



## Request for Proposal

Digital Commercial Resource Library  
 Content Research and Development  
 May 28th, 2025

Event	Time	Date
RFP issue date	5:00 PM EST	May 28th, 2025
Deadline for bidders to submit questions about this RFP	5:00 PM EST	June 13th, 3025
Proposal deadline	5:00 PM EST	July 11th, 2025
Anticipated contract begin date	N/A	July 28th, 2025
Anticipated contract close date	N/A	October 1st, 2026

### ✓ Organizational Overview

The Michigan Recycling Coalition fosters sustainability by leading, educating, and mobilizing businesses, government, nonprofits, and individuals to advance their own and collective resource use and recovery initiatives in Michigan. Through a Recycling Education & Outreach grant awarded by the U.S Environmental Protection Agency we are working to level up education on sustainable materials management in Michigan, empowering communities with tools they need to grow their education programming and improve their services.

### ✓ Proposal Delivery Instructions and Contact Information

Proposals should be addressed to Katie Fournier and be delivered via email to [kfournier@michiganrecycles.org](mailto:kfournier@michiganrecycles.org) or visit <https://michiganrecycles.org/work-with-us/>

### ✓ Executive Summary

The Michigan Recycling Coalition is developing a digitally-accessible resource library tailored to Michigan’s commercial sector. This library will feature general and sector-specific information that commercial entities across the state can utilize when making recycling decisions. It will include resources, tools, and materials designed to get businesses across the state to engage in recycling best practices and take next steps to increase recycling efforts.

The selected contract partner will help create an informative resource package, which will include general and sector-specific recycling insights, relevant resources and tools to help users

take actionable steps to increase recycling efforts, and a compelling narrative to engage with commercial stakeholders. The goal of this contract is to provide commercial entities with the guidance and motivation needed to start or expand recycling programs, engage employees, and realize potential environmental and financial benefits. A successful partner will bring expertise in commercial recycling practices and an understanding of Michigan’s business landscape, along with the research and content development capacity needed to build a compelling and comprehensive resource package.

**✓ Target Audience**

This library will be available to and created for the commercial sector in Michigan. This includes office buildings, restaurants, university campuses, retail stores, warehouses, and many more. Any commercial entity in Michigan will benefit from this library.

**✓ Project Deliverables and Specifications**

<b>Deliverable</b>	<b>Deliverables Type</b>	<b>Timing</b>	<b>Details</b>
Project Kick Off	Planning	July 28th, 2025	Determine responsibilities between the MRC and contractor. Set progress meetings, due dates, and other logistics.
Develop Narrative and Language	Research, Stakeholder Analysis	July 2025-September 2026	A cohesive narrative will be developed and woven throughout the Commercial Resource Library to ensure the content resonates with its audience. Using language and framing familiar to the commercial sector, the narrative will position the website as a trusted, relevant source for businesses seeking to improve their recycling practices. This narrative will be informed by the contractor's research into the commercial sector and by the MRC's discussions with the commercial network.
Produce Informative Materials	Literature Review, Writing	July 2025-September 2026	Materials for the Commercial Resource Library will be developed based on research into the commercial sector's needs, challenges, and opportunities. This will cover general topics such as the importance of commercial recycling, how to launch a recycling program, the potential benefits of having a program, and strategies for employee engagement, see Project Outputs section for additional details on covered topics. Also featured will be sector-specific materials and information tailored to different industries within the commercial sector. This might include insights on unique waste streams, operational constraints, or best practices relevant to particular business types.

Create Resources and Tools	Research, Tool Development	July 2025-September 2026	The Commercial Resource Library will include a curated collection of relevant resources and tools to support recycling efforts across the commercial sector. These may include fact sheets, toolkits, case studies, videos, and other practical guides that help businesses understand and implement effective recycling strategies.
Launch of Digital Commercial Library	Website Management and Advertising	Oct 2026	In the final phase of this project content and platform design will be reviewed, refined, and launched.

## ✓ Project Outputs

The MRC intends to provide a comprehensive set of resources for commercial entities who wish to set up or enhance recycling options on site. It is not our intent to recreate existing tools and resources but to create a Michigan-based website that addresses commercial sector needs and provides researched guidance, support, and resources – supplemented with specific materials developed by the contractor. The list below is a non-exhaustive list of potential topics and materials that could be included in the commercial resource library. Final deliverables will be determined with the Michigan Recycling Coalition during the planning and development phase.

### 1. Navigation tool(s)

"Where Do I Start" navigation tool to guide users based on sector, need, and/or program experience.

### 2. Informational content, guidance, and links on general commercial recycling best practices on website with accompanying downloadable support materials & resources

- Making the case for recycling
- Understanding the economics of recycling
  - Avoiding waste and waste costs
  - Scaling recycling and materials management services
- Waste audits
- Starting a recycling program
  - Materials - organics & inorganics, complex & multi-layered
  - Contamination
  - Contracting with haulers, brokers
  - Containers & signage
  - Handling, storage & safety
  - Equipment
  - Educating and engaging employees
- Waste reduction and reuse considerations
- Purchasing considerations & guidance, policy
- Product & packaging design

- Hazardous, universal & conditionally exempt small quantity generators
- Data collection and program evaluation
- Promoting your recycling Initiatives
- Monitoring and improving your systems

### **3. Content & insights on waste streams and operational challenges for specific industry sectors on website**

- Warehouses
- Small offices/businesses
- Office buildings
- Airports
- Hospitals/medical offices
- Retail stores/Malls
- Grocery stores
- Hotels
- Restaurants
- Concert/sports facilities
- Multifamily facilities
- Schools & universities
- Light industrial
- Agriculture
- Manufacturing and distribution
- Government offices/facilities

### **4. Other supplemental and downloadable support material & resources**

- Conversion standards
- Employee informational resources and messaging templates
- Sample contracts for service provision
- Waste Audit tools and checklist
- Embedded resources from other sites as available
  - Customizable templates for bin signage
  - Directory of regional-based recycling resources
  - Service providers list
- Case studies of successful commercial recycling initiatives

### **5. Input on topics for supplemental videos**

The resource library will include a series of 10–15 videos, which will be produced and edited under a separate contract managed directly by the MRC. The contractor selected through this RFP will not be responsible for filming or editing these videos. Instead, their role will focus on supporting the strategic development of video content by helping to identify relevant topics, shape content direction, storyboard concepts, and review scripts. These activities will be carried out in close collaboration with MRC to ensure the videos align with the overall goals of the resource library.

## 6. Website hosting & development

The hosting of the Digital Commercial Resource Library content may be approached in several ways. It can be hosted on an MRC-managed website, or you may propose an alternative hosting solution. If you are recommending that the developed content and videos be hosted on a platform not managed by the MRC, please include an addendum to your proposal detailing your proposed hosting method and rationale. It is important to consider and address long-term maintenance and accessibility of the hosted content beyond the duration of the grant funding, to ensure the resource remains available and functional for ongoing use.

### ✓ Project Requirements and Budget

The selected contractor will enter into a formal agreement with the Michigan Recycling Coalition and serve as a subcontractor under a broader EPA-funded initiative. As part of this relationship, the following requirements will apply:

- All activities related to the development of the Commercial Resource Library — including research, educational material development, tools and resources curation — will be documented and reported to the EPA.
- The contractor will be required to provide a detailed breakdown of activities, deliverables, time spent, and associated costs.
- All materials and content developed through this project are the property of the MRC and will be accessible through Michigan Recycling Coalition branded digital vehicles or domains.
- The total budget for the research and development of the content and materials that will be hosted on the Commercial Resource Library is up to \$70,000, depending on project scope and deliverables.

### ✓ Proposal Format

Please include the following components in your proposal:

- **Proposed Approach and Vision:** While MRC has developed an initial outline of potential topics and themes for the Digital Commercial Resource Library, contractors should articulate their creative and strategic vision for the resource. This should include how they would structure and enhance the content, guide development of supporting tools and materials, and contribute to shaping the educational impact of the final product. Contractors are encouraged to demonstrate how their approach aligns with and builds upon the existing content framework.
- **Research Methodology:** A description of how the contractor will assess the needs, opportunities, and challenges facing Michigan's commercial sector, and how those findings will inform the development of resource materials and video content.

- **Budget and Cost Breakdown:** A detailed financial proposal, including line-item costs and any assumptions.
- **Project Experience:** A brief history of the contractor's relevant project performance, particularly for similar contractual work.
- **Roles, Responsibilities, and Timeline:** An overview of team roles, key tasks, and a project timeline.
- **Vendor Questionnaire:** Complete the questionnaire provided on pages 8-10 of this RFP.

### ✓ **Contract Terms and Conditions**

The selected contractor will enter into an agreement with the Michigan Recycling Coalition that includes the following terms:

- **Compliance with Laws:** Contractor must comply with all applicable federal, state, and local regulations.
- **Termination Clause:** MRC reserves the right to terminate the contract with 30 days' written notice for any reason, including non-performance.
- **Payment Terms:** Payments will be made upon submission and approval of invoices, at scheduled intervals over the course of the project duration.

### ✓ **Selection Criteria**

Proposals will be evaluated based on the following criteria:

#### **1. Qualifications and Relevant Experience (30%)**

- Demonstrated expertise in commercial recycling, resource development, or related fields.
- Proven track record of developing informational tools, content, or campaigns for similar audiences or sectors.
- Qualifications and roles of key team members, including their experience in content strategy, research, and stakeholder engagement.

#### **2. Approach, Vision, and Methodology (25%)**

- Clarity and creativity of the proposed vision for enhancing and building upon the pre-established topic framework.
- Strength and feasibility of the research methodology to assess sector needs, opportunities, and challenges.
- Innovation, relevance, and potential effectiveness of proposed content structure, informational resources, and supporting tools.

#### **3. Budget and Cost-Effectiveness (20%)**

- Clear, itemized budget with a strong correlation between costs, deliverables, and project goals.
- Justification of cost estimates, demonstrating efficient and strategic use of resources.

- Realistic budgeting that reflects the scope of work and long-term sustainability considerations.

#### **4. References and Performance History (25%)**

- Strong references from clients or partners on similar projects.
- Demonstrated ability to deliver high-quality work on time and within budget.
- Evidence of successful collaboration with clients or stakeholders to co-develop informational content or tools.

#### **✓ Anti-Discrimination Policy**

The Michigan Recycling Coalition does not and shall not discriminate on the basis of race, color, religion, gender, gender expression, age, national origin, disability, marital status, sexual orientation, or military status, in any of its activities or operations. We are committed to providing an inclusive and welcoming environment for all members of our staff, clients, volunteers, subcontractors, vendors, and clients. We strongly encourage women and minority-owned businesses to apply.

## VENDOR QUESTIONS WORKSHEET

Provide a detailed response to each question. "You" and "company" refers to the bidder.

Information Sought	Bidder Response
<b>1. Contact Information</b>	
Bidder's sole contact person during the RFP process. Include name, title, email, and phone number.	
Person authorized to receive and sign a resulting contract. Include name, title, email, phone number.	
<b>2. Company Background Information</b>	
Legal business name and address. Include business entity designation, e.g., sole proprietor, Inc., LLC, or LLP.	
What state was the company formed in?	
Phone number	
Website address	
Number of years in business and number of employees	
Legal business name and address of parent company, if any	
Has bidder ever been debarred, suspended, or disqualified from bidding or contracting with any entity? If yes, provide the date, the entity, and details about the situation.	
Within the last 5 years, has your company or any of its related business entities defaulted on a contract or had a contract terminated for cause? If yes, provide the date, contracting entity, type of contract, and details about the termination or default.	
<b>3. Prior Experience</b>	
Describe at least 3 relevant experiences from the last 5 years supporting your ability to successfully manage a contract of similar size and scope for the work described in this RFP.	
<b>Experience 1</b>	
Company name Contact name Contact phone Contact email	
City State Zip	



<p>1. Project name and description of the scope of the project</p> <p>2. What role did your company play?</p> <p>3. How is this project experience relevant to the subject of this RFP?</p>	
Dollar value	
Start and end date (mm/yy – mm/yy)	
Status (completed, live, other – specify phase)	
Results obtained	
<b>Experience 2</b>	
<p>Company name</p> <p>Contact name</p> <p>Contact phone</p> <p>Contact email</p>	
<p>City</p> <p>State</p> <p>Zip</p>	
<p>1. Project name and description of the scope of the project</p> <p>2. What role did your company play?</p> <p>3. How is this project experience relevant to the subject of this RFP?</p>	
Dollar value	
Start and end date (mm/yy – mm/yy)	
Status (completed, live, other – specify phase)	
Results obtained	
<b>Experience 3</b>	
<p>Company name</p> <p>Contact name</p> <p>Contact phone</p> <p>Contact email</p>	
<p>City</p> <p>State</p> <p>Zip</p>	

<p>1. Project name and description of the scope of the project</p> <p>2. What role did your company play?</p> <p>3. How is this project experience relevant to the subject of this RFP?</p>	
Dollar value	
Start and end date (mm/yy – mm/yy)	
Status (completed, live, other – specify phase)	
Results obtained	