



Request for Proposals

Outreach and Education Toolkit

May 2, 2025

Event	Time	Date
RFP issue date	5:00 p.m. Eastern	5/2/2025
Deadline for bidders to submit questions about this RFP	5:00 p.m. Eastern	5/19/2025
Proposal deadline	5:00 p.m. Eastern	6/02/2025
Anticipated notice of award	N/A	6/07/2025 - 6/15/2025
Anticipated contract begin date	N/A	6/15/2025 - 7/01/2025
Anticipated contract closing date	N/A	12/01/2025

✓ Organizational Overview

The Michigan Recycling Coalition (MRC) 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 to the MRC by the Region 5 U.S. Environmental Protection Agency, the MRC will work to level up education and outreach around sustainable materials management in Michigan, empowering communities with tools they need to enhance local education programming to grow informed participation and strengthen local programs.

✓ Proposal Delivery Instructions and Contact Information

Proposals should be addressed to Katie Fournier and be delivered via email to kfournier@michiganrecycles.org. Or visit <https://michiganrecycles.org/work-with-us/>

✓ Executive Summary

Education is the cornerstone of meaningful recycling behavior. However, information and educational content in the media and on websites, education materials, and marketing programs vary so greatly across communities that it can further confuse the recycling and composting process for the consumer. Additionally, many communities across the state do not have the budget or the capacity to build an education program that can motivate positive behavior change that allows materials managers to maximize the diversion of materials from Michigan homes for recycling, composting, and reuse. The Michigan Recycling Coalition is now focused on meeting the need for expanded education on recycling and composting programs and participation in Michigan.

The Michigan Recycling Coalition (MRC) is soliciting proposals from contractors to assist in developing a Recycling and Composting Education Toolkit to meet these needs. This resource will be primarily hosted on the MRC website and will allow communities to tailor educational messaging and information with developed tools and resources that can be deployed based on community size, culture, and level of experience with recycling. The primary goal of this toolkit will be to equip its users with the resources needed to educate residents on how to effectively participate in local recycling and composting programs, with some focus on waste reduction and prevention as well as repair and reuse.

Developed tools and resources will be created to foster a wide variety of outcomes, including but not limited to increased program participation and reduced contamination in local recycling and composting programs. The MRC is seeking a contractor for the following activities:

1. Content Development Support

- Research and draft educational content for recycling, composting, waste reduction, repair, and reuse.
- Develop consistent, easy-to-understand messaging that can be adapted for different community needs (size, demographics, experience levels).
- Create templates for common outreach materials (brochures, social media posts, presentations, newsletters, signage).
- Plan and execute video content including scripts and visual content. (All videography and video editing will be contracted separately.)

2. Toolkit Design and Development

- Assist in the design planning including *layout and user experience* of the toolkit with the goal of creating outputs that are easy for communities to navigate and customize. *Note: MRC will primarily build and design web-based toolkit elements through existing web properties.*
- Develop communication and outreach frameworks that communities can easily adapt and use to plan and execute impactful education. (See Project Outputs section for examples.)
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3. Project Management and Collaboration

- Coordinate regular updates with MRC staff.
- Manage timelines, drafts, review cycles, and integration of feedback. Contractor will propose an internal timeline ensuring draft toolkit sections are delivered monthly for MRC review.
- Document the process for future updates or expansions of the toolkit.

✓ Project Outputs

1. Navigation Tool

- "Where Do I Start" navigation tool to guide users based on community type and program experience.

2. Custom Landing Pages

- Customized community/nonprofit landing pages including:
 - Best Practices Checklist
 - Downloadable Templates
 - Sample Program Timelines
 - Sample Messaging Examples
 - Organics resource links
 - Special Materials resource links
 - Challenges/solutions linked to TRP toolkits
 - Funding Mechanisms

3. Special Materials and Topics Pages

- Custom landing pages for special material topics (for example: batteries, textiles, HHW, etc.) each including:
 - Short overview

- Printable/downloadable one-pagers (including translations)
- Downloadable 3-minute educational videos

4. Downloadable Customizable Marketing Materials

- Mailer template
- Door hanger template
- Fridge magnet template
- Newsletter template
- Social media plan
- Recycling guide (municipal)
- Advertising templates (ex: Fix-It Day flyer)
- Reduction and reuse guide (short brochure)

5. Self-Marketing Guide

- Guide on importance of standard language + spreadsheet of terms
- Sample program timelines
- Website development tips
- Downloadable photo library of recyclable/compostable materials
- Case studies and evidence-based messaging samples
- Standard materials list with complication notes

6. Organics Education Pages

- Landing pages for different organics access levels (backyard, opt-in, drop-off, pick-up), each with:
 - Best practices checklist
 - Photo library
 - Sample program timelines
 - Welcome kit templates
 - Compostable packaging 1-pager
 - Anti-contamination education (video/1-pager)
 - Sample messaging templates

7. Program Development Pages

- Landing pages for program topics (funding, planning, curbside, drop-off, organics, HHW), each including:
 - Short overview
 - Printable/downloadable one-pagers (including translations)
 - Downloadable 3-minute videos

NOTE: Project outputs may be refined as the scope of work is further developed in collaboration with the selected contractor. Final deliverables will be determined jointly with the Michigan Recycling Coalition during the planning phase.

✓ Target Audience

These resources will be available at no charge to municipal government employees, nonprofits, businesses, and other professionals across the Michigan materials management industry.

✓ Project Deliverables and Specifications

Deliverable	Timing	Details
1: Toolkit Research and Development		<p>Development of a user-friendly online navigation tool and customizable landing pages tailored to different community types and experience levels.</p> <p>Includes best practices, templates, timelines, messaging samples, funding resources, and links to related toolkits.</p>
2: Special Materials and Organics Education		<p>Creation of topic-specific education modules (e.g., batteries, HHW, textiles, backyard composting) featuring:</p> <ul style="list-style-type: none"> • Printable and translated one-pagers • 3-minute sharable educational videos • Downloadable graphics and templates
3: Customizable Marketing and Outreach Materials		<p>A full suite of downloadable, customizable marketing assets for communities (e.g., mailers, fridge magnets, newsletters, flyers, social media plans, photo libraries).</p>

4: Self-Marketing and Messaging Guide		<p>A toolkit component offering:</p> <ul style="list-style-type: none"> • Standardized language guidance • Sample communication timelines • Tips for building a recycling/composting web presence • Case studies and evidence-based messaging strategies for Michigan communities

All project components should be complete and delivered by Nov. 30th. 2025.

✓ Project Requirements

The selected candidate/contractor will enter a contractual agreement with the Michigan Recycling Coalition. Activities related to the delivery of educational materials will be reported to the EPA. As a subcontractor, a breakdown of activities, deliverables, time spent, and exact pricing for personnel, content creation, and any other toolkit related expenses will need to be accounted for in writing. All digital resources must meet basic digital accessibility standards (e.g., screen reader compatibility, use of plain language).

MRC will provide core subject matter expertise, review, and final approval. The contractor will lead content drafting, design, and usability.

✓ Budget Details

- Contractors must submit detailed invoices with documentation for reimbursement.
- Payments will be made upon the completion of each deliverable as outlined in the RFP.

Deliverable	Maximum Budget
Total	\$50,000

✓ Proposal Format

Please include in your RFP:

- Summary of Approach & Methodology
- Detailed Work Plan & Timeline
- Budget Breakdown by Deliverable
- Completed Vendor Questionnaire

✓ **Evaluation Criteria**

Proposals will be evaluated based on the following criteria:

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

- Demonstrated expertise in materials management training or related fields.
- Relevant prior experience and project outcomes.
- Qualifications of the proposed team.

2. **Approach and Methodology (25%)**

- Detailed training plan aligning with the goals of the RFP.
- Innovation and effectiveness of proposed training materials and methods.

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

- Clear, detailed budget breakdown for each deliverable.
- Justification for proposed costs.

4. **References and Past Performance (25%)**

- Positive feedback from similar projects.
- Demonstrated ability to meet deadlines and stay within budget.

✓ **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, based on deliverables completed.
- **Reporting:** Pursuant to EPA reporting requirements the contractor will be required to submit written reports outlining progress on grant activities and any measurable outcomes resulting from grant activities.

✓ 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 QUESTIONNAIRE

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

Information Sought	Bidder Response
1. Contact Information	
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.	
2. Company Background Information	
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.	
3. Prior Experience	
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.	

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

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