and Federal Law Constraints. Both parties shall comply with the public contracting provisions of ORS chapters 279A, 279B and 279C and the recycling provisions of ORS 279B.025 to the extent those provisions apply to this Agreement. All such provisions required to be included in this Agreement are incorporated herein by reference. Contractor shall comply with all applicable requirements of federal and state civil rights and rehabilitation statutes, rules and regulations including those of the Americans with Disabilities Act.
12. Situs. The situs of this Agreement is Portland, Oregon. Any litigation over this agreement shall be governed by the laws of the State of Oregon and shall be conducted in the Circuit Court of the state of Oregon for Multnomah County, or, if jurisdiction is proper, in the U.S. District Court for the District of Oregon.
13. Assignment. This Agreement is binding on each party, its successors, assigns, and legal representatives and may not, under any circumstance, be assigned or transferred by either party.



600 NE Grand Ave.  
Portland, OR 97232-2736  
(503) 797-1700

# Attachment A: Personal Services Agreement

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14. Termination. This Agreement may be terminated by mutual consent of the parties. In addition, Metro may terminate this Agreement by giving Contractor seven days prior written notice of intent to terminate, without waiving any claims or remedies it may have against Contractor. Termination shall not excuse payment for expenses properly incurred prior to notice of termination, but neither party shall be liable for indirect or consequential damages arising from termination under this section.

15. No Waiver of Claims. The failure to enforce any provision of this Agreement shall not constitute a waiver by Metro of that or any other provision.

16. Modification. Notwithstanding and succeeding any and all prior agreement(s) or practice(s), this Agreement constitutes the entire Agreement between the parties, and may only be expressly modified in writing(s), signed by both parties.

_____	METRO
By_____	By_____
Title_____	Title_____
Date_____	Date_____



BoneyardNW Final Report  
Draft 2- April 27, 2007

## 2006-2007 Marketing Summary and Recommendations for 2008

### OVERVIEW

The marketing and public relations work with BoneyardNW started with several months of planning, research and tactical development. Through our research efforts, we determined that traditional advertising (ads, billboards, and radio) wasn't going to be the most cost effective way to reach the construction industry. We proposed a more viral campaign that targets the key influencers in the industry, but would also contain educational component for smaller players that are not sure how to approach green building. The goal was to engage the cutting edge firms to endorse the site and by saying they use it, get the smaller players to sign up as well.

BoneyardNW officially launched on February 15 with a media event and tour of a project that had incorporated salvage practices. Since the media launch, there has been an ongoing public relations push, advertising campaign in local trade publications and electronic elements to help drive people to BoneyardNW.

This report will outline each completed activity for the year as well as the tactical recommendations for 2008-2010.

### 2007 ACTIVITIES

**SITE NAMING:** BoneyardNW had the project name of "Metro Exchange Website." We knew we needed to develop a name that had more staying power and had a catchy, memorable URL. CK helped develop and brainstorm a list of names and conducted market testing to help finalize the direction and name.

The names that were tested are as follows:

1. Green Prybar
2. Find Salvaged Materials
3. Salvaged Building Supply
4. Builders BoneyardNW

5. NW Salvage Market
6. Build Smart Mart
7. Building Green Exchange

Overwhelmingly, the names that tested best were the shorter, funnier, slightly odd names. The descriptive ones were easily forgotten and were seen as too long. The final two names in contention were “prybar” and “BoneyardNW”.

BoneyardNW was selected for several reasons. One, it tested the best across various audience segments. It also had built-in meaning; most contractors have or go to a boneyard for supplies. We wanted to leverage that built in meaning as well as narrowly focus the name on the commercial construction business. The NW in the name helped give it a sense of place not to be confused with a national site.

**MEDIA OUTREACH:** CK crafted a press release and media event to announce the launch of BoneyardNW. This event was held at the UO Portland Campus development in Old Town, Portland. Media was invited to come to a “show and tell” tour of the project to get an idea of what is/isn’t salvageable and how salvaged materials were being used in the project. We also invited the media to the office of CK (adjoining the project site) and conducted a “show and tell” of the online BoneyardNW site. During this part of the event, media was walked through the website, why it was developed, goals and metrics it is trying to achieve, and overall usability. Bryce Jacobson was the Metro spokesman during the website presentation and Metro Councilor Kathryn Harrington was present during the tour of the UO project.

**ADVERTISING:** CK developed advertising that would be used in a variety of outlets. Specifically, online and trade print publications were targeted. The buy has been purchased for the year, so BoneyardNW will continually have a presence in the following publications through December 2007. The following industry sites and publications were the focus of our media buy.

- Portland Architecture (<http://portlandarchitecture.com>)
- Construction News Update: AGC publication
- Oregon Architect: AIA publication
- Sustainable Industries Journal
- Daily Journal of Commerce
- Northwest Construction

**PROJECT BADGING:** Let’s make BoneyardNW known at the construction site itself. Since construction companies and architects are always advertising their companies on the project site, let’s give them something else to advertise. If materials are purchased/sold on BoneyardNW, we are providing them

with signage that they can produce. There are three versions of the sign. The first one has general BoneyardNW info (similar to the online blog ad). The second set can be produced on white board and say, “materials being reused on this site,” or “materials being sold from this site.” This allows construction companies to specifically call out what they are doing in terms of salvage and can be reused on other project sites. CK has secured a deal with Fast Signs for a discount on signage and files are already present. All the contractor has to do is make the call and place the order.

GOOGLE AD WORD CAMPAIGN: Started as a pilot program, the ad words have proven to be successful in getting more people to BoneyardNW. CK has developed several ad variations and key word searches based on information provided by Forrest Smith. This has resulted in over 130 clicks during the first month. The ad words campaign is always a top referrer of visitors and is an activity that should continue next year.

ONGOING PR AND EDITORIAL OPPORTUNITIES: Additional publications have been contacted for PR opportunities. We’d also want to look at newsletters by trade organization, green building publications and other environmentally focused groups. Most of the targets have made mention or developed a story around BoneyardNW, with articles being posted on their websites, mentions in email blasts and blog entries.

PUSH EMAILS: Currently still in development, the inaugural email will be sent out in April/May. This e-newsletter is only available to members of BoneyardNW. The newsletter will be sent out via Emma, an online email blast service. CK will load the mast head into the template and Metro will be able to quickly update and send out quarterly newsletters once the contract with CK has been fulfilled. The content areas that will be covered in the e-newsletter are as follows:

1. What do you think?
2. Question of the month
3. Feature item(s)
4. Case study of success
5. Events
6. News
7. Leads

## OVERALL RESULTS

Overall, the marketing and PR efforts have been very effective in the first three months of the site. Virally speaking, it has been a tremendous success. If you do a Google search for BoneyardNW, you get over 400 results, all pertaining to this site. As part of those search results, you have people book marking the site in their magnolia and delicious accounts (online book marking sites) and many blog

entries and links. This shows that there is a large social network out there interested in new products and services that are “green” in nature as well as web savvy. Many articles have been written and can be searched, so you are constantly appealing to a broad audience.

CK feels that a more viral approach has worked very well, coupled with PR activities. Online blog ad is a constant top referrer to the site as well as direct sources, meaning the ad campaign has had an impact. The e-newsletter will also help getting people direct to the site and continually list new materials. The new signage will be an asset that will be seen by the public at large, so that will start to create a more broad base appeal to the Portland metro area.

On the day of the launch, several broadcast stations came to the event. KEX radio and KOIN TV produced full length stories, put value added elements on their websites, including links to the site. The Google ad word campaign was launched in April and began generating immediate results. The ads have sent over 100 people to the site and have become a top referring in getting people to BoneyardNW. Overall PR value generated was over \$62,000

The print advertising had a significant reach and frequency for the small budget. With our \$12,000 budget, we placed 43 ads at and with over 212,000 impressions. The publications we targeted were very specific to the construction and architecture fields. See the complete media list for all publications and frequency of placements.

Online advertising has been limited to an online blog, [www.portlandarchitectre.com](http://www.portlandarchitectre.com), which is a resource that the architecture community refers to often. This has been a huge success, with over 43 insertions, 133,000 impressions and being one of the top referrers to BoneyardNW. This venture was also a very cost effective tactic, with the total budget outlay only being \$1,800 for a 9 month contract.

Google ad words have been a new addition to the BoneyardNW project. Since its launch in March, the ad words have been directing on average 11 people per day to the BoneyardNW site. The cost per click has become one of the highest referrers to people on the site and we are seeing the number of return visitors go up every week, meaning people are using the site and checking back often.

	<b>Overall Results</b>	<b>Notes</b>
<b>Site Naming</b>	Developed name BoneyardNW	
<b>PR Value</b>	Over \$62,000 was gained since February 15.	Viral success is incalculable. Links in blogs and bookmarks have increased every week. Google boneyardnw and there are over 300 results listed.

<b>Print Media Placements</b>	43 insertions with over 212,000 impressions	Campaign will continue through December.
<b>Online Ads</b>	43 insertions with over 133,000 impressions	Campaign will continue through December.
<b>Ad words</b>	Sending 11 people on average to site everyday and being a top referrer to BoneyardNW.	Campaign will continue through May.
<b>Push Emails</b>	TBD	Initial push scheduled for May.

#### RECOMMENDATIONS FOR 2008 AND BEYOND

Below are the three year tactical recommendations for BoneyardNW along with budget allocations. With budget being limited to possibly as low as \$10,000, these tactics will require Metro to do most of the heavy lifting since agencies or freelancers typically charge anywhere from \$75 to \$150 an hour. However, these tactics should be implemented on a fairly regular basis to ensure that BoneyardNW is continually reinforced to our target audience.

Also important to have BoneyardNW continually grow is to have Metro support. While we don't want Metro to become the focus point, there are things Metro can do to support the marketing and maintenance of BoneyardNW. Some key elements are as follows:

- **Dedicated project manager-** Bryce Jacobson has been a great resource and an invaluable partner with the agency. Even if the marketing budget becomes smaller in the coming years, it is important to have someone at Metro keep an eye on the site, makes sure that things are posted and sold on a regular basis, and is available for press calls.
- **Metro Links-** Metro should be putting the BoneyardNW link on promotional materials about construction waste. There should be a cross reference to the site when possible.
- **Funding-** BoneyardNW wasn't designed to make a profit. To keep the site going, both in terms of marketing and physically hosting the site, Metro will need to continue to fund the site. In terms of marketing dollars, the agency would recommend an annual budget of approximately \$50,000 for the activities listed below.
- **Event Sponsorship Support-** One idea listed below is that BoneyardNW puts on its own annual event to help drive awareness about deconstruction and salvage. It would be great for Metro to be a main sponsor and help provide the infrastructure, such as meeting area, tables, and audio visual equipment.

- Councilor availability- As BoneyardNW continues to grow, it is important to have councilors available to comment on the success of the project to the press. It will also be important for councilors to support the site as they do their own outreach to their local jurisdictions.

## **2008 Recommendations**

PR- Ongoing coverage about materials that are being kept out of the landfill, success stories and how BoneyardNW is a money making/saving venture are some good angles to pitch. We also would recommend positioning Bryce and others at Metro as experts in this area to help continually move the ball forward on deconstruction and salvage practices. Annual reports should also be developed and pitched to help keep the public interested in order to gauge how their efforts are making a difference. Partnering with architecture firms may also be useful, specifically green building firms. Working with them on how salvage can be incorporated into their projects would be a good way to continually reinforce BoneyardNW importance and ease.

*Budget allocation: 30%*

AD WORDS- This has been a great system. It seems that \$1,000 a month is about right in terms of budget, but could go down to \$750, if needed. There are many people that are doing Google searches to find the site, and making sure they see your name as they search for construction materials will be an important element in helping them find the right place.

*Budget allocation: 20%*

MEDIA- Our media buy, while small, has gotten direct hits to the site, so that is an activity we would recommend for 2008. The buy that was put together this year for about \$12,000 and right on target, would be serving more as a reinforcement of the name and maintaining a general awareness level.

*Budget allocation:* Due to the limited budget, this may not be feasible. However, if funds do increase, CK would recommend approximately the same level of \$12,000 in media placements. If that is not a possibility, Metro could cut the number of publications to one or two and have a more frequent presence in those publications.

ONLINE ADS- This would be one of the most highly rated recommendations. Online is a great way of getting people who are interested to your site directly. Asking people to write down the URL and try to remember it is not nearly as powerful as letting them engage with the site as their interest is piqued. Online ads are typically very cost effective and this would be something that should be budgeted for.

*Budget allocation: 30%*

E-NEWSLETTERS- These are still in development, and like the online ads, they engage people in the moment to click to the site. Also, this is a great and direct way to stay engaged with the audience. In the e-newsletter, we are also inviting feedback and discussion, so this would be a way to keep people interested and engaged with the site. This activity will also help keep BoneyardNW at the top of mind and a resource that is ever changing and growing, as opposed to a static site they forget about.

*Budget allocation: 20%*

## **2009 Recommendations**

As with any annual plan, it is important to review the previous year activities to gauge where the most value was in terms of budget, effort, and results. It will also be important for Metro or the new contractor to brainstorm new ideas that can help keep the marketing fresh and interesting to the audience. Below are long term recommendations that should remain viable.

FORUM- This would be an online venue for users of BoneyardNW to gather, ask questions and talk to one another. We could use the “ask us a question” in the push email to get people to that section of the site, highlighting the most interesting question asked and providing a link where people can comment. This would be an easy and free thing Metro could do, requiring monitoring of comments and occasionally posting something that keeps the conversation going.

EVENT SPONSORSHIPS- It would be great for BoneyardNW to begin sponsoring industry events as a way to keep the name out there and in front of the main audience. This typically comes with additional perks, meaning your logo would be on programs, in take away publications, or in an email thanking attendees. It typically can be lower cost if you find the niche events to sponsor, so this would be a good way for BoneyardNW to get a lot of coverage for minimum budget. Some example events would be Construction (an AIA event to help the Oregon Food Bank), The BEST Awards (Business for an Environmentally Friendly Tomorrow), or the Living Building Future conference.

PARTNERSHIPS: BoneyardNW is starting to forge its way as an invaluable resource to the commercial construction industry. Since many in this industry are looking for ways to be green and new resources that they can use, it would be good to get the name out there in a variety of venues. This activity would entail forming relationships likeminded organizations and partner with them. This would entail getting on their speaking circuit to discuss green building and how salvage factors into the green movement. As part of the partnership, links on partner sites so people can click through directly to the BoneyardNW. Some organizations we have targeted are as follows:

- AGC
- AIA
- BOMA

- CSI
- Earth Advantage
- USGBC Cascadia
- Sustainable Industries Journal
- BetterBricks
- Office of Sustainable Development
- Associated Builders and Contractors, Pacific NW Chapter

2008 ACTIVITIES SHOULD BE CONTINUED- The creative product, meaning the print ads, if used as heavily as year one, will be getting slightly fatigued in this year. In 2009, it might make sense to refresh those and develop a new campaign that is more reflective of the current market perception of BoneyardNW.

### **2010 Recommendations**

TARGETING NEW AUDIENCES- This year you may also want to see if you can branch out to hit the more business segment, those businesses that would be doing TI work or office renovations. This could be done by working with developers closely or with commercial mortgage bankers. They are typically involved with financing large projects, and seeing if there was a way to align with that group so they could “feed you leads” or pass your information along when the deal was closed, may be helpful.

BONEYARDNW ONLY EVENT- With BoneyardNW being in the market for about three years, it makes sense to have a “Bring it to the BoneyardNW” event. This could be a fair or some sort of physical manifestation of the site where buyers/sellers can come together and meet. Many will have used the site, and so meeting who they have been talking with online would be a way to keep the community of users growing and strong. Ideally, this could be tied to a goal or cause (i.e. we want to trade 1 million pounds of construction waste in one day or we want to not just reduce commercial construction waste, we want to reduce hunger). This could also be

2009 ACTIVITIES CONTINUE AS APPROPRIATE.

### **Other Ideas**

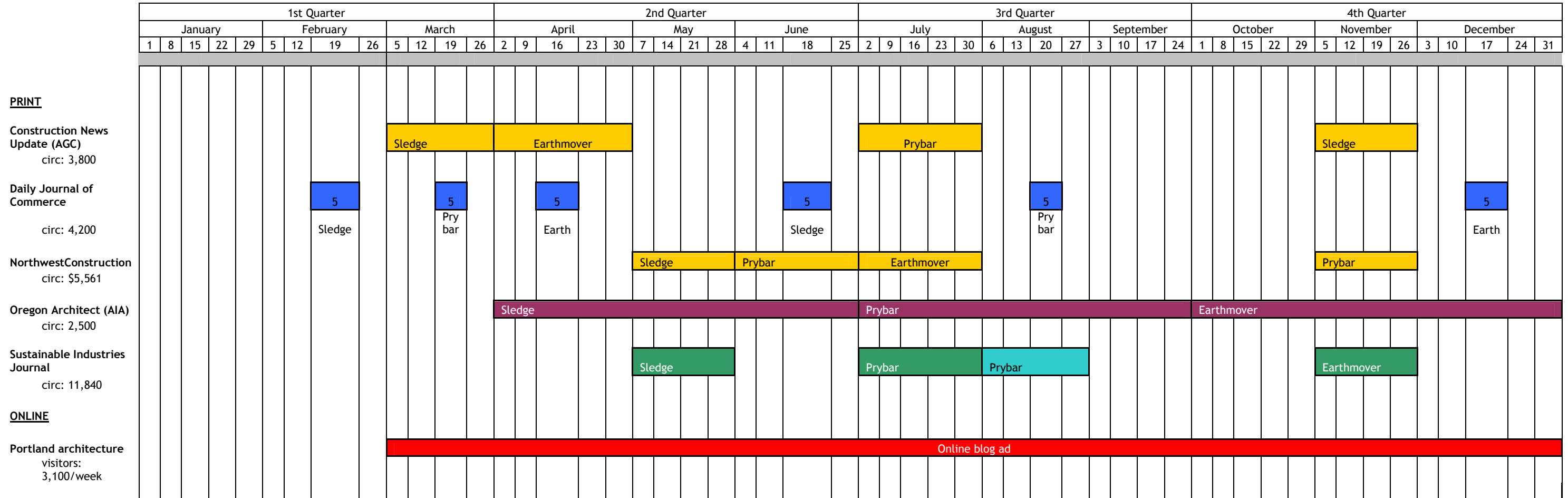
Below are some other ideas that may be fun and could be implemented at any time as budget and time allows.

WIDGETS- The latest thing in personalizing your computer. This is something that mostly architects would use, but you could host a contest (or hire someone) to create a widget that can be downloaded from BoneyardNW. This widget could have a search function, so someone can search BoneyardNW from their desktop. For examples, see <http://widgets.yahoo.com/>

YOUTUBE- Depending on how much people in this segment want to participate in user generated activities, you could have a “show us your salvage story.” Create a contest where people can post to YouTube a video of the job site and see who comes up with the most interesting one. This could be tied into the BoneyardNW specific event as an award show. Come up with categories and have nominees that win an award.

BUMPER STICKERS- How many construction vans and trucks are there? Thousands? Well, put your name on them! Create a bumper sticker that is branded with BoneyardNW and hand them out at events, after a deal is made and you know the buyer/seller or just distribute as needed. This would be a way to get the name in front of people at the job site and remind them that before they pitch it (or buy it new), they should try and sell it (or buy it).

2007 FINAL MEDIA PLAN



Total Media Spend: \$12,421.47

*In My Opinion piece- National Publication*

## **BONEYARDNW HELPS THE CONSTRUCTION INDUSTRY AND THE ENVIRONMENT**

By Kathryn Harrington, Metro Council  
Portland, Oregon

Since the advent of the Internet, recycling and reusing all kinds of goods and materials has gotten easier. This benefits sellers and buyers, as well as the environment.

Today, instead of throwing unwanted items away, people can use websites such as Craig's List and EBay to find buyers or goods. The success of these on-line marketplaces means that items that previously would have been thrown away are now being re-used, saving landfill space, conserving natural resources and keeping the environment cleaner and greener.

In the Northwest, the building industry creates about 20 percent of all waste, and most of this is material is far from worn out or obsolete. In many cases, the materials are nearly new. Even better, these materials can be readily transferred for use from construction project to another for a fraction of the cost of new materials.

But the question is, how can builders find out about good-quality salvaged materials available for reuse, and how can sellers of those materials find buyers? Even though the use of salvaged materials has been growing in popularity as more and more builders get involved in "green" construction projects, the difficulty has been connecting buyers and sellers – until now.

Metro—the directly elected regional government that serves more than 1.3 million residents in Clackamas, Multnomah and Washington counties, and the 25 cities in the Portland, Oregon, metropolitan area—decided to apply the Craig's List concept to solving the problem. With the launch of **BoneyardNW.com**, Metro hopes to make it a lot easier for commercial builders to buy and sell salvaged commercial building materials. The bottom line for the environment: 10,000 tons of usable construction and building materials will be kept out of the Portland, Oregon regional area landfills over the next few years.

**BoneYardNW.com** is the first website of its kind in the commercial building industry. It is already helping demolition contractors and others sell high-value materials like beams, flooring and doors –

even an entire small building. With BoneyardNW, a person needs only to spend a few minutes uploading a picture and a few details about a reusable item. The information is instantly available to hundreds – perhaps thousands – of potential buyers. BoneyardNW makes it easy for the buyers too, with an “e-mail notification” feature that lets the buyer know when an item he is looking for is posted for sale. This solution allows for a swift exchange and faster turnover of material, getting it off the building sites and into reuse.

Using a site like this has several benefits. First, the disposal of thousands of tons of waste is prevented. Second, by preventing the disposal of this material, we will cut down on the emission of greenhouse gases that contribute to global warming, since new raw materials do not have to be processed and transported. Third, valuable land is preserved because existing landfills will have longer lives.

Of course, buyers looking for a ton of bricks, or sellers wanting to get rid of 24 doors will just be happy that it is now easier than ever before to sell or buy materials they need for their construction projects. For more information, visit [www.boneyardnw.com](http://www.boneyardnw.com)

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Councilor Kathryn Harrington is a councilor for Metro, the regional government that serves the 1.3 million people who live in Clackamas, Multnomah and Washington counties and the 25 cities in the Portland, Oregon metropolitan area. Metro is governed by a Council President elected region wide and six councilors elected by district. Learn more about Metro at [www.metro-region.org](http://www.metro-region.org).

*Press Release sent to all media announcing BoneyardNW's launch.*



February 15, 2007

**FOR IMMEDIATE RELEASE**

Contact Information:

Bryce Jacobson/Metro

(503) 797-1663

Leslie Carlson/Coates Kokes

(503) 241-1124

**FIRST-OF-ITS-KIND ONLINE MARKETPLACE AIMS TO BOOST SALE OF  
SALVAGED CONSTRUCTION MATERIALS**

***Metro hopes BoneyardNW will help builders reuse 10,000 tons of materials over  
the next three years***

Portland, Ore.—Looking for a bunch of beams? Have a couple dozen doors? Look no further than the new online marketplace for Portland-area builders called BoneyardNW, located at [www.BoneyardNW.com](http://www.BoneyardNW.com).

Created in the tradition of wildly successful online marketplaces such as eBay and Craig's List, BoneyardNW is a first-of-its-kind website that provides a place for the selling and buying of usable commercial construction materials that have been taken out of a building during renovation or demolition. Currently, many of those materials — including valuable items such as windows, doors, flooring and even soil — end up in the landfill. About 20 percent of all waste created in the Portland area is construction waste.

Given the high percentage of construction waste in the waste stream, Metro created BoneyardNW to help the construction and demolition industry increase the quantity of building materials that are recycled and reused. Metro is responsible for helping the region achieve a state-mandated recycling rate of 64 percent by 2009. Currently, the regional recycling rate stands at 59 percent.

Metro Councilor Kathryn Harrington says making efficient use of land and conserving natural resources are among the Metro Council's top priorities. "When old buildings are deconstructed and building

materials are reused in new or renovated commercial properties, there are several benefits” says Harrington.

“First, we’re preventing the disposal of thousands of tons of waste that could be recycled. In addition, green house gas emissions are reduced because raw materials don’t have to be extracted from the Earth and processed. We’re also making the best use of our valuable urban land.”

The rise of green building in the Northwest has spurred a further interest in “deconstruction” and “salvage” as opposed to demolition and disposal of construction material. Deconstruction allows the building to be taken down in much the same way it was built, piece by piece, preserving the usable materials that can then be sold. The preservation and reuse of building materials is called “salvage.” One of the benefits of using salvaged materials is that it can help projects earn a certification under the U.S. Green Building Council’s LEED system.

Metro hopes to divert 10,000 tons of usable building materials from being thrown away through the use of BoneyardNW and other services available to building contractors, developers and others in the commercial building industry.

A recent study by Metro of recycling among construction and demolition contractors showed that some of them were recycling materials such as wood, metal and cardboard, but that construction companies often lacked current information about the opportunities for reuse, recycling and the sale and purchase of salvaged materials. Metro hopes to jumpstart more reuse of usable building materials with BoneyardNW.

For more information about tools and information resources for the construction and demolition industry, visit [www.metro-region.org](http://www.metro-region.org), or call Metro Recycling Information at (503) 234-3000.

Metro, the regional government that serves 1.3 million people who live in Clackamas, Multnomah and Washington counties and the 25 cities in the Portland metropolitan area, provides planning and other services that protect the nature and livability of our region.

## **BoneyardNW Fact Sheet** February 15, 2007

**Recycling, salvaging and reusing construction materials save money.** Contractors have three types of choices when getting rid of materials:

1. **Disposal**, costs about \$70 per ton
2. **Sort and recycle**, costs about \$30/ton

3. **Remove salvageable materials and sell them**, making money while turning what would have been debris into a product.

On a typical 50,000-square foot commercial office renovation project, contractors could make \$10,000-\$20,000 off the resale of used building materials, avoiding another \$5,000 in disposal costs.

The top ten commercial materials that are easiest to reuse, according to a 2004 Metro survey of building professionals:

1. Finish wood (such as flooring, moldings, sidings and trim)
2. Doors, windows and storefronts
3. Structural wood
4. Masonry (brick, concrete, glass and stone)
5. Cabinets and casework
6. Lighting and electrical fixtures (lights, switches, wiring)
7. Door and window hardware
8. Plumbing fixtures (sinks, toilets and other fixtures)
9. Special interior items, such as cubicles, partitions, lockers and postal equipment
10. Concrete formwork

Every three tons of wood that is reused avoids the creation of 180 pounds of greenhouse gas emissions that would have been created to harvest and mill new lumber. Using Metro's projections for the quantity of material salvaged and reused due to BoneyardNW and other Metro tools, the greenhouse gas savings is equivalent to taking more than 1,000 passenger cars off the road annually.

While Metro region contractors are recycling more than they ever have before, of the 250,000 tons (65,000 full drop boxes) that contractors are still throwing away, Metro estimates that about 60 percent of that material could have been recycled or reused.

The White Stag Block rehabilitation project is being showcased as part of the BoneyardNW launch because nearly all of the three buildings undergoing renovation are being salvage or recycled. White Stag Block, LLC, is managed by Venerable Group, Inc. The 142,000-sq.-ft. project will house the University of Oregon Portland campus, and will open in 2008.

The Metro Construction Industry Recycling Toolkit is another Metro tool that makes it easy for contractors find recycling locations. This directory is available at [www.Metro-region.org/toolkit](http://www.Metro-region.org/toolkit).

*Pitch to various e-newsletters (local and national).*

February 27, 2006

### **FIRST-OF-ITS-KIND ONLINE MARKETPLACE AIMS TO BOOST SALE OF SALVAGED CONSTRUCTION MATERIALS**

If you are looking for a bunch of beams? Have a couple dozen doors? Look no further than the new online marketplace for Portland-area builders called BoneyardNW, located at [www.BoneyardNW.com](http://www.BoneyardNW.com). Created in the tradition of wildly successful online marketplaces such as eBay and Craig's List, BoneyardNW is a first-of-its-kind website that provides a place for the selling and buying of usable commercial construction materials that have been taken out of a building during renovation or demolition, such as doors, windows, masonry and even dirt. Metro hopes to jumpstart the market for the sale and purchase of salvaged materials by helping match buyers and sellers on BoneyardNW.

Currently, many of those materials – including valuable items such as windows, doors, flooring and even soil – end up in the landfill. About 20 percent of all waste created in the Portland area is construction waste.

The rise of green building in the Northwest has spurred a further interest in “deconstruction” and “salvage” as opposed to demolition and disposal of construction material. Deconstruction allows the building to be taken down in much the same way it was built, piece by piece, preserving the usable materials that can then be sold. The preservation and reuse of building materials is called “salvage.” One of the benefits of using salvaged materials is that it can help projects earn a certification under the U.S. Green Building Council's LEED system.

Metro hopes to divert 10,000 tons of usable building materials from being thrown away through the use of BoneyardNW and other services available to building contractors, developers and others in the commercial building industry.

## 2007 PR Placements

Media	Date	Story Contents	Bonus Placements
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### Broadcast Media

#### Radio

KEX	2/15/2007	Reported from media event about BoneyardNW launch	Streaming video and story on KEX website
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#### Television

KOIN	2/15/2007	Reported from media event about BoneyardNW launch	Link on KOIN.com hotlinks and ran story twice
	2/16/2007	Reported from media event about BoneyardNW launch	Link on KOIN.com hotlinks and ran story twice

### Online Media- Huge viral success. Search BoneyardNW on Google and get over 300 results. Not all results listed

#### Blogs

PortlandArchitectre.com	2/15/2007	Launch of site and types of materials for salvage
FacilityBlog	2/20/2007	Launch of site and types of materials for salvage
Consulting Specifying Engineer	2/22/2007	Launch of site and types of materials for salvage
Oregonlive.com	3/3/07	Reference to Brian Libby's blog article
Urbanhonking.com	3/13/2007	Reference to Brian Libby's blog article

#### Websites

City of Portland OSD website	3/1/2007	Posted full press release in news section of website	Link to BoneyardNW on their site
Design Green	3/1/2007	Links to BoneyardNW	
NW Materials Mart	3/1/2007	Links to BoneyardNW	

#### E-newsletters

Cascadia GBC	3/22/2007	In newsletter announcing site launch
National AIA Newsletter	3/23/2007	Article about BoneyardNW (press release pick up and interview with Bryce)

### Print Media

#### Newspapers

DJC	2/16/2007	Mention on front page as announcement
Portland Business Journal	2/16/2007	Picked up Press Release
Oregonian	3/22/2007	Mention for Gresham Fred Meyer project and interview with Bryce