



ERCC Request for Proposal

September 5th, 2013

For Multiple State Consumer Awareness and Other Indicator Survey for Electronics Recycling Programs

By the Electronics Recycling Coordination Clearinghouse

DUE DATE: 5 PM EDT, Monday, September 30th

Section 1: Introduction, objective of the Request for Proposal (RFP), and background documents

1.1 Introduction

The Electronics Recycling Coordination Clearinghouse coordinates activities for members from state governments and other stakeholders who are implementing and complying with state electronics recycling laws. There are 25 states with laws on electronics recycling as of 2013, and most are in their second, third or more year of implementation. As the programs mature, many stakeholders are looking to measures of performance that go beyond the current knowledge of pounds collected or number of collection sites. One desired measure of performance is the level of awareness of electronics recycling programs among consumers for whom the services are available. To date, a handful of states and one national organization have measured awareness rates, but none has done so to compare rates among different states.

1.2. Objective of the RFP

The objective of this RFP is to obtain services from a survey research firm/organization that will work with ERCC to develop a survey methodology and questions, carry out a consumer awareness survey, and report results. Through the ERCC, resources will be combined from multiple states, manufacturers, recyclers, and other parties interested in the results in such a manner as to be more cost efficient than for each individual state to pursue separately.

1.3. Background and States Affected

Background documents on the ERCC and the state laws can be found at: www.ecycleclearinghouse.org. However, inclusion on this list does not imply that the state will participate through this joint purchasing

effort coordinated by ERCC. In addition, states may be included in the survey that do not currently have a state law on electronics recycling. The participation of states and other stakeholders will depend on the costs and the value of the expected results as proposed by the bidder.

Section 2. Bid Specifications

2.1. Bid format

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 September 30, 2013**. 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 Electronics Recycling Coordination Clearinghouse (ERCC), any state Member or non-Member to purchase services. 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 non-responsive 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 bidder. Information provided will not be used by any party other than the bid manager and the 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 content or 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 significant inquiries received, and the reply to such inquiries, without revealing the source of such inquiries. Responses 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 (NCER), jlinnell@electronicsrecycling.org. NCER manages the ERCC in cooperation with the Northeast Recycling Council.

2.4. Contracting Entity

The contracting entity for successful bids will be the Electronics Recycling Coordination Clearinghouse (ERCC).

Section 3: Statement of Work

3.1. Topic Areas for The bidder must propose a methodology and questions to generate consumer survey data for multiple states and baseline national results. ERCC desires consumer survey information for the following key topic areas:

- Knowledge of electronics recycling opportunities
- How consumers handle electronics at end of life
- Barriers to recycling used, unwanted electronics
- Knowledge of landfill ban (i.e., illegal for households to dispose of certain electronics in regular trash in 20 states)

Bidder will develop the language for survey questions and methodology (internet, phone, mailing) that would be most appropriate and cost effective for acquiring responses. Sample questions from other state and national surveys are included in Appendix A as a guide.

Bidder will develop a random sample adequate for making statistically valid comparisons among different states.

High level demographic information may be included, but is not mandatory. ERCC prefers to be able to differentiate between urban and rural respondents.

Bidder will deliver a summary of survey results (i.e., frequency tables for each question) and a codebook and clean dataset in excel format. Other analysis of the results will be performed by ERCC, and is not the responsibility of the bidder.

The ERCC places a priority on developing a statistically valid, cost effective survey methodology. It is expected that the survey method will be developed and the results completed within 3 months of contract award. However, bidder may propose an alternate, longer timeframe for final results if the approach would be more cost-effective.

3.2. Background and Experience

Bidder must describe key background and experience with similar state and national consumer surveys.

Section 4: Price Proposal

Bidder shall include a price proposal that allows for multiple state and national survey results. Since the number of states to be surveyed will be contingent on participants, bidders must propose costs for three separate tasks:

1. National baseline, not differentiated by state

2. All fifty states, with individual responses
3. Different numbers of states (i.e. 1-5, 5-10, etc).

If the costs are variable based on the number of questions asked, bidder must propose a cost per question to achieve data for the topic areas noted in section 3.1. For all three separate costs noted above (1-3), bidder must specify the proposed confidence level and margin of error. If the costs are variable based on the confidence level and margin of error, please specify the differences.

Section 5: Evaluation process

Bids will be rated through a numerical scoring system with points by an evaluation team comprised of ERCC staff and ERCC Members, and participating organizations. 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 evaluation team reserves the right to award a contract to a bidder other than the bidder receiving the highest score.