



ERCC Request for Proposal (“RFP”)

May 2017

For Joint Purchasing of U.S. Television Brand Market Share Data on Behalf of Multiple States

By the Electronics Recycling Coordination Clearinghouse

For Use in State Electronics Recycling Law Administration

Section 1: Introduction, Objective of the RFP, and Background Documents

1.1 Introduction

The Electronics Recycling Coordination Clearinghouse (“ERCC”) coordinates activities for members from state governments and other stakeholders who are implementing and complying with state electronics recycling laws. There are 25 states along with Washington, DC with laws on electronics recycling as of 2017, and 16 of these require the use of market sales data for some or all of a manufacturer’s recycling obligation. In some cases, market share is used for the purposes of determining the annual registration fee, and in other cases it sets the manufacturer’s overall collection goal for the year. However, state requirements vary with regards to the timeframe for the sales period and when data are needed. These states laws therefore require a reliable and cost-effective source of TV market share data on the units shipped or sold during a given time period.

1.2. Objective of the RFP

The objective of this RFP is to obtain TV market sales data in the U.S. needed by state electronics recycling programs in a cost-effective and consistent manner. A harmonized source of market share data will provide consistency to manufacturers and recyclers working to comply with the state laws, and should be structured in such a manner as to be more cost-efficient than for each individual state to purchase separately.

1.3. Background and States Impacted

Background documents on the ERCC and the state laws can be found at: www.ecycleclearinghouse.org. States using TV market share data include: Connecticut, Hawaii Minnesota, New Jersey, North Carolina,

Oregon, Pennsylvania, Rhode Island, South Carolina, Vermont, Washington, Washington, DC., and Wisconsin. Illinois, Indiana, Maine, and New York also use TV market share data under their state laws via direct manufacturer reports, and may wish to participate in the ERCC program in the future. Please note: inclusion on this list does not imply that the state will participate through this joint purchasing effort coordinated by ERCC.

Section 2. Bid Specifications

All proposals must be sent by e-mail in either Word or PDF format to: jlinnell@electronicsrecycling.org. All proposals must be received by the **RFP closing date of 5pm EDT on May 31, 2017**. All bidders will be notified upon receipt of their e-mail submission. Bidders must prepare a concise proposal which addresses all requirements detailed in the RFP. Successful bids will not imply or bind the ERCC, any state Member or non-Member to purchase data reports or licenses. In addition, the ERCC shall not be obligated nor bound to accept any bid nor the lowest bid quoted in any response. The ERCC shall not be obligated to disclose any information about the winning response or other submissions. Failure to comply with the terms and conditions specified in the RFP could lead to the response being considered unacceptable with no further evaluation of the bidder's proposal. The ERCC shall not be responsible for any costs incurred by the bidder in preparing a response to the RFP. ERCC will consider joint bids. All responses received will be treated as confidential unless otherwise directed by a proponent. Information provided will not be used by any party other than the bid manager (Jason Linnell) and his/her RFP Evaluation Team.

2.2 RFP Questions and Answers

It is the responsibility of bidders to request clarification of any details related to the RFP process by contacting Jason Linnell via email at jlinnell@electronicsrecycling.org. Verbal requests for clarification will not be considered. Inquiries received less than 3 working days prior to the RFP closing date cannot be guaranteed a response. The ERCC will provide, to the persons to which this RFP has been sent directly, and any others who provide a valid e-mail address within 5 business days of its posting, notice of substantive inquiries received, and the reply to such inquiries, without revealing the source of such inquiries. Responses to substantive inquiries will also be posted to the ERCC website: www.ecycleclearinghouse.org. The ERCC will not meet with any individual bidders prior to the RFP closing date on matters pertaining to this RFP.

2.3 RFP Bid Manager: Jason Linnell, Executive Director, National Center for Electronics Recycling, jlinnell@electronicsrecycling.org

2.4. Contracting Entity

The contracting entity for successful bids will be the Northeast Recycling Council (NECR), which administers the ERCC. Individual state licenses for data reports will be managed by NECR.

Section 3: Statement of Work

Bidder: The bidder must provide cost estimates for a web portal that allows for exports of customized reports of the number of units sold/shipped in the U.S. for any brand of TVs, with technology

distinctions, screen sizes and market segments as specified. Below is a listing of all potential combinations of TV sales characteristics, market segments, and technology specifications that will be needed.

3.1. Product Categories

- Televisions

3.2. Market Segments (if available)

- Households (*mandatory*)
- Small Business/Non-profits
- Schools (K-12 and all other)
- Medium Businesses
- Large Businesses
- Government (local, state, federal)

3.3. Technology Specifications

- Screen Size (sales to specific sizes)
- Display Technology: LCD, Plasma, OLED, or other display technology

3.4. Brand/Vendor/Manufacturer

- Description or definition of which entity is identified in the data set – primary brand on the TV, brand licensee, brand owner, importer, or other entity.

3.5. Other Data Details and Requirements

- Methodology – describe in detail the methods and sources of data used in final unit totals, including a description of “sell-in,” “sell-through,” or other methods used.
- National sales (U.S. only, not by state)
- Information shall include unit shipments, consumer survey results, and/or final sales to end users by means of all types of sales, including internet sales and store sales or other means.
- Data must be made available for tailored reports that can be exported via a web portal in Excel format
- Data gaps must be clearly identified and explained. Data gaps may include, but are not limited to:

1. Estimated percentages of “others” by product category and the methodology used for determining which brands/unit totals fall under “others”
 2. The names of any brands under- or over -represented due to incomplete data or for any other reason.
 3. The names of any retailers, or other sources, that did not supply information, if applicable.
- Returns, refurbished, used sales: describe how product returns from end users are or are not included in the data set, and whether used/refurbished TVs are included or explicitly excluded
 - Optional: Product weight in lbs, not including packaging or optional add-on equipment (i.e., detachable stands, sound bars, etc.)

Section 4: Price Proposal

Bidder shall include a price proposal that allows for database access licenses for all data provided. The successful bidder will receive a list of states to receive reports for the upcoming 12 months.

Section 5: Contract Term:

July 1, 2017 – June 30, 2018, renewable for additional one-year periods.

Section 6: Evaluation Process

Bids will be rated through a numerical scoring system with points by an RFP Evaluation Team comprised of ERCC staff and ERCC Voting Members. The awarding of any contract as a result of this RFP will be at the sole discretion of the ERCC. Bids not meeting the mandatory requirements will not be rated. The RFP Evaluation Team reserves the right to award a contract to a bidder other than the bidder receiving the highest score.