

## Outreach and Education Toolkit RFP Questions and Answers

### General

1. **Is the contract closing date hard or negotiable? Are there other REO grant or MRC activities that depend on certain deliverables being ready by certain dates?**

The target milestone for completion of the toolkit is firm; however, should additional time be required, the contractor may submit a formal request for a timeline extension in the form of a letter of intent. Please note that while timeline adjustments may be considered, the overall project budget will remain fixed and is not subject to change.

The MRC will be doing direct outreach to up to 50 communities in 2026-2027 to work with them on the use and application of this toolkit, as such, extension of timeline will need to be considered carefully to allow time to complete this outreach effort.

2. **How many languages does the MRC anticipate needing translation services for? Which languages do you plan to include for translation services?**

While the MRC will procure translation services separately from this contract, we anticipate a potential 2-5 translations including some of the most common languages spoken within the state: Spanish, Arabic, German, Chinese, and French.

3. **In the REO overview of the MRC grant award, disadvantaged and rural communities were explicitly mentioned. How does MRC anticipate supporting or targeting these groups for the educational materials created for this toolkit?**

The MRC will be doing outreach to communities that meet certain burden thresholds to provide individualized consultation and provide an overview on the use and application of this toolkit.

4. **Does MRC have reference or example toolkits you envision as a model for this project, or specific Michigan communities you plan to include?**

While we do not have previously modelled plans for this toolkit from any other toolkits, we do envision drawing some information and inspiration from resources like the EPA Recycling Program Toolkit and the Northeast Resource Recovery Association.

***The MRC recognizes the need to not reinvent the wheel, we are seeking to fill gaps and adapt existing information for Michigan audiences as needed.***

5. **Does the MRC anticipate focusing any of this toolkit on the business community in addition to the community and nonprofit groups?**

The MRC will be releasing a separate RFP geared towards resources and education tools for Commercial sector businesses.

### Project Management

1. **Project Management Section - Who will review outputs and how long will they have to complete their reviews and return feedback?**

A member of the MRC staff or the Recycling Education and Outreach team as a whole will review content and provide any accompanying feedback within 1-2 weeks of deliverable submission. A period of two weeks will be allotted to respond to comments or changes, time permitting.

**2. Does MRC expect weekly, biweekly, monthly or some other interval for check-ins with progress updates on each draft toolkit section/deliverable?**

The frequency of check-ins will be determined in collaboration with the selected contractor and may be adjusted based on project needs and workflow. At minimum check-ins will be expected on a monthly basis but may increase to biweekly as needed.

## Outputs

**1. Clarifying the role of the contractor in completing output deliverables RE: extent to which the contractor would be responsible for content creation, layout/design, and provision of final files/templates**

For all RFP outputs, the contractor will be responsible for developing and delivering final content and materials, with strategic input and guidance from MRC staff on design and function. While MRC will help shape content direction, the contractor will lead execution. The MRC will ultimately program, code, and execute on the collaborative vision of the web-based tools, populating webpages with developed content. Further details on roles and responsibilities will be finalized through ongoing planning meetings.

**2. The RFP mentions expanded community and nonprofit landing pages. How much of the toolkit's content does MRC anticipate focusing on community/residential needs vs. nonprofit needs? (for example: 60% of the toolkit on residents, 40% on nonprofit needs)**

The toolkit will be primarily geared towards municipalities in the pursuit of educating residents, 90-95%, with 5-10% addressing Nonprofit education.

**3. What are examples that the MRC would like to see inform the development of communication and outreach frameworks for communities to adapt and use to plan education efforts?**

Community Based Social Marketing, The Recycling Partnership's educational approach, and others can be considered frameworks for the development of communication and outreach.

**4. The Toolkit is to be structured so that users can enter information about their community and program (for example size, culture, and experience with recycling) in a "Where Do I Start" tool and they will be guided to the content that best fits their situation, correct? IF SO, Is the navigation tool meant to lead them to education planning and timelines based on their size, resources and experience level or more than that?**

These webpages are meant to deliver recommendations, timelines, collateral, short plans based on community size and experience. Providing an intuitive way for

communities of all categories and sizes to navigate the site to find content that works for them is the goal here.

5. **Has the MRC or its web partner chosen an online mechanism for this tool (app/structure of web elements/database)? If so, can you provide examples of it in use for prospective Contractors to explore?**

The MRC will be incorporating the developed design and inputting content within a Wordpress site. It may not be relevant to explore the use and application of this software because the MRC will be solely responsible for final implementation of the tool on webpages.

6. **Regarding the downloadable, customizable templates, does the MRC have a platform in mind? For example, Adobe InDesign, Canva, PowerPoint?**

We do not have a specific platform in mind at this time although the priority will be formatting for downloadable content that is easily accessible for the widest variety of audiences.

7. **On the list of Downloadable Customizable Marketing Materials are the social media items to be plan templates or customizable templates for core, common posts for example addressing Day-to-Day recycling: thank you for recycling, common contaminants, etc.**

While the exact topics for the toolkit have not yet been finalized, we encourage you to include recommendations in your proposal for consideration.

8. **Are standard materials those nearly universally collected by residential recycling programs in Michigan (say corrugated cardboard; office paper; newspaper; plastic bottles, jugs and jars; steel cans; aluminum cans and foil)?** Yes. Although as identified in the RFP other special materials will be addressed with their own materials.

9. **Are complication notes observations about any complexities of conveying the information residents need about each material?** Right, this simply denotes any relevant intricacies of standard materials recycling for example, paper may be placed in curbside carts given it is not contaminated with food residues.

10. **Are program development pages to be landing pages, one-pagers, and videos addressing Education program development for recycling (curbside, drop-off, super drop-off, collection events), composting (home, drop-off, curbside), and to a lesser degree waste reduction and reuse? OR common program development topics, like program design resources (NextCycle, TRP, consultants, MRC Conference sessions, colleagues around the state), initial funding, piloting, troubleshooting, ongoing funding, scaling OR something else?**

The program development pages will likely be a combination of both categories described, with an emphasis on special topics that support Materials Management Planning (MMP) committees. While the primary focus of the toolkit is to provide

information and resources for residential education, program development topics, such as design considerations, funding, piloting, and scaling, will be addressed to the extent that they intersect with and support effective public education. These pages are intended to offer practical guidance, curated resources, and context to help MMP committees and local stakeholders strengthen their outreach and engagement strategies.

**11. Re: Translation**

The MRC will contract directly for translation services for specified items outside of this contract.

**12. MRC's site is built via WordPress, correct? Yes.**

**13. Under "3. Special Materials and Topics Pages", bullet 1, how many special materials topics are expected? Or, should I just provide a maximum in my proposal?**

We have not determined a maximum for these topics. We envision a potential 8-15 which may include the following but is not limited to:

- Batteries
- Christmas Lights
- Electronics
- HHW (or Chemicals)
- Polystyrene (PS) Foam
- Textiles
- Reuse and Repair
- Plastic Bags
- Shredded Paper
- Film
- Tires
- Paint
- Scrap Metal
- Cooking Oil

**14. Re: Downloadable photo library**

We expect this will be purchased from existing resources. The contractor is not expected to include any photographing of materials with their proposal. While there is not a maximum for items expected within this library we do not expect items to exceed 70 images.

**15. Case studies and evidence-based messaging samples- Is the contractor expected to research, develop, and create these, or are they being pulled from an existing asset? What is the maximum number of case studies and evidence-based messaging examples expected for the library? Or, should I just provide a maximum in my proposal?**

In regards to case studies and evidence-based messaging samples, the MRC will be working to develop this content from future project assets that are not the responsibility of the contractor to research and develop. Exact number of case studies and sets of evidence-based messaging will model different community sizes and types such as rural, subrural, urban etc. and include 4-6 examples.

## Video

1. **Will MRC choose, hire, manage, and communicate with the video vendor on their own? Yes.**
2. **Will the Contractor's role be limited to preparing the scripts and visual content, or will the Contractor work with the separately-contracted videographer to produce the videos?**

The MRC will be more directly involved with working with the videographer to produce videos. However, the contractor will play a key role in developing content and creatively shaping the vision for the videos in collaboration with MRC staff. This will likely include drafting scripts, outlining visual concepts, and participating in meetings with the separately contracted video production team to communicate the intended goals, messaging, and overall direction. While the contractor will not be responsible for technical production, their input will be essential in ensuring the final videos align with the project's objectives.

3. **In the Executive Summary, item 1. Content Development Support, it states "Plan and execute video content including scripts and visual content. (All videography and video editing will be contracted separately.)" Then Project Outputs, items 3. Special Materials and Topics Pages and 7. Program Development Pages, the deliverables include "Downloadable 3-minute videos" Could you please clarify if the contractor is responsible for creating the scripts and recommended visual content only, or if the contractor will be responsible for creating multiple downloadable videos?**

The contractor is responsible for creating the scripts and recommended visual content with guidance from MRC staff. All video production and editing will be contracted separately.

4. **Under "1. Content Development Support," bullet three > in reference to "plan and execute video content" Given that videography and editing will be contracted separately, is this delineation of responsibilities between the contractor for this RFP and the contractor for video work correct?**

■ **Contractor for this RFP: Plan content, write scripts, provide visual direction (with storyboards or keyframes where applicable), provide art direction, provide graphic direction and elements, attend some/all filming, and review drafts from video vendor**

■ **Video contractor: All other video-related services not listed above, including props; location scouting and procurement; craft services; talent; exporting of final**

**files to applicable file types, sizes, and lengths; scheduling (shoots, production, and edits); and other similar tasks**

Yes, that delineation of responsibilities is generally accurate, with a few exceptions. The MRC will assume responsibility for certain aspects of location and talent procurement, particularly in cases where access to specialized facilities—such as Materials Recovery Facilities (MRFs)—is required, or when securing expert testimony from industry professionals on specific subject matter. The MRC also retains a graphic designer as a subcontractor that may assist in the development of graphic elements. These contributions will be coordinated in collaboration with both the content development contractor and the video production vendor to ensure alignment with the project's creative vision and logistical needs.

### Terms and Conditions and Budget

**1. If the MRC terminates the contract will payment be made for all reviewed and approved deliverables?**

Invoices will be paid regularly for work completed. In the case of termination of contract though unlikely, the MRC will ensure the satisfaction of invoices for work completed but not for work yet to be completed.

**2. Will the contract also allow the Contractor to terminate the contract with 30 days' written notice?**

Yes, the contract will include a provision allowing the contractor to terminate the agreement with 30 days' written notice. That said, MRC's strong preference is to foster a collaborative and solutions-oriented working relationship. In the event that challenges or concerns arise, we are committed to open communication and will make every reasonable effort to address and resolve issues before either party considers termination.

**3. RE: REPORTING- Are the written reports required by the EPA to accompany invoices? Or are they on a schedule? If the latter, what is the schedule?**

This requirement is not for a formal report, but rather for a brief written summary outlining the work completed during the billing period. These summaries should detail billable hours and describe any corresponding outputs or deliverables produced as part of the contracted work. They are to be included with each invoice, which will be submitted to MRC at the agreed-upon scheduled intervals.

**4. Are there explicit EPA restrictions on allowable project expenses that the selected Contractor should be aware of?**

This project is subject to allowability under EPA UGG as follows: 'Some examples of costs which are allowable include: accounting, budgeting, communications, direct salaries, fringe benefits, equipment, supplies, and allocable indirect costs, as long as these costs are necessary and reasonable. Examples of unallowable costs include:

alcohol, entertainment costs, legislative expenses, bad debts and contingencies, and food.

**5. Is there a chance that this grant will be defunded before work begins or while work is in progress?**

While there was a brief pause in January of 2025 as the U.S. Environmental Protection Agency (EPA) reviewed new executive orders and priorities, this was a temporary measure. Program functions resumed shortly thereafter, and since then, new grant opportunities have been released—indicating continued federal support for these initiatives that have been funded and approved by Congress.

We have been assured that our funding is secure, and we do not anticipate any cancellation of contracts related to this project. The MRC remains committed to fulfilling the scope of work and is prepared to respond to any new directives provided by the EPA should changes arise. At this time, we are confident in the stability of this grant and its ability to support the successful completion of the Outreach and Education Toolkit.

**6. If the project is de-funded will work-to-date for the selected contractor go unpaid?**

Invoices will be paid regularly for work completed. In the case of termination of contract though unlikely, the MRC will ensure the satisfaction of invoices for work completed.

**7. The RFP states “Payments will be made upon completion of each “deliverable” as outlined in the RFP.” As written in the RFP, “Deliverables” are components of the project (unlike “Activities” or “Outputs” as outlined in other sections). The project isn’t phased — essentially, this could result in no “deliverables” being technically complete until the entire project is complete.**

This statement was made in error. Invoices will be submitted and payments will be completed by the MRC at regular intervals detailing work completed and documenting progress on deliverables. These payment periods will be finalized when the contract is put into place.