



Request for Proposals for Reuse Study: Post-Consumer Carpet Barriers and Opportunities

Carpet America Recovery Effort (CARE) is a 501(c)(3) non-profit organization dedicated to increasing the landfill diversion, reuse, and recycling of post-consumer carpet (PCC) through market-based solutions that benefit the economy as well as the environment. Since 2002, CARE has diverted over 5.6 billion pounds of carpet from landfills in the United States, including nearly 600 million pounds from California landfills, and promoted the use and development of products containing materials derived from carpet.

The State of California implemented the first ever [Carpet Stewardship Law](#) – through the adoption of several pieces of legislation (AB 2398, AB 1158, and AB 729) – intended to increase the diversion of carpet from landfill disposal via recycling and reuse. The California Carpet Stewardship Program is facilitated by CARE as the designated Carpet Stewardship Organization (CSO). CARE has a stated target goal of achieving 2 million pounds of carpet reuse by the end of 2022.

Project Purpose

The purpose of this project is to inform CARE on the possible barriers and opportunities to increasing the reuse of carpet as a floor covering. Since inception in 2011, statistics on the amount of carpet diverted through reuse generally reflects an upward trajectory; however, since a high of 926,000 pounds in 2016, reuse has wavered and seemingly plateaued.

CARE understands that the vast majority of carpet reused generally tends to be commercial carpet tile and some Convention Center carpet. It is believed that reuse of residential and commercial broadloom carpet is generally challenged due to pre-cut sizing, possible pet stains and/or the glue down nature of much commercial broadloom carpet. Conversely, carpet tiles are most often more durable than standard residential carpet, easier to remove and of a more convenient size for stacking, transporting, reinstalling and eventual cleaning. CARE believes that durable, well-made and gently used carpet tile removed as a part of a remodel or commercial tenant improvement project could most feasibly be offered for reuse as an economical flooring option for a variety of situations.

As diversion through reuse appears to have plateaued, CARE desires to gain a better understanding of where the challenges or bottlenecks may be in relation to increasing reuse outlet opportunities through activities such as:

- Understanding of any tools that would be helpful in the removal, capture or transport of carpet tile for reuse by either flooring professionals, contractors, or CARE Collector/Sorters.
- Partnership opportunities with:
 - Used building material organizations, such as Habitat for Humanity ReStore, to understand current used flooring sales, help promote awareness/benefits of and how to install gently used carpet tiles.
 - Professional carpet cleaners.
 - Job training programs such as Conservation Corps and other recycling job related efforts.
 - Convention Centers.
 - Event rental companies (e.g., “red carpet” events).

Scope of Work to be Performed:

CARE is seeking proposals for technical and consulting services in conducting a Reuse Study to identify barriers and opportunities for increasing reuse quantities of PCC in the State of California.

- Determine barriers, opportunities, and best practices for:
 - Identifying generation points of reusable PCC.
 - Where possible, potential pounds of reusable PCC shall be quantified.
 - Including, at a minimum: Union flooring contractors, Non-Union flooring contractors, Retail carpet sellers (who install/remove carpet), Construction & Demolition (C&D) Debris recycling facilities.
 - Sourcing reusable PCC from generation points, including: flooring retailer locations, job sites, construction and demolition projects, trade shows/convention centers, and other areas identified by Contractor.
 - Securing short-term and sustainable/ongoing/long-term outlets for reusable PCC, including both public and private enterprises.
 - Facilitating the flow of reusable PCC from generation/origin point to destination (e.g., from generation/origin point to collector to reuse outlet to end-user).
 - What are the primary challenges encountered by flooring professionals that may be preventing redirection of reusable PCC from a jobsite to a CSE or reuse outlet?
 - Include research on cleaning and performance perspectives or other barriers that may be impeding reuse uptake.
 - Establishing whether PCC is reusable.
 - Grading and cleaning PCC (see CARE's September 1, 2019 [Reuse Guidelines](#)).
- Explore roles that CARE, and potentially other stakeholders, can play to increase pounds of PCC reuse in addition to and/or including:
 - Working more closely with existing Collector/Sorter/Entrepreneurs (CSEs) and processors.
 - Facilitating regional promotion efforts with end-sellers of carpet/carpet tiles for reuse (e.g., Habitat for Humanity ReStore).
 - Promotion/Spotlighting of successful reuse projects at nonprofits, churches and/or small businesses and home garage flooring.
 - Considering pilot partnership with professional carpet cleaning services to facilitate and increase confidence for purchasers of used carpet/carpet tile.
 - Exploring opportunities to establish partnerships with used office furniture sellers.
 - Working with Convention Centers.
 - Partnering with event rental companies (e.g., "red carpet" events).
 - Other methods identified by Contractor.
- Evaluate how CARE can leverage existing utilities/resources (e.g., Craigslist, other online networking, procurement portals, local government reuse programs, etc.) to identify and increase pounds of PCC.
- Contractor shall gather information via independent data collection and through interviews with stakeholders. Stakeholders include but are not limited to CSEs, CARE staff, current and prospective reuse outlets such as Habitat for Humanity, carpet retailers and flooring installers/professionals, contractors, carpet generators and end-users, etc.

- Develop a list of target reuse outlets to be pursued in order of highest potential for reuse pounds. Where possible, Contractor shall include a quantitative estimate of the amount of reusable PCC attributable to each potential reuse outlet. For each outlet included, Contractor shall provide an explanation of barriers and opportunities that may either hinder or assist in pursuing said outlet along with recommendations on how to proceed.
 - Quantify the amount of reuse pounds of PCC available in the State, organized by highest to lowest probability/ease of capture, along with recommendations on how to proceed. Where amounts of reusable PCC are quantified, the basis for quantification shall be included and explained.
 - CARE may elect to have Contractor continue to assist in pursuing these outlets for next steps in establishing them as ongoing reuse partners.
- Contractor shall organize and hold weekly check-in meetings (as needed) with CARE staff to review work performed, progress, and to determine next steps where applicable. Meetings will be held virtually via tools such as Zoom, GoToMeeting, Teams or other similar software.
 - The Contractor shall submit monthly Progress Reports to CARE describing work performed, work status, work progress difficulties encountered, remedial action, and statement of activity anticipated for ensuing reporting period. Contractor will be reimbursed by invoicing, in detail, all costs and charges with the Contract Number.
- Contractor shall document and summarize work performed, methods used, and results in a confidential written Report.
 - Contractor shall issue a confidential Draft Report for review by CARE, and a subsequent Final Report in both Word and PDF formats for use by CARE.
 - Contractor shall organize meetings with CARE to discuss and review the Report. CARE shall review a Draft Report to make comments prior to issuance of the final report.

Reference Items:

- [Reuse Page on CARE Website](#)
- [CARE's Reuse Guidelines, September 1, 2019](#)
- [CARE's California Carpet Stewardship Plan, 2018-2022 5-year Plan](#)

Deliverables:

- Draft Report and Pre-Final Report in Microsoft Word, ADA compliant, for review by CARE by April 30, 2021.
- Final Report in Microsoft Word and PDF, all ADA compliant, by May 28, 2021.
- Monthly Progress Reports.
- As needed virtual meetings with CARE staff during Study.
- As needed virtual meetings with CARE staff to review Draft and Final reports.
- Contractor shall label all data, information, and conclusions "CARE Confidential Information".
- Contractor may not publish nor communicate, in whole or in part, study results without the written authorization of CARE.

The Contractor will be reimbursed by invoicing, in detail, all costs and charges with the Contract Number and sending such documents to a designated address.



Full Proposal Shall Include:

Proposers shall include the following as a part of their Reuse Study Proposal:

- 1) Proposer Name.
- 2) Proposer Contact information.
- 3) Description of the proposer’s industry and experience with similar project work
- 4) Project description and approach to gathering needed information and the steps Proposer will take to complete project.
- 5) A project work plan denoting key milestones.
- 6) A detailed budget for project execution.
- 7) Acknowledgement of any potential conflicts of interest with CARE leadership (present and past) or prior carpet manufacturer employment.
- 8) Notification of any current or outstanding judgments or enforcement actions against Proposer and/or Proposer’s organization.

Proposal not to exceed 10 pages in length. Reasonable attachments and single-page letters of support can be accepted in addition to the 10-page limit. Preference will be given to California-based Proposers.

Proposal Due Date:

Proposals shall be submitted via email to Jared Zitron, jzitron@carpetrecovery.org, by noon (12:00pm PST) March 5, 2021.

Schedule (subject to change):

- February 8 – March 5*.....Release RFP and proposal submittal.
- February 19*Last day to submit RFP Questions to CARE by noon on 2/19/21. CARE to respond directly to bidder submitting question and post a compiled document of replies on CARE website. Questions shall be submitted via email to Jared Zitron, jzitron@carpetrecovery.org
- March 5 – March 12*Review and score proposals. Calls: clarifying questions, call references, etc.
- March 19*Announce selected contractor.
- March 22 – March 26*.....Information sharing.
- March 29 – April 30*Perform pre-report Scope of Work activities.
- May 14*Submit draft ADA compliant report on Reuse Study: Post-Consumer Carpet Barriers and Opportunities.
- May 28*.....Submit final ADA compliant report to CARE.

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