



**Professional Services for the
California Carpet Stewardship Program**

Request for Proposals

Release Date: Feb 26, 2022

Due: May 31, 2022

California Carpet Stewardship Program (CCSP)

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CarpetRecovery.org/California

Background

Carpet America Recovery Effort (CARE) serves as the stewardship organization administering the California Carpet Stewardship Program (CCSP). CCSP is charged with meeting the requirements for carpet recycling set by the California law AB 2398 (modified in 2017 by AB 1158 and in 2020 by AB 729) and is managed by CalRecycle. AB 2398 is the carpet stewardship law signed by the governor of California on September 30, 2010. The purpose of the law is to increase the diversion and recycling of carpet in the state of California.

The Carpet Stewardship law generates funding through an assessment on carpet sold in California to meet the goals of the Carpet Stewardship Law. The law is designed to incentivize the growth of California-generated post-consumer carpet (PCC) collection, recycling and remanufacture into products for secondary markets. Funds are also used to inform and educate stakeholders about the importance of and opportunities to keep PCC out of landfill.

RFP Goals

CCSP is soliciting two-year proposals for marketing, education, and outreach professional services to help CARE achieve meaningful progress toward the goal of increasing carpet recycling in the state of California. A successful contractor will be innovative and flexible in engaging and supporting carpet recycling stakeholders, partners, and their public audience.

Scope of Work

The selected contractor will undertake education and outreach efforts to support the overall Program goals. These activities include both planned and timed outreach as well as opportunistic outreach as information and events require. Audiences include retailers, installers, drop-off sites, local government, current and potential grantees, Collector/Sorters, Processors, Manufacturers, Carpet Mills, events, and consumers. Outreach and educational activities include but are not limited to the following:

1. Local Government Outreach
 - a. Assist in conducting outreach to recycling coordinators, local government procurement specialists, and other local officials responsible for carpet collection and recycled-content product procurement decisions
 - b. Coordinate content for state events such as California Association of Public Procurement Officials and the California Resource Recovery Association annual conferences
 - c. Carry out Recycling Coordinator Communications, including developing FAQ documents, e-news, social media content, press releases, public PCC drop-off site maps and updating of contacts and PCC recycling pricing
 - d. Develop video and multimedia outreach for local government audience
 - e. Develop collateral for recycled-content product promotion and local government packets

2. Retailer Outreach
 - a. Conduct outreach to carpet/flooring retailers, 'big box' stores, regional chains and online stores throughout California about carpet recycling, CCSP services and AB 2398 requirements, including CalRecycle field inspections
 - b. Perform in-person, phone and email outreach to identify new retailers, raise awareness, leverage new drop-off sites,
 - c. Collateral: Design innovative advertisement to raise the public's awareness that carpet is recyclable. Production, and fulfillment of these materials include signage, handout outs, PCC product list and additional documents and materials as needed.
3. Installer and Contractor Outreach
 - a. Provide installers with updated, accurate information about PCC recycling opportunities, public drop-off locations, and best practices
 - b. Conduct outreach with groups such as general and flooring contractors, HOAs, building owners and property managers to inform them about PCC recycling and or reuse opportunities
 - c. Research best methods for messaging online retailers, 'big box' stores and other installers and create warm leads for potential program recruitment opportunities
 - d. Perform in-person outreach through supply houses and distribution centers to inform them of PCC recycling opportunities and practices
 - e. Develop multimedia outreach and education tools such as video, digital and print ads, emails in conjunction with CARE Staff
 - f. Collateral: Design Custom installer sheets, signage, and information for each PCC drop-off site
4. Drop-Off Site Outreach
 - a. Conduct outreach, communications and relationship building with CARE drop-off sites and teams as directed by CARE staff
 - b. Coordinate with CARE staff and the private collection if potential drop-off sites are identified
 - c. Develop multimedia outreach tools such as video, digital and print ads, and website content, including potential social media pages
 - d. Assist CARE with understanding and mapping the private collection network and its proximity to flooring professionals and consumers
 - e. Collateral: signage for drop-off sites, production and distribution of materials such as scale-house pamphlets and bi-lingual installer handouts
 - f. Develop case studies focused on CARE Grantees and best practices
5. Consumer Outreach
 - a. Provide information for consumers and NGOs on carpet recycling and recycled product options via social media and email blasts
 - b. Develop multimedia outreach tools such as public facing videos on the benefits of carpet recycling (highlighting the success of the grant program and innovation), digital and print ads promoting benefits of carpet recycling in California, and website portal with relevant resources for consumers

- c. Collateral: using best marketing practices, research, design, production, and fulfillment of materials, including brochures, and signage for retail centers
 - d. Research and implement best marketing practices to aid in informing the consumers that carpet is recyclable
6. Market Development
- a. Support outreach and provide content to all target audiences for market and PCC-content product/application development and procurement
 - b. Support communications and research efforts, including product vendor events and webinars
 - c. Manage, promote and document a technical workshop with industry leaders, designers, and students
 - d. Support CARE grant program and CARE network: processors, manufacturers, collectors and sorters
 - e. Support market and policy development, including SABRC rule change, city planning departments and zero waste campaigns and policies, and encourage inclusion of carpet in recycling and construction & demolition ordinances
 - f. Create marketing campaigns focused on Carpet Tile recycling and/or reuse opportunities.
 - g. Collateral: Design, production and fulfillment materials for Buy Recycled Campaign, SABRC promotion, Ecomedes and others
7. Assessment Change
- a. Carry out and document communications and outreach to retailers and installers for any assessment changes during 2023-2024.
 - b. Host webinars as needed to promote assessment efforts
 - c. Conduct campaign efforts including planning, progress surveys, press releases, and outreach emails
 - d. Collateral: design, production, and fulfillment of materials such as mail-outs, emails, and memos for carpet mills
8. General
- a. Qualitative and quantitative program surveys and analysis of the impact of marketing, education, and outreach programs
 - b. GIS mapping services and other mapping tools (e.g., Mapline)
 - c. CARE related public facing content shall meet or exceed WCAG 2.1 and/or CalRecycle standards for accessibility.
 - d. Maintain and expand Prospect and Lead information using CARE's established tracking database (CRM) tool, currently Zoho.
 - e. Submit scheduled reports that identify contractor outreach and contact efforts using both quantitative and qualitative reasoning, charts, graphs, and narrative.
 - f. Potentially design, develop, implement, and maintain a CCSP app that allows users to locate Drop-Off Sites, get current information about the program, and (if an active site) order services. This app would be smart phone and tablet friendly.
 - g. Attendance at regular weekly status meetings (telephonic) and/or coordinated in-person team meetings as needed.

The selected consultant will also be responsible for standard and ongoing marketing, engagement and outreach efforts to support CARE. This will include website updates and maintenance, development of new web services as necessary, social media content and activity, monthly e-blasts and newsletter content to CARE stakeholders. Hosting webinars and stakeholder-focused educational sessions, distributing earned media for media subscribers and partners, and developing ongoing partnerships may be required as well. The successful consultant will also support strategic planning and management efforts, including achieving current strategic goals, and managing planning oversight and coordination. When in-person gatherings resume, the selected consultant will also be expected to table at pertinent conferences, meetings and events; create and deliver presentations; and further develop in-person partnerships. These baseline services will be on an as-needed basis. The CCSP is a dynamic program and adaptability will be essential for success.

Finally, the selected consultant may lead the development of regional pilot studies to target retailers, installers, drop-off sites, consumers and local government in a specific geographic region or regions. This targeted outreach will aim to develop close working relationships, informing stakeholders about recycling and reuse options within the targeted community

Eligible Applicants

This proposal is open to California-based private corporations, small businesses, and non-profit organizations. For purposes of this Program, “private entities” are defined as businesses intended to operate at a profit. This definition includes benefit corporations (B-Corp), as defined in Corporations Code section 14601(a). The entity must be qualified to do business in California and must be in good standing with all applicable federal, state and local agencies.

Applicants must acknowledge any potential conflicts, present or past, of interest with CARE, CCSP or SABRC within their submittal.

Proposal Requirements

Interested contractors should submit the following information in their proposal*:

1. Cover sheet with company name, address, and primary contact information
2. Approach/Project plan - An explanation of the methodology used to successfully fulfill the scope of work, addressing all needs for marketing, education, and outreach. The proposed plan should be reasonable, justified and cost effective (35%)
3. A breakdown of the project costs using the following categories (35%):
 - a. Education and Outreach activities for all sectors in the scope of work
 - b. Research and development
 - c. Preparation of collateral materials

- d. Baseline marketing and upkeep of marketing resources
 - e. Travel expenses
 - f. Strategic Planning/Management
4. Project manager/personnel resumes and qualifications (20%)
 5. Three references of similar projects in the past three years (10%)
- * Weighted proposal scoring criteria are provided in parentheses.

RFP and Contract Schedule

Action	Date
RFP released	Feb 26, 2022
Proposals due	May 31, 2022
Candidates interviewed	July, 2022
Contractor selected (target, but flexible)	August, 2022
Work plan and contract negotiated and finalized	September, 2022
Work commences	January 3, 2023

Application Submission

Proposals are due May 31, 2022 by 5:00PM PST. All proposal requirements must be included for consideration. Candidate interviews will be conducted in July 2022, and the selected consultant will be notified of award during the month of August 2022. Work is to commence on January 3, 2023. Applicants should acknowledge any potential conflicts of interest with **CARE, CCSP or SABRC** within their submittal. Please limit responses to eight pages, not including cover sheet, resumes and references, and submit in PDF format to ABeane@carpetrecovery.org.

General Terms of Agreement

CARE will award the project based on a combination of the project plan, cost, service capabilities and references. Applicants should acknowledge any potential conflicts of interest with CARE or former employment in the carpet recycling industry within their proposals.

The selected contractor will enter into a Service Agreement with CARE. The Agreement will require that confidential information is not disclosed and will remain the property of CARE. The contractor will submit invoices to CARE on a monthly basis to be paid within 30 days of service, so long as the scope of work is complete for the invoiced time period. The contractor will perform services according to the timeline outlined within its agreed

upon scope of work. The Agreement may be terminated by either party within 90 days notice without cause, or within 5 days notice in the event of continuing substantial failure to perform in accordance with the terms by the other party.

The selected contractor must, during the performance of the Agreement, keep Workers' Compensation Insurance, including Employer's Liability Insurance for its employees, and Commercial General Liability Insurance with a combined minimum limit of \$1,000,000 for bodily injury and property damage, and Automobile Liability coverage of \$1,000,000 per occurrence.