



DU PAGE COUNTY

Environmental Committee

Final Summary

421 N. COUNTY FARM ROAD
WHEATON, IL 60187
www.dupagecounty.gov

Tuesday, October 7, 2025

8:30 AM

Room 3500A

1. CALL TO ORDER

8:30 AM meeting was called to order by Chair Saba Haider at 8:30 AM.

2. ROLL CALL

Other members present: Paula Deacon Garcia, Yeena Yoo

Staff Present: Joy Hinz, Geoffrey Matteson, Myles Barnes, Jennifer Boyer, Tim Harbaugh, and Nicholas Alfonso.

PRESENT	Cronin Cahill, Evans, Haider, Honig, LaPlante, and Martinez
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3. CHAIRWOMAN'S REMARKS - CHAIR HAIDER

No remarks were offered.

4. PUBLIC COMMENT

No public comments were offered.

5. APPROVAL OF MINUTES

5.A. [25-2361](#)

Environmental Committee Minutes - Regular meeting - Tuesday, September 2, 2025

Attachments: [September Approval of Minutes.pdf](#)

RESULT:	APPROVED
MOVER:	Cynthia Cronin Cahill
SECONDER:	Lucy Evans

6. PRESENTATIONS

6.A. [25-2440](#)

SCARCE Presentation

Kay McKeen, Founder and Executive Director of SCARCE, updates the board with a quarterly presentation. She highlights the success of SCARCE's summer programs and events, and previews what remains for the final quarter of the year.

Attachments: [SCARCE Quarterly Presentation - October.pdf](#)

RESULT:	ACCEPTED AND PLACED ON FILE
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7. BID AWARD**7.A. [EN-P-0001-25](#)**

Recommendation for the approval of a contract to Gúd Marketing, Inc., to provide marketing services in support of the Chicagoland Recycling Education Marketing Campaign, for the Environmental Division of Facilities Management, for the period of October 14, 2025 through June 1, 2027, for a total contract amount not to exceed \$60,000; per RFP #25-088-FM. (Funded through the US EPA REO Grant.)

Joy Hinz - Environmental & Sustainability Programs Manager shares additional information on this contract and answers questions for clarification for Member Lucy Evans and Member Melissa Martinez.

Attachments: [Gud Marketing, Inc. - PRCC.pdf](#)
[RFP EVALUATION SCORECARD TABULATION](#)
[25-088-FM.pdf](#)
[Proposal and Pricing Forms.pdf](#)
[Strategic Approach.pdf](#)
[Vendor Ethics - Gud Marketing, Inc..pdf](#)

RESULT:	APPROVED AND SENT TO FINANCE
MOVER:	Cynthia Cronin Cahill
SECONDER:	Andrew Honig

8. STAFF REPORTS

No staff reports were offered.

9. OLD BUSINESS

No old business was discussed.

10. NEW BUSINESS

No new business was discussed.

11. ADJOURNMENT

With no further business, the meeting was adjourned at 8:54 AM.



Minutes

421 N. COUNTY FARM
ROAD
WHEATON, IL 60187
www.dupagecounty.gov

File #: 25-2361

Agenda Date: 10/7/2025

Agenda #: 5.A.



DU PAGE COUNTY

Environmental Committee

Final Summary

421 N. COUNTY FARM ROAD
WHEATON, IL 60187
www.dupagecounty.gov

Tuesday, September 2, 2025

8:30 AM

Room 3500A

1. CALL TO ORDER

08:30 AM meeting was called to order by Chair Saba Haider at 08:30 AM.

2. ROLL CALL

Additional Board members: Member Paula Deacon Garcia

Staff Present: Joy Hinz, Geoffrey Matteson, Ian Johnstone, Myles Barnes, Jennifer Boyer, Tim Harbaugh, Nicholas Alfonso, and Nick Kottmeyer

PRESENT	Cronin Cahill, Evans, Haider, Honig, LaPlante, and Martinez
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3. CHAIRWOMAN'S REMARKS - CHAIR HAIDER

Chair Saba Haider, thanks the previous chair, Sheila Rutledge, for her leadership, highlights the work that will be discussed on the agenda, congratulates the new Vice Chair of the Committee, Member Lucy Evans, and the chair welcomes new committee member, Melissa Martinez to the committee.

4. PUBLIC COMMENT

Kay McKeen - Founder and Executive Director of SCARCE updates the board about successful recycling events and the remaining events they are preparing for happening later in the year.

5. APPROVAL OF MINUTES

5.A. [25-1856](#)

Environmental Committee Minutes - Regular meeting - Tuesday, August 5, 2025

Attachments: [8-5 Minutes FINAL.pdf](#)

RESULT:	APPROVED
MOVER:	Cynthia Cronin Cahill
SECONDER:	Andrew Honig

6. PRESENTATIONS

6.A. [25-2082](#)

FY26 Environmental Division Budget

Joy Hinz - Environment & Sustainability Manager for DuPage County Environmental Division, presents to the board the upcoming Budget for the 2026 Fiscal Year and answers questions from Member Evans & Cahill on the matter.

6.B. [25-2083](#)

Power Plant Lighting Project

Ian Johnstone - Energy Analyst for DuPage County Environmental Division, updates the board on the completion of installing new energy efficient lights at the Power Plant building. Ian showed the before and after of how things looked at the power plant and broke down the savings this project will provide the County long term.

Attachments: [Power Plant Lights Environmental 09-02-2025.pdf](#)

7. STAFF REPORTS**7.A. [25-2081](#)****State of Illinois – Climate Pollution Reduction Grant**

Joy Hinz - Environment & Sustainability Manager for DuPage County Environmental Division presented to the board the highlights of what the State of Illinois plans to do with the monies from the Climate Pollution Reduction Grant and how the County will benefit from it. Joy also addressed and answered questions from Member Paula Deacon Garcia and Member Lucy Evans.

Attachments: [Illinois CPRG Memo and Presentation.pdf](#)

RESULT: ACCEPTED AND PLACED ON FILE

8. OLD BUSINESS

No old business was discussed.

9. NEW BUSINESS

No new business was discussed.

10. ADJOURNMENT

With no further business, the meeting was adjourned at 8:51 AM.



Presentation

421 N. COUNTY FARM
ROAD
WHEATON, IL 60187
www.dupagecounty.gov

File #: 25-2440

Agenda Date: 10/7/2025

Agenda #: 6.A.

STEM-A-PALOOZA

July 24th - July 27th



Happy 35th Birthday to SCARCE!



Educating DuPage County July - September

58 programs

1,872 people
educated

Programs for schools, churches,
businesses, park districts,
libraries, and garden & civic clubs



STEM-A-PALOOZA 2025, 28 different stations!

Paper from Domtar

- 3 vanloads of paper rolls rescued from Domtar in Addison! (32 rolls)
- Good for art teachers, bulletin boards, etc.



Musical Instruments for Burr Ridge Middle School



- 8 instruments
 - 4 flutes
 - 2 clarinets
 - 1 oboe
 - 1 trumpet
- 10 brand new music stands
- 5 pairs of drum sticks

Eagle Scout Makes 30 Bookcases for Literacy at the Laundromat!



Eagle Scout
from York
High School
in Elmhurst



20th Anniversary of the Annual

Sustainable Design Challenge

April 21st, 2026

Fenton
(Bensenville)

Lake Park
(Roselle)

York (Elmhurst)

Glenbard East
(Lombard)

Waubonsie Valley
(Aurora/Naperville)

Hinsdale Central
(Hinsdale)

Hinsdale South
(Hinsdale)

58 tons of books, paper, and cardboard
recycled in from July - September!
(that's **116,000 lbs!**)



Smoke Detector Collection Grants



- Grant for 3 smoke detector collection boxes.
- Each box holds 115 smoke detectors.
- Non-working detectors cannot be trashed due to the radioactive Americium (half life of 432 years).



Free Smoke Detector Collection Event

- Wednesday, October 8th, 6:30pm-8:30pm
- At Downers Grove Fire Station 105, 6701 Main St.
- Part of Downers Grove Fire Prevention Week Open House



Pumpkin Smash

- Most smashes are November 8th
- 67 towns registered so far
- 18 are in DuPage County

Since 2014...

- Composted **1,418.29+ tons** of pumpkins
- Reduced greenhouse gas emissions by **104.35 tons of CO₂**
- Diverted **304,533.93 gallons** of water from landfills



Cooking Oil Recycling in West Chicago

West Chicago/Winfield Regional Wastewater Treatment Plant

725 Dayton Ave, West Chicago

Open Monday – Friday

7am – 3:30pm

Well House 7/12

627 W Hawthorne Ln, West
Chicago

24/7 Drop Off



Vegetable Cooking Oil Collections

- * Bensenville Public Works
- * Downers Grove Sanitary District
- * Glenbard Wastewater Authority
- * Itasca Public Works Facility
- * Lisle Township
- * Milton Township Road District
- * Regional Household Hazardous Waste site
- * Salt Creek Sanitary District
- * **West Chicago/Winfield Wastewater Treatment Plant (coming soon!)**
- * **West Chicago Well House 7/12 (coming soon!)**
- * Winfield Township
- * City of Wheaton
- * Wheaton Sanitary District
- * Wood Dale Public Works
- * Woodridge Greene Valley Wastewater Treatment Facility (closed while under construction)



Thanks in part to: 

Cooking Oil Pop-Up Sites

Saturday, November 29th

- **Addison:** SCARCE, 800 S. Rohlwing Rd. Unit D, 9am-noon
- **Downers Grove:** Sanitary Treatment Center, 2710 Curtiss St, 24 hour drop-off
- **Glen Ellyn:** Glenbard Wastewater Authority, 21W551 Bemis Rd, 9am-noon
- **Elmhurst:** Public Works Facility, 985 S Riverside Dr. 9 am-noon
- **Naperville:** Household Hazardous Waste Facility, 156 Fort Hill Dr, 9am-2pm
- **Roselle:** Village Hall, 31 S Prospect St, 9am-noon
- **West Chicago:** Well House 7/12, 627 Hawthorne Ln, 24 hour drop-off
- **Wood Dale:** Public Works Facility, 720 N Central Ave, 24 hour drop-off
- **Villa Park:** Salt Creek Sanitary District (parking lot), 20 S. Rt 83, 9am-noon



Darien Recycling Event



- August 9th, 2025
- Hosted by State Sen. John Curran and State Rep. Nicole La Ha
- Items Collected:
 - Books: 155 boxes
 - Holiday Lights: 42 boxes
 - School Supplies: 28 boxes
 - Records: 20 boxes
 - CD's & DVD's: 5 boxes
 - Musical Instruments: 10
 - Wires & Cords: 1 box
 - Bread Tags: 1 box
 - Keys: 1 box
 - Ink Cartridges: 1 box

Roselle Recycling Event

- September 6th, 2025
- Items Collected:
 - Books: 65 boxes
 - Holiday Lights: 25 boxes
 - School Supplies: 5 boxes
 - Records: 3 boxes
 - CD's & DVD's: 1 box
 - Musical Instruments: 2
 - Wires & Cords: 2 boxes
 - Bread Tags: 1 box
 - Bikes: 1
 - Mercury Thermometers & Thermostats:



Winfield Township Recycling Event



Volunteers from Selvin's
Landscaping in Addison
and West Chicago

Selvin's
Landscaping

- September 27th, 2025
- Items Collected:
 - Books: 19 boxes
 - Holiday Lights: 9 boxes
 - School Supplies: 8 boxes
 - Records: 2 boxes
 - CD's & DVD's: 4 boxes
 - Wires & Cords: 2 boxes
 - Ink Cartridges: 1 box
 - Metal: 3 boxes

Downers Grove Recycling Event



Downers Grove

RECYCLING EXTRAVAGANZA

Saturday, October 4, 2025
9:00AM-12:00PM
Belmont Train Station - Parking Lot H
 Enter via Chase Ave (if coming from Belmont, turn west on Curtiss)
 5000 Belmont Road, Downers Grove



- Electronics ([pay in advance here](#)), textiles
- ON-SITE document shredding
- Bicycles, tricycles, accessories, helmets, pumps, etc
- Latex & oil paint ([for a fee](#)), aerosol cans
- Books, keys, crayons, Christmas lights, bread tags, CDs & DVDs...
- Medical equipment - walkers, wheelchairs, crutches, nebulizers, ...
- Medicine, expired pills, epipens, lancets, syringes ([in safe container](#))
- Eyeglasses, sunglasses, hearing aids
- Soccer uniforms and gear in good condition
- Furniture for Sharing Connections ([see acceptable list](#))
- Non-perishable food & diapers for West Suburban Food Pantry

Sponsored by:






With support from:








Learn more & sign up to volunteer at www.greenergrove.org

Welcome to Downers Grove Recycling Extravaganza - quick, easy, in & out service

EVENT PROCEDURES: Please do not park your car or get out of your car. Drive up to each station & stop. A volunteer will remove items. Continue driving to each station as needed. When done, slowly drive out of the parking lot. **THANK YOU FOR COMING!**



- 1 - eWorks - Electronics ([pay in advance here](#)), textiles bundled in a bag
- 2 - Accurate Document Destruction - On-site document shredding
- 3 - Sharing Connections - dressers, tables, chairs, end tables, coffee tables, bed side tables, sofas, loveseats, sectional sofa (no sleepers)
- 4 - West Suburban Food Pantry - non-perishable food items, diapers
- 5 - Working Bikes - Bikes in good-repairable condition, bike parts, helmets, pumps, accessories
- 6 - SCARCE - Books, keys, Christmas lights, cords and wires, 35mm film canisters; Canon and HP inkjet cartridges (no toners); hearing aids; household/car keys; plastic bread tags; x-ray, MRI and lithographic film, crayons, musical instruments, 45 LPs, vinyl records, CDs in case, DVDs in case
- 7 - Zambia soccer gear - uniforms, cleats, balls, gear in good condition ONLY
- 8 - Project Cure - medical equipment - wheelchairs, walkers, crutches, stethoscopes, monitors of all types, nebulizers, and more
- 9 - Earth Paint - paint - oil & latex ([fees below](#)), aerosol cans
 Latex can size: Quart \$2.99 Gallon \$5.99 5-Gallon/Pail \$19.99
- 10 - Lions Club - hearing aids, eyeglasses & sunglasses, NO CASES
- 11 - DuPage County Sheriff Dept. - Rx medicine, epipens, lancets, syringes

(IMPORTANT: must place pills in Ziploc baggies & sharp items in hard plastic containers)

Sponsored by:






With support from:







Items not accepted: No household chemicals, light bulbs, cooking oil, or smoke detectors; No magazines; No handmade items or stuffed animals; No VHS tapes, cassette tapes; No plastic bins or milk crates; No batteries

2025 Medicine & Syringe/ Epi Pen Collections

Darien - October 18th, 10am-2pm

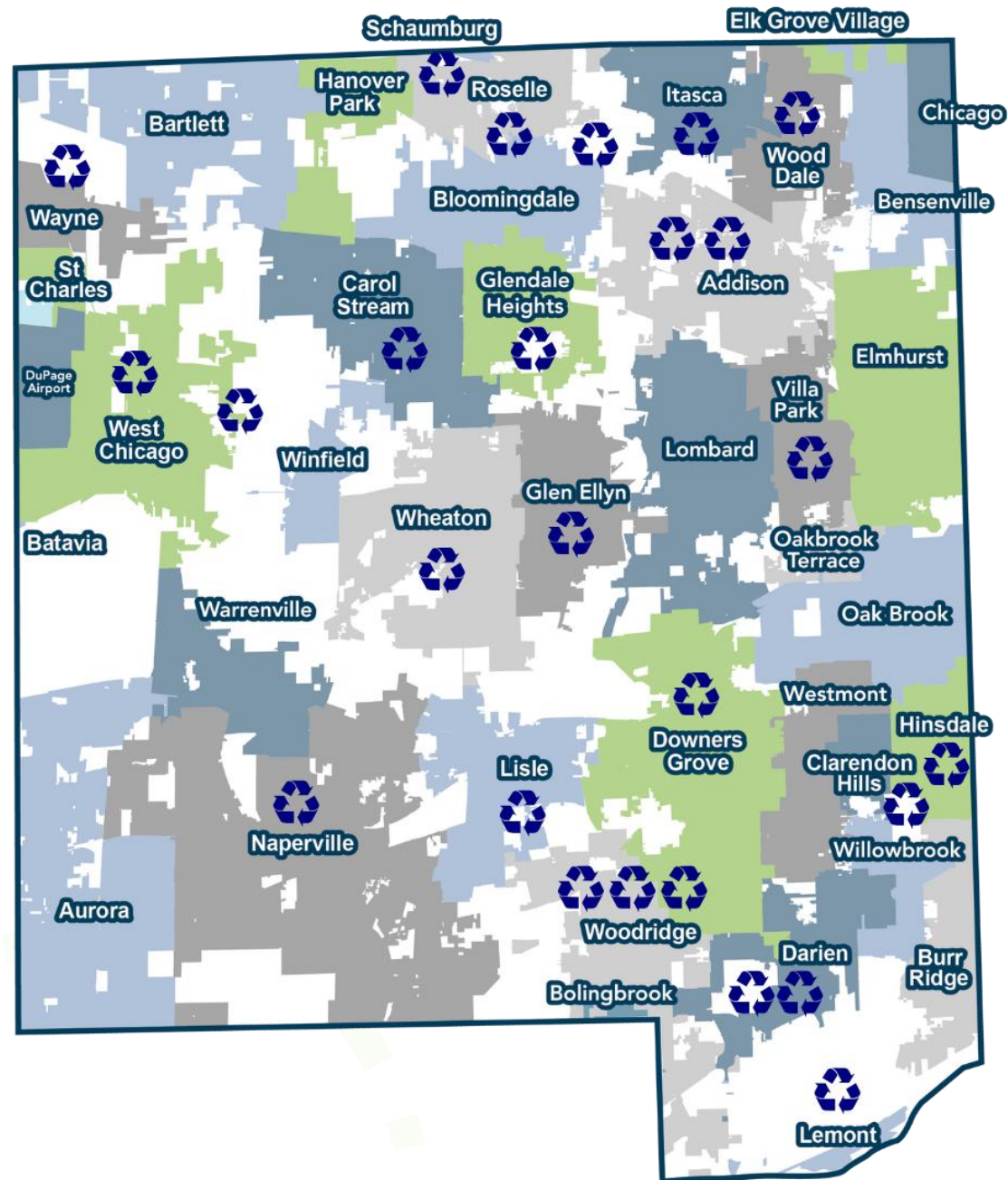
St. John Lutheran Church, 7214 South Cass Avenue





Recycling Extravaganzas

22 events in DPC so far.
26 scheduled for 2025.



Upcoming Fall Recycling Extravanzas



October 11th – Addison (open to Addison residents only)

October 11th – Wheaton (monthly event)

October 18th – Darien

October 18th – Lisle (shredding event only)

October 25th – Elmhurst (quarterly electronics & textile)

November 8th – Wheaton (monthly event)

November 22nd – Westmont



Environmental Requisition \$30,000 and Over

421 N. COUNTY FARM
ROAD
WHEATON, IL 60187
www.dupagecounty.gov

File #: EN-P-0001-25

Agenda Date: 10/7/2025

Agenda #: 7.A.

AWARDING RESOLUTION
ISSUED TO GÜD MARKETING, INC.
FOR PROFESSIONAL RECYCLING MARKETING SERVICES
FOR THE ENVIRONMENTAL DIVISION
(CONTRACT TOTAL NOT TO EXCEED \$60,000.00)

WHEREAS, the County of DuPage is authorized, pursuant to the Illinois Solid Waste Planning and Recycling Act, 415 ILCS 15/1 *et seq.* to implement a recycling program which "...shall include public education and notification programs to foster understanding of and encourage compliance with the recycling program..."; and

WHEREAS, as part of its implementation of said program, the County requires qualified marketing firms to create and promote meaningful educational content throughout the County to increase recycling participation and reduce contamination in the recycling stream; and

WHEREAS, proposals for said services have been taken and processed in accordance with County Board policy; and

WHEREAS, the Environmental Committee recommends County Board approval for the issuance of a contract to GÜd Marketing, Inc., to provide marketing services in support of the Chicagoland Recycling Education Marketing Campaign, for the Environmental Division of Facilities Management, for the period October 14, 2025 through June 1, 2027.

NOW, THEREFORE BE IT RESOLVED, that County Contract, covering said, to provide marketing and social media boosting services in support of the Chicagoland Recycling Education Marketing Campaign, for the period October 14, 2025 through June 1, 2027, for the Environmental Division of Facilities Management, be, and it is hereby approved for issuance of a contract by the Procurement Division to, GÜd Marketing, Inc., 1223 Turner Street, Suite 101, Lansing, MI, 48906 for a contract total amount not to exceed \$60,000.00, per RFP #25-088-FM.

Enacted and approved this 14th day of October, 2025 at Wheaton, Illinois.

DEBORAH A. CONROY, CHAIR
DU PAGE COUNTY BOARD

Attest: _____
JEAN KACZMAREK, COUNTY CLERK



Procurement Review Comprehensive Checklist

Procurement Services Division

This form must accompany all Purchase Order Requisitions

SECTION 1: DESCRIPTION

General Tracking		Contract Terms	
FILE ID#: 25-2248	RFP, BID, QUOTE OR RENEWAL #: 25-088-FM	INITIAL TERM WITH RENEWALS: OTHER	INITIAL TERM TOTAL COST: \$60,000.00
COMMITTEE: ENVIRONMENTAL	TARGET COMMITTEE DATE: 10/07/2025	PROMPT FOR RENEWAL:	CONTRACT TOTAL COST WITH ALL RENEWALS: \$60,000.00
	CURRENT TERM TOTAL COST: \$60,000.00	MAX LENGTH WITH ALL RENEWALS: TWO YEARS	CURRENT TERM PERIOD: INITIAL TERM
Vendor Information		Department Information	
VENDOR: Gúd Marketing, Inc.	VENDOR #:	DEPT: Environmental	DEPT CONTACT NAME: Joy Hinz
VENDOR CONTACT: Zack Krieger	VENDOR CONTACT PHONE: 517-267-9800	DEPT CONTACT PHONE #: 6304076753	DEPT CONTACT EMAIL: Joy.hinz2@dupagecounty.gov
VENDOR CONTACT EMAIL: gudbusiness@gudmarketing.com	VENDOR WEBSITE:	DEPT REQ #:	
Overview			
DESCRIPTION Identify scope of work, item(s) being purchased, total cost and type of procurement (i.e., lowest bid, RFP, renewal, sole source, etc.). Recommendation for the approval of a contract to Gúd Marketing, Inc., to provide marketing services in support of the Chicagoland Recycling Education Marketing Campaign for the Environmental Division of Facilities Management for the period October 14, 2025, through June 1, 2027, for a total contract amount not to exceed \$60,000.00, per RFP #25-088-FM. Funded through the US EPA REO Grant.			
JUSTIFICATION Summarize why this procurement is necessary and what objectives will be accomplished DuPage County requires the assistance of a marketing firm that can utilize the most effective communication/outreach channels to maximize reach to low-recycling communities, especially multilingual audiences within those areas. These may include, but not be limited to, social media boosts, advertisements, flyers, email marketing, streaming media, geofencing, etc.			

SECTION 2: DECISION MEMO REQUIREMENTS

DECISION MEMO NOT REQUIRED	Select an item from the following dropdown menu to identify why a Decision Memo (Section 3) is not required.
DECISION MEMO REQUIRED	Select an item from the following dropdown menu to identify why a Decision Memo (Section 3) is required.
RFP (REQUEST FOR PROPOSAL)	

SECTION 3: DECISION MEMO

SOURCE SELECTION	Describe method used to select source. RFP#25-088-FM was released to the public on 08/01/25. Six vendors submitted proposals and those proposals were evaluated in four categories. Gud Marketing, Inc. met the criteria and was rated the highest points.
RECOMMENDATION AND TWO ALTERNATIVES	Describe staff recommendation and provide justification. Identify at least 2 other options to accomplish this request, including status quo, (i.e., take no action). 1) Approve a contract to Gud Marketing, Inc. due to their experience and expertise in this matter. 2) Do not approve a contract to Gud Marketing, Inc.

SECTION 4: SOLE SOURCE MEMO/JUSTIFICATION

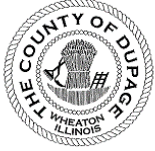
JUSTIFICATION	Select an item from the following dropdown menu to justify why this is a sole source procurement.
NECESSITY AND UNIQUE FEATURES	Describe the product or services that are not available from other vendors. Explain necessary and unique features or services. Attach letters from manufacturer, letters from distributor, warranties, licenses, or patents as needed. Be specific.
MARKET TESTING	List and describe the last time the market has been tested on the applicability of the sole source. If it has not been tested over the last 12 months, explain why not.
AVAILABILITY	Describe steps taken to verify that these features are not available elsewhere. Included a detailed list of all products or services by brand/manufacturer examined and include names, phone numbers, and emails of people contacted.

SECTION 5: Purchase Requisition Information

<i>Send Purchase Order To:</i>		<i>Send Invoices To:</i>	
Vendor: Gud Marketing, Inc.	Vendor#:	Dept: Facilities Management	Division: Environmental
Attn: Zack Krieger	Email: gudbusiness@gudmarketing.com	Attn:	Email: FMAccountsPayable@dupagecounty.gov
Address: 1223 Turner Street, Suite 101	City: Lansing	Address: 421 N County Farm Road	City: Wheaton
State: MI	Zip: 48906	State: IL	Zip: 60187
Phone: 517-267-9800	Fax:	Phone: 630-407-6767	Fax: 630-407-5701
<i>Send Payments To:</i>		<i>Ship to:</i>	
Vendor:	Vendor#:	Dept:	Division:
Attn:	Email:	Attn:	Email:
Address:	City:	Address:	City:
State:	Zip:	State:	Zip:
Phone:	Fax:	Phone:	Fax:
Shipping		Contract Dates	
Payment Terms: PER 50 ILCS 505/1	FOB: Destination	Contract Start Date (PO25): Oct 14, 2025	Contract End Date (PO25): Jun 1, 2027

Purchase Requisition Line Details											
LN	Qty	UOM	Item Detail (Product #)	Description	FY	Company	AU	Acct Code	Sub-Accts/ Activity Code	Unit Price	Extension
1	1	LO		Recycling Marketing Services	FY25	5000	1106	53801	REO-PY24	15,000.00	15,000.00
2	1	LO		Recycling Marketing Services	FY26	5000	1106	53801	REO-PY24	25,000.00	25,000.00
3	1	LO		Recycling Marketing Services	FY27	5000	1106	53801	REO-PY24	20,000.00	20,000.00
FY is required, ensure the correct FY is selected.										Requisition Total	\$ 60,000.00

Comments	
HEADER COMMENTS	Provide comments for P020 and P025. Recycling Marketing Services
SPECIAL INSTRUCTIONS	Provide comments for Buyer or Approver (not for P020 and P025). Comments will not appear on PO. Send PO to Cathie Figlewski, Joy Hinz, Clara Gomez
INTERNAL NOTES	Provide comments for department internal use (not for P020 and P025). Comments will not appear on PO. ENV: 10/07/2025 CB:10/14/25
APPROVALS	Department Head signature approval for procurements under \$15,000. Procurement Officer Approval for ETSB.



THE COUNTY OF DUPAGE
FINANCE - PROCUREMENT
MARKETING SERVICES - RECYCLING EDUCATION 25-088-FM
BID TABULATION

✓

Criteria	Available Points	Blueprint Agencies	Elevated Strategy LLC	GMCI Creative	Güd Marketing, Inc.	Leap Five, LLC dba (matter)	We Are Novella, LLC dba Novella
Firm Qualifications	25	21	7	23	24	18	19
Key Qualifications	20	18	3	18	19	14	15
Project Understanding	45	43	3	41	43	30	37
Price	10	5	10	5	5	5	5
Total	100	88	23	87	91	68	76

Fee and Rate Proposal (Design Only)	\$ 56,070.00	\$ 30,000.00	\$ 60,000.00	\$ 60,000.00	\$ 60,000.00	\$ 60,000.00
Percentage of points	54%	100%	50%	50%	50%	50%
Points awarded (wtd against lowest price)	5	10	5	5	5	5

NOTES

RFP Posted on 8/1/2025	BR, SR
Bid Opened On 8/20/2025, 2:30 PM by	
Invitations Sent	173
Total Requesting Documents	13
Total Bid Responses Received	6



DuPage County
Finance Department
Procurement Division
421 North County Farm Road
Room 3-400
Wheaton, Illinois 60187-3978

PROPOSAL FORM

Section I: Contact Information

Complete the contact information below.

RFP NUMBER:	25-088-FM
COMPANY NAME:	Gud Marketing
MAIN ADDRESS:	1223 Turner Street, Ste 101
CITY, STATE, ZIP CODE:	Lansing, MI 48906
TELEPHONE NO.:	517-267-9800
CONTACT PERSON:	Zack Krieger, Business Development and Marketing Director
CONTACT EMAIL:	gudbusiness@gudmarketing.com

Section III: Certification

The undersigned certifies that they are:

- ☒ The Owner or Sole Proprietor ☐ A Member authorized to sign on behalf of the Partnership ☐ An Officer of the Corporation ☐ A Member of the Joint Venture

Herein after called the Offeror and that the members of the Partnership or Officers of the Corporation are as follows:

Deborah Horak _____ (President or Partner)	_____ (Vice-President or Partner)
Jill Holden _____ (Secretary or Partner)	_____ (Treasurer or Partner)

Further, the undersigned declares that the only person or parties interested in this Proposal as principals are those named herein; that this Proposal is made without collusion with any other person, firm or corporation; that he has fully examined the proposed forms of agreement and the contract specifications for the above designated purchase, all of which are on file in the office of the Procurement Officer, DuPage County, 421 North County Farm Road, Wheaton, Illinois 60187, and all other documents referred to or mentioned in the contract documents, specifications and attached exhibits, including Addenda No. 1, _____, and _____ issued thereto.

Further, the undersigned proposes and agrees, if this Proposal is accepted, to provide all necessary machinery, tools, apparatus, and other means of construction, including transportation services necessary to furnish all the materials and equipment specified or referred to in the contract documents in the manner and time and at the price therein prescribed.

Rev. 1-2025

Further, the undersigned certifies and warrants that they are duly authorized to execute this certification/affidavit on behalf of the Offeror and in accordance with the Partnership Agreement or by-laws of the Corporation, and the laws of the State of Illinois and that this Certification is binding upon the Offeror and is true and accurate.

Further, the undersigned certifies that the Offeror is not barred from proposing on this contract as a result of a violation of either 720 Illinois Compiled Statutes 5/33 E-3 or 5/33 E-4, Proposal rigging or Proposal-rotating, or as a result of a violation of 820 ILCS 130/1 et seq., the Illinois Prevailing Wage Act.

The undersigned certifies that they have examined and carefully prepared this Proposal and have checked the same in detail before submitting this Proposal, and that the statements contained herein are true and correct.

If a Corporation, the undersigned, further certifies that the recitals and resolutions attached hereto and made a part hereof were properly adopted by the Board of Directors of the Corporation at a meeting of said Board of Directors duly called and held and have not been repealed nor modified, and that the same remain in full force and effect. (Offeror may be requested to provide a copy of the corporate resolution granting the individual executing the contract documents authority to do so.)

Further, the Offeror certifies that they have provided equipment, supplies, or services comparable to the items specified in this contract to the parties listed in the reference section below and authorizes the County to verify references of business and credit at its option.

Finally, the Offeror, if awarded the contract, agrees to do all other things required by the contract documents, and that it will take in full payment therefore the sums set forth in the cost schedule.

PROPOSAL AWARD CRITERIA

The Offeror acknowledges and agrees that the proposal will be awarded to the most responsive, responsible vendor meeting specifications based upon the highest score compiled during evaluation of the proposals outlined in the selection process.

The Offeror agrees to provide the service described in this solicitation and in the contract specifications under the conditions outlined in attached documents for the amount stated.

By signing below, the Offeror agrees to the terms of this Proposal Form and certifies that the information submitted on this form is true and correct to the best of its knowledge.

Offeror: Güld Marketing

Signature: [Redacted Signature]

Title: Principal and President

Date: August 18, 2025

PROPOSAL PRICING FORM

Section I: Contact Information

Please complete the contact information below.

BID NUMBER:	25-088-FM
COMPANY NAME:	Güd Marketing
CONTACT PERSON:	Zack Krieger, Business Development and Marketing Director
CONTACT EMAIL:	gudbusiness@gudmarketing.com

Section II: Pricing

Bidder shall provide lump sum pricing for all services required for the marketing campaign.

NO.	ITEM	UOM	QTY	PRICE
1	Recycling Education Marketing Campaign	LS	1	\$ 60,000.00
GRAND TOTAL (In words)				

Section III: Pricing Details

Bidder shall provide itemized pricing for services included in the lump sum amount.

NO.	ITEM	PRICE
1	Market Research	\$ 3,500.00
2	Design/Development of Campaign	\$ 4,000.00
3	Creation of New Assets	\$ 7,500.00
4	Ad Buys (and implementation costs TBD)	\$ 40,000.00
5	Project Management	\$ 5,000.00
Services not listed:		
6		\$
7		\$
8		\$

NO.	ITEM	PRICE
9		\$
10		\$

Section IV: Certification

By signing below, the Bidder agrees to provide the required goods and/or services described in the Bid Specifications for the prices quoted on this Proposal Pricing Form.

Printed Name: Deborah Horak

Signature: _____

Title: Principal and President

Date: August 18, 2025



Company Profile

Portfolio of Work

STRATEGIC APPROACH & TIMELINE

References

Appendix

Shared Visions Strengthen Communities

A Unified Community Is the Strongest Foundation for Change

From large cities to small towns, most Americans want to recycle, but confusion, skepticism and limited access stand in the way of habits that support community health, economic growth and resilience.

This is no different in the County of DuPage. Offering a dynamic mix of suburban charm and urban convenience — while boasting exceptional schools, abundant open space, rich history, and robust infrastructure, DuPage residents take deep pride in their communities, driving a sense of belonging and shared purpose. But even in a county as dynamic as DuPage, recycling practices present real and persistent barriers.

The same qualities that have defined DuPage for generations — vitality, sustainability, accountability — are the very foundation from which a stronger, more effective recycling culture can be built. Aligned with the County's 2024-2029 strategic plan, Environmental Stewardship and Community Well-Being will be the cornerstone of our efforts, together.

GüD Marketing — Proven Partners in Recycling Change

GüD Marketing is a proven leader in changing recycling behaviors across diverse communities. We're passionate about empowering the County to make sustainable choices, take pride in their communities and create lasting, positive impacts through everyday actions.

Through regional partnerships, **including our current work with the REO grant program in metropolitan Chicago**, we combine a data-driven approach with a practical understanding of today's recycling landscape to deliver community-focused solutions and measurable results. We will leverage the County's participation in the REO program, as well as other noted collaborations with the Illinois Recycling Contamination Task Force to address recycling participation, improve the quality of materials and inform residents about the availability of post-consumer recycled content.



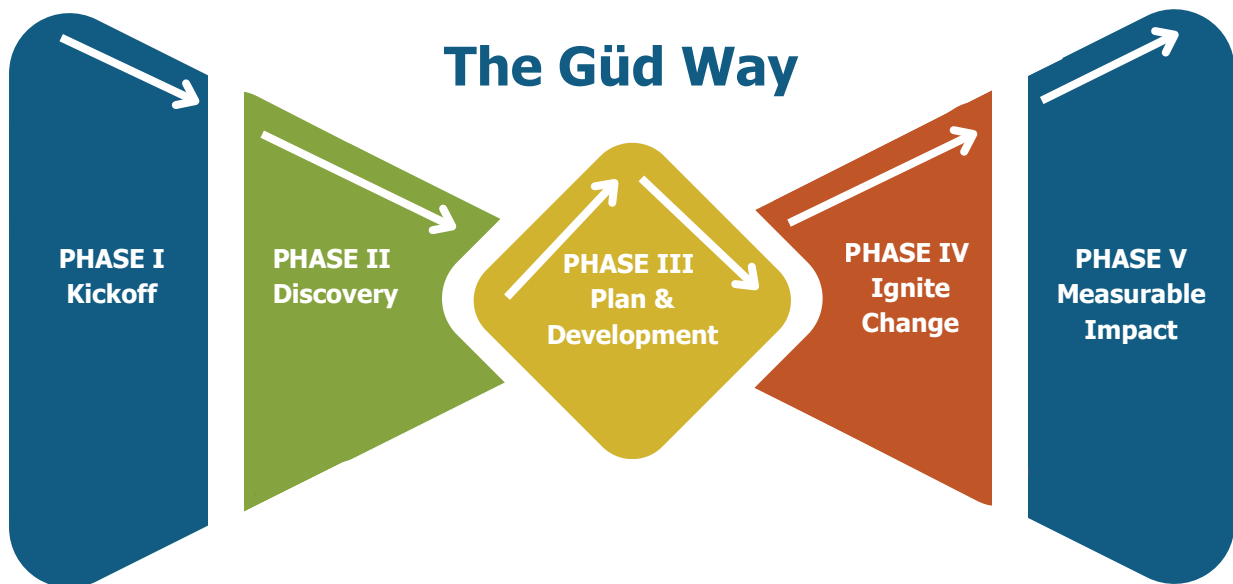
GüD is known for our innovative, unforgettable campaigns that cut through the media clutter and resonate with audiences year after year. Our statewide "Know It Before You Throw It" recycling campaign, featuring the iconic "Recycling Raccoon Squad," has delighted audiences for eight years — driving a **61% increase in Michigan's recycling rate** and improving the state's understanding of **recycling best practices by 90%**.

Our team is excited to use our passion, innovation and creativity — grounded in data-driven insights — to bring the County's recycling education program to life and deliver lasting, positive results.

Proposed Methodology

Our objectives are clear — boost recycling rates across the County, improvement of the quality of materials in the recycling stream, and equitable awareness and availability surrounding post-consumer recycled materials.

Güd Marketing will set the County's Recycling Education program into motion by developing messaging and assets for a marketing campaign following our data-driven, proven process. Our approach is designed to ensure continuous collaboration between our agency and your team, leverage our integrated staff and align all activities with short- and long-term goals to maximize the County's impact and value throughout the 2-year engagement and long into the future, thereafter.



The Güd Way will keep our teams focused on the big picture to ensure that every message and strategy work together to help DuPage County residents understand recycling's broader environmental, economic and civic benefits and see themselves as partners in a shared effort to build a cleaner, more sustainable community and future.

Throughout our proposed strategic approach, we have outlined estimated timing for each step in our process and have noted media recommendations and the estimated reach of ad buys. Timing and overall media recommendations are subject to change based on collaboration with the County and partners during the planning phase.

Kickoff Meeting

TIMING: Week 1-2 [within 14-calendar days of award notice]

Our first priority is to determine how our team will collaborate with the County to complete the project's scope of work.

We'll conduct a launch meeting where the County team and noted partners will walk us through the project background, allowing us to fully understand and appreciate all the work that has taken place and combine it with our own deep knowledge of changing recycling behaviors.

At this meeting, we'll:

- Establish strong lines of communication and a shared understanding of goals and priorities.
- Discuss how we'll communicate, including platforms and reporting requirements.
- Share insights about research, audiences and strategies.
- Establish how we'll work with partners.
- Review the work plan, including timing and budget recommendations.

Güd Approach to Project Management



Key Milestones & Deliverables: Project management and reporting; attendance at required meetings with the County; periodic on-site work for key implementation duties; a detailed work plan, including timing considerations; launch meeting.

Following the Data

TIMING: Week 2-5

In working with the Metro Mayor's Caucus (and with DuPage County by extension), GÜD has already laid the foundation for understanding through research measures to help inform a Recycling Education and Outreach Plan to boost community recycling.

However, we intend to work with the County to dig even deeper and fully understand residents, barriers and opportunities in targeted communities and the rich insights we can gather in a review of the demographic makeup in communities across DuPage.

Through insights mining and a comprehensive review of audience data, we will delineate what's working (and not working) from current effort, identify who is the right "who" and identify overall connection points to promote resonate messaging that will cut through the clutter.

Research activities, as approved by the County, include:

- Materials Assessment — Evaluating relevant materials used by federal, state and nongovernmental agencies to identify assets that could be leveraged.
- Interviews — Discussions with County leadership and local partners to gather feedback and suggestions, identify issues, build relationships and achieve strategic alignment.
- Demographic Mapping — Identification and analysis of audience segments throughout the County; effectively highlight low-recycling communities and multi-lingual audiences.
- Inventory County Events/Initiatives — Review calendar of community events and recycling-adjacent initiatives to maximize exposure of messaging

Key Milestones & Deliverables: Shared audience and project insights; production of a campaign brief to inform messaging and creative executions.

GÜD RESEARCH TOOLS



Planning & Development

TIMING: Week 6-9

Plan Recommendations

Güd's proposed plan is based on our experience and current understanding of the County's involvement with the Metro Mayor Caucus and overall goals. Upon contract award, we'll work closely with the County to develop, review, revise and finalize a plan that considers all insights and data.

Communications Strategies

1) Broad Awareness, Enthusiasm and Support for Recycling

- Launch the Recycling Education program with high-visibility paid media, targeting the entire county, focusing on high-traffic areas and neighborhoods with low recycling rates.
- Sustain a consistent owned media presence, using periodic bursts to reinforce messages, promote events and celebrate milestones.
- Intensify outreach during key periods (e.g., Earth Day, back to school, county cleanups).

2) Targeted Education on Recycling Practices and Services

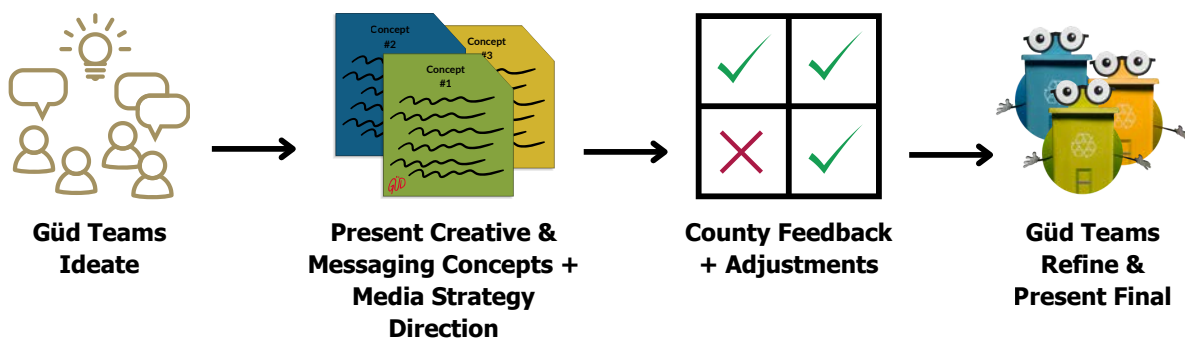
- Deliver targeted educational messages to priority neighborhoods, schools, community centers, faith-based organizations and multifamily housing.
- Offer webinars, workshops and events throughout the year and at community gatherings to address specific needs and promote improved recycling behaviors.

3) Ongoing Communication Channels

- Establish and maintain county-wide communication channels from the outset, ensuring regular engagement with residents (e.g., organic social media posts, newsletters).
- Share updates, highlight project milestones, promote seasonal events and gather community feedback — building sustained connections between the County, local groups and residents.

Creative & Messaging Concepts

Our creative team will use word mapping and associations and rough sketches of thematic and visual elements to ideate empowering, emotional and eye-catching visuals and language that meet target audiences where they are and inspire awareness, understanding and action.



Because we're currently working alongside DuPage with the Metro Mayor's Caucus efforts and to promote sustained brand/campaign awareness, GÜD Marketing recommends leveraging the recently approved 'Loop' concept and customizing messaging specific to DuPage County communities. This will also allow us to maximize budgets for media and outreach efforts over the 2-year period.

We will develop creative executions utilizing the 'Loop' thematic and consider the following specific to DuPage:

- Different levels of information for different types of recyclers.
- Diverse recycling motivations and barriers to encourage specific recycling behavior.
- The County's brand standards.
- Clear, concise and accessible language.
- Materials that will enable the County to sustain efforts after the 2-year period has ended.
 - Assets that can easily be adapted across digital and physical spaces.
 - ADA-compliant materials, translated as needed.



Media Implementation Strategy

Our integrated teams will work closely with the County to develop and evaluate coordinated tactics that ensure the overall plan aligns with focused goals while leveraging the budget and timeline to maximize impact and value. We'll review options at key milestones during plan development and gain approval before proceeding.

Key Milestones & Deliverables: Implementation strategies for all educational content to be developed as part of the project; advertising campaign media placement plan.

Implement the Approved Plan

TIMING: Week 10 "Launch" » **Full schedule based on approval of overall plan**

GÜD Marketing's creative and integrated media teams will execute all tasks and deliverables in the approved plan. Our agency can fulfill all of the County's communication needs in-house and will work with local subcontractors as discussed with or requested by DuPage. Development and execution generally include the following process:

- Workflow timelines are drafted and milestone meetings are scheduled.
- A messaging framework for audience segments is developed and evaluated for vision alignment.
- Detailed schedules, plans and deliverable recommendations are developed for integrated tactics and evaluated for vision alignment.
- The account manager presents detailed plans to the client for review, revision and approval, and the development schedule is initiated.
- Approved program materials are developed for distribution, including public service announcements; door-to-door education and outreach assets; social media and digital graphics, videos and ad materials.
- Deliverables are trafficked and placed across designated platforms.

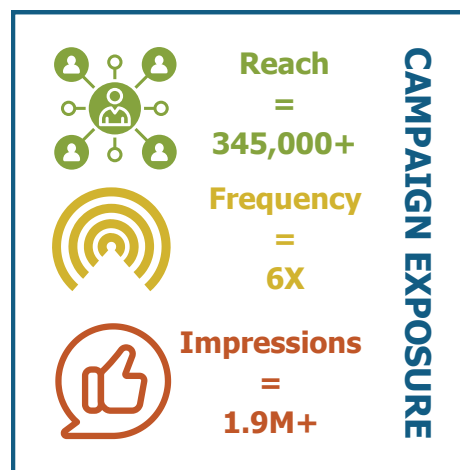
Media Tracking

We'll monitor tactics on a daily, weekly and monthly basis according to predetermined success metrics to evaluate success, make optimizations and identify opportunities.

Tactical Recommendations

The County's audiences span diverse ages, media habits and varying levels of digital preference, underscoring the need for a balanced, **social & digital** approach that blends touch points to reach and engage every segment of DuPage communities. This is also the most cost-effective option to implement messaging.

Our approach will reach 345,000 individuals with the County's messaging at a minimum frequency of 6 exposures each — an evidence-based threshold for building awareness, reinforcing key messages and driving meaningful behavior change.



Our carefully coordinated blend of paid social & digital tactics, combined with organic outreach strategies will promote broad visibility with targeted and meaningful engagements to ensure that all residents, regardless of age, background or media habits, are consistently exposed to the County's recycling message.

Paid Media

Our dedicated social/digital media team stays ahead of the rapidly evolving media ecosystem and the most innovative ways to leverage tactics for powerful social impact. We've placed over \$45 million in advertisements over the last five years alone, regularly attaining **value-added placements of at least 25%**. Social media advertising is a core digital touch point for DuPage, enabling precise audience segmentation and tailored messaging to resonate with diverse audiences. Additionally, digital display reinforces messaging through targeted impressions, ensuring high-frequency exposure across websites and apps.

Earned & Shared Media

Sharing the County's messaging through trusted sources will expand reach, build credibility and maximize funding. Our expert PR team will capture the DuPage recycling story and share it through press releases, media outreach, partner platforms and community voices — educating residents, celebrating successes and fostering conversation about DuPage's commitment to Environmental Stewardship.

Owned Media

Owned platforms, including the County's social media channels, newsletter and website, as well as its partner and stakeholder's channels, will foster strong, consistent lines of communication with residents to share information (e.g., updates, recycling service availability and changes, community events) and promote interactive engagement — driving and sustaining recycling education, trust and participation.

Shared Media and Sponsorships

Actively involving residents, local organizations and businesses will help convey recycling's personal, community-wide and overarching benefits for DuPage — increasing awareness and participation and ensuring the program's long-term success. Tactics may include:

- Tabling events (Annual Scottish Festival & Highland Games, DuPage County Fair, Veggie Fest)
- Sponsorship opportunities at sporting events to display signage, video ads, social media posts or in-game activities.
- School and youth information to integrate recycling education into curriculum.
- Community ambassadors from the County to answer recycling questions and share information. in alignment with Cool DuPage and/or Recycle Coach

*Full plan to be reviewed and approved by DuPage County before any execution or implementation.

Key Milestones & Deliverables: Execution of the plan, including various marketing ads and media assets for promotion to increase recycling efforts and awareness; digitally formatted materials that can be edited and replaced by the County; placement of all paid advertising media; media tracking.

Monitor, Optimize and Report Success

TIMING: Ongoing

Once the campaign is in market, GÜD Marketing will work continuously with the County to optimize strategies and outline notable progress metrics. Through regularly scheduled check-ins, including monthly updates, we'll communicate with the County to provide status updates, identify any changes in placements to maximize campaign effectiveness and reach and leverage opportunities across communication channels.

Key Milestones & Deliverables: Campaign reporting to show execution of the plan, including receipts and relevant documentation for each ad placement; up-to-date analytics, insights and recommendations; real-time campaign performance monitoring and in-flight adjustments based on performance; return on investment.



DuPage County
Finance Department
Procurement Division
421 North County Farm Road
Room 3-400
Wheaton, Illinois 60187-3978

REQUIRED VENDOR ETHICS DISCLOSURE STATEMENT

Section I: Contact Information

Please complete the contact information below.

BID NUMBER:	25-088-FM
COMPANY NAME:	Gud Marketing
CONTACT PERSON:	Zack Krieger, Business Development and Marketing Director
CONTACT EMAIL:	gudbusiness@gudmarketing.com

Section II: Procurement Ordinance Requirements

Every contractor, union, or vendor that is seeking or has previously obtained a contract, change orders to one (1) or more contracts, or two (2) or more individual contracts with the County, shall provide to the Procurement Division a written disclosure of all political campaign contributions made by such contractor, union, or vendor to any incumbent County Board member, County Board chairman, or Countywide elected official whose office the contract to be awarded will benefit within the current and previous calendar year. The contractor, union, or vendor shall update such disclosure annually during the term of a multi-year contract and prior to any change order or renewal requiring approval by the county board. For purposes of this disclosure requirement, "contractor or vendor" includes owners, officers, managers, lobbyists, agents, consultants, bond counsel and underwriters counsel, subcontractors, and corporate entities under the control of the contracting person, and political action committees to which the contracting person has made contributions.

Has the Bidder made contributions as described above?

☐ Yes

☒ No

If "Yes", complete the required information in the table below.

RECIPIENT	DONOR	DESCRIPTION (e.g., cash, type of item, in-kind services, etc.)	AMOUNT/VALUE	DATE MADE

Rev. 1-2025

All contractors and vendors who have obtained or are seeking contracts with the County shall disclose the names and contact information of their lobbyists, agents and representatives and all individuals who are or will be having contact with county officers or employees in relation to the contractor bid and shall update such disclosure with any changes that may occur.

Has the Bidder had or will the Bidder have contact with lobbyists, agents, representatives or individuals who are or will be having contact with county officers or employees as described above.

☐ Yes

☒ No

If "Yes", list the name, phone number, and email of lobbyists, agents, representatives, and all individuals who are or will be having contact with county officers or employees in the table below.

NAME	PHONE	EMAIL

Section III: Violations

A contractor or vendor that knowingly violates these disclosure requirements is subject to penalties which may include, but are not limited to, the immediate cancellation of the contract and possible disbarment from future County contracts. Continuing and supplemental disclosure is required. The Bidder agrees to update this disclosure form as follows:

- If information changes, within five (5) days of change, or prior to county action, whichever is sooner;
- 30 days prior to the optional renewal of any contract;
- Annual disclosure for multi-year contracts on the anniversary of said contract
- With any request for change order except those issued by the county for administrative adjustments

The full text of the County's Ethics Ordinance is available at:

[Ethics | DuPage Co. IL](#)

The full text of the County's Procurement Ordinance is available at:

[ARTICLE VI. - PROCUREMENT | Code of Ordinances | DuPage County, IL | Municode Library](#)

Section IV: Certification

By signing below, the Bidder hereby acknowledges that it has received, read, and understands these requirements, and certifies that the information submitted on this form is true and correct to the best of its knowledge.

Printed Name: Deborah Horak

Signature: 

Title: Principal and President

Date: August 18, 2025