



Magic Carpet Ride:

**The Massachusetts
Carpet Contract
Purchasing Experience**

CARE's 3rd Annual Conference

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Overview



- EPP Purchasing Program
- Purchasing Approach
- MA Carpet Contract
- Next steps



EPP Program:

- **Partnership between environmental and purchasing agencies since 1994**
- **State recycled / EPP purchases increased from \$2.8 in FY92 to \$140 million in FY04**
- **Contracts include environmental specifications: recycled content, energy efficiency, toxics use reduction, water conservation and waste prevention**
- **Outreach: Annual vendor conference, conducts workshops, helps other states, and maintains a website**

Focus: Why Carpet?

● State Policy:

- State Sustainability E.O. requirements
- Carpet disposal ban “when, not if”
- Fulfill responsibilities as an MOU signatory

● Market:

- Recycling costs competitive with disposal
- Private disposal facilities balking at carpet
 - WTE: BTUs too high
 - Landfills: Difficult to manage: bulky



#FAC25 Carpet Contract Approach



● Research

- Examined other state's procurement efforts
- Reviewed carpet industry/third party data
- Checked federal guidelines (EPA's CPGs and FTC)

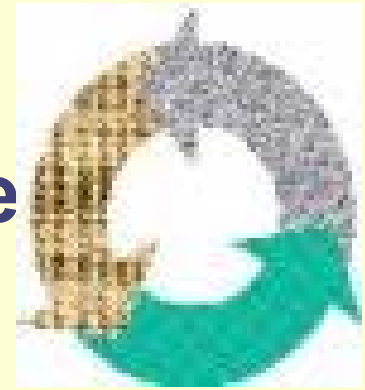
● Process

- Prior to bid – input from carpet manufacturers
- Based bid criteria on this direct feedback

● Strategy

- Allowed for flexibility in meeting specifications
- Award made to manufacturers - not local vendors

MA Carpet Contract: Post-Consumer Recycled Conte



- **Must contain highest %**
- **Modular Tile = 10%**
- **Broadloom = 10% (Goal:15%)**
- **FTC Guidelines**
- **Option for Reusable / Reclaimed**

MA Carpet Contract: Recycling Requirements



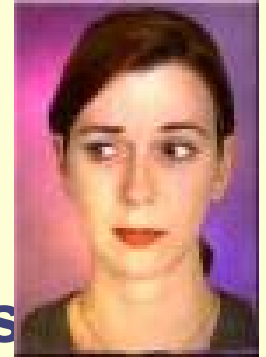
- Provide a carpet recycling program
- Sign partnership agreement with each vendor
- Certify no carpet will be land-filled or WTE
- Review periodically with vendors to ensure compliance
- Recycling into any product is acceptable

MA Carpet Contract: What's Working Well?



- Specifications for recycled content (mostly)
- Manufacturers can add or delete vendors
- Other states *may* want to follow this model, if successful

Challenges to MA Contract Success: Product



● Recycled Content

- **Customer concern/perception of less performance**
- **Customer education needed on EPP issues and product quality and best use application**

Challenges to MA Contract Success: Disconnect on Recycling



Programs

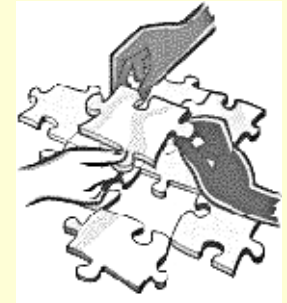
- Manufacturers – “programs are in place”
- Vendors – “infrastructure not available locally”



Cost

- Manufacturers – “recycling cost competitive”
- Vendors - “can’t sell it to customers – too costly”

Remedial Measures: Recycling



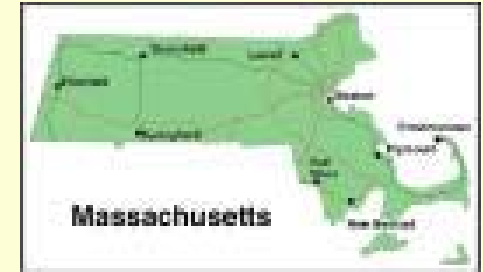
- **Fall 2003: OSD researches local recycling and carpet reuse options and negotiates competitive pricing for use by FAC25 contractors**
- **Fall 2003: OSD hosts meeting of manufacturers and vendors to brainstorm issues and solutions and present local recycling options**
- **Spring 2004: OSD sends letter to awarded manufacturers requesting funding assistance and/or education materials, reiterates issues at CARE meeting**

What's Still Not Working



- **Recorded carpet sales are low**
- **Recycled content:**
 - **Not meeting 15% goal for broadloom**
 - **Need more offerings!**
- **Recycling:**
 - **2 of 11 Manufacturers comply with recycling requirements**
 - **Reports are incomplete**
 - **Manufacturer to vendor communication unclear regarding recycling requirements**

What MA needs from industry...



● Compliance with MA contract

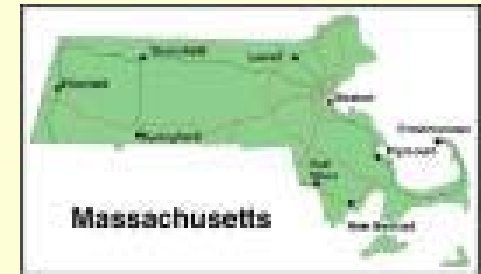
● Products:

- FTC guidelines

- Recycled content:

- Not meeting 15% goal for broadloom--Need more offerings!

What MA needs from industry...



Recycling

● Education from manufacturers to their vendors:

- Require recycling
- How to recycle
- Consistent representation to customers in job quotes

● Educational materials for customers:

- Environmental and economic benefits of recycling



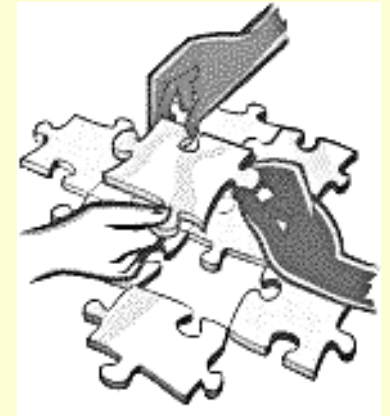
QUESTIONS?

- **John Blue, CIWMB**
- **Phil Bailey, Sustainability**
- **Julie Rosenbach, U.S. EPA**
- **Steve Long, MA DEP**

Getting to YES: Moving Forward

● CARE Focus:

- Increase state purchase of carpet and products made from post-consumer carpet
- TODAY: Brainstorm ideas, roles, responsibilities

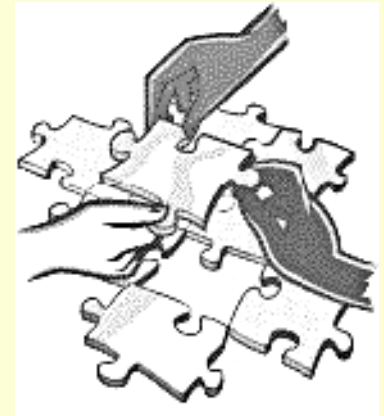


Challenges/Barriers



- Purchasing is NOT a silver bullet, but one arrow in the quiver!
- Very few EPP programs
 - Even w/in: No more “best value” and fewer vendors
- Staff:
 - Reduced numbers and resources
 - Products divided up
 - Insulated from outside influence
- Timing:
 - Contracts cyclical -- multi-year

Suggestions--Process:



● Process models

- National efforts: electronics, cleaning products

● Target Products

- Potential purchasing volume
- Amount of *post-consumer* carpet used

● Select States

- Existing EPP programs
- Large volume purchasers

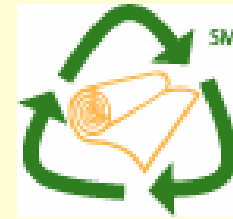
● Your ideas! What Else? How Get Done?

Potential Roles for Government



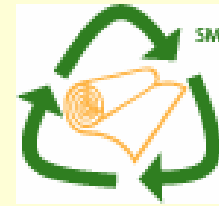
- **Multi-state approaches**
 - Writing specs (MOU states done 2002)
 - Cooperative/joint purchasing (2-3 year timeline)
- **Provide education/information (already exists!)**
 - How contracting works
 - Contact information
 - Notice on upcoming bidding opportunities
- **Your Ideas!**
 - What Else?
 - How Get Done?

Potential Roles for CARE



- **Clearinghouse: Provide information for entrepreneurs**
 - **Federal and State contracts: process and timing**
 - **Networking Opportunities: purchasing conferences**
 - **Entrepreneurs**
 - **Maintain Database**

Potential Roles for CARE



- **Provide Education and Networking**
 - **Entrepreneurs Conference**
 - **Training on state contracts**
- **Provide consultant to work with states on specs and promotion**
- **Your Ideas**
 - **What Else?**
 - **How Get Done?**