Magic Carpet Ride:
The Massachusetts Carpet Contract Purchasing Experience

CARE’s 3rd Annual Conference
May 10-12, 2005
Steve Long
Massachusetts Department of Environmental Protection
(617) 292-5734
stephen.long@state.ma.us
Overview

- EPP Purchasing Program
- Purchasing Approach
- MA Carpet Contract
- Next steps
EPP Program:

- Partnership between environmental and purchasing agencies since 1994
- State recycled / EPP purchases increased from $2.8 in FY92 to $140 million in FY04
- Contracts include environmental specifications: recycled content, energy efficiency, toxics use reduction, water conservation and waste prevention
- Outreach: Annual vendor conference, conducts workshops, helps other states, and maintains a website
Focus: Why Carpet?

State Policy:
- State Sustainability E.O. requirements
- Carpet disposal ban “when, not if”
- Fulfill responsibilities as an MOU signatory

Market:
- Recycling costs competitive with disposal
- Private disposal facilities balking at carpet
  - WTE: BTUs too high
  - Landfills: Difficult to manage: bulky
#FAC25 Carpet Contract Approach

**Research**
- Examined other state’s procurement efforts
- Reviewed carpet industry/third party data
- Checked federal guidelines (EPA’s CPGs and FTC)

**Process**
- Prior to bid – input from carpet manufacturers
- Based bid criteria on this direct feedback

**Strategy**
- Allowed for flexibility in meeting specifications
- Award made to manufacturers - not local vendors
MA Carpet Contract: Post-Consumer Recycled Content

- Must contain highest %
- Modular Tile = 10%
- Broadloom = 10% (Goal: 15%)
- FTC Guidelines
- Option for Reusable / Reclaimed
MA Carpet Contract: Recycling Requirements

- Provide a carpet recycling program
- Sign partnership agreement with each vendor
- Certify no carpet will be land-filled or WTE
- Review periodically with vendors to ensure compliance
- Recycling into any product is acceptable
MA Carpet Contract: What’s Working Well?

- Specifications for recycled content (mostly)
- Manufacturers can add or delete vendors
- Other states *may* want to follow this model, if successful
Challenges to MA Contract Success: Product

- Recycled Content
  - Customer concern/perception of lesser performance
  - Customer education needed on EPP issues and product quality and best use application
Challenges to MA Contract Success: Disconnect on Recycling

- **Programs**
  - **Manufacturers** – “programs are in place”
  - **Vendors** – “infrastructure not available locally”

- **Cost**
  - **Manufacturers** – “recycling cost competitive”
  - **Vendors** - “can’t sell it to customers – too costly”
Remedial Measures: Recycling

- Fall 2003: OSD researches local recycling and carpet reuse options and negotiates competitive pricing for use by FAC25 contractors

- Fall 2003: OSD hosts meeting of manufacturers and vendors to brainstorm issues and solutions and present local recycling options

- Spring 2004: OSD sends letter to awarded manufacturers requesting funding assistance and/or education materials, reiterates issues at CARE meeting
What’s **Still Not Working**

- Recorded carpet sales are low
- Recycled content:
  - Not meeting 15% goal for broadloom
  - Need more offerings!
- Recycling:
  - 2 of 11 Manufacturers comply with recycling requirements
  - Reports are incomplete
  - Manufacturer to vendor communication unclear regarding recycling requirements
What MA needs from industry…

Compliance with MA contract

- Products:
  - FTC guidelines
  - Recycled content:
    - Not meeting 15% goal for broadloom--Need more offerings!
What MA needs from industry…

**Recycling**

- Education from manufacturers to their vendors:
  - Require recycling
  - How to recycle
  - Consistent representation to customers in job quotes

- Educational materials for customers:
  - Environmental and economic benefits of recycling
QUESTIONS?

- John Blue, CIWMB
- Phil Bailey, Sustainability
- Julie Rosenbach, U.S. EPA
- Steve Long, MA DEP
Getting to YES: Moving Forward

CARE Focus:

- Increase state purchase of carpet and products made from post-consumer carpet
- TODAY: Brainstorm ideas, roles, responsibilities
Challenges/Barriers

- Purchasing is NOT a silver bullet, but one arrow in the quiver!
- Very few EPP programs
  - Even w/in: No more “best value” and fewer vendors
- Staff:
  - Reduced numbers and resources
  - Products divided up
  - Insulated from outside influence
- Timing:
  - Contracts cyclical -- multi-year
Suggestions--Process:

- Process models
  - National efforts: electronics, cleaning products

- Target Products
  - Potential purchasing volume
  - Amount of *post-consumer* carpet used

- Select States
  - Existing EPP programs
  - Large volume purchasers

- Your ideas! What Else? How Get Done?
Potential Roles for Government

- **Multi-state approaches**
  - Writing specs (MOU states done 2002)
  - Cooperative/joint purchasing (2-3 year timeline)

- **Provide education/information (already exists!)**
  - How contracting works
  - Contact information
  - Notice on upcoming bidding opportunities

- **Your Ideas!**
  - What Else?
  - How Get Done?
Potential Roles for CARE

- Clearinghouse: Provide information for entrepreneurs
  - Federal and State contracts: process and timing
  - Networking Opportunities: purchasing conferences
- Entrepreneurs
  - Maintain Database
Potential Roles for CARE

- Provide Education and Networking
  - Entrepreneurs Conference
  - Training on state contracts
- Provide consultant to work with states on specs and promotion
- Your Ideas
  - What Else?
  - How Get Done?