

Department of Resources Recycling and Recovery
SCOPE OF WORK
Tire Market Analysis and Support Contract

I. INTRODUCTION/OBJECTIVES

The Tire Market Analysis and Support (TMAS) contract is designed to:

- 1) provide an annual in-depth analysis of the waste tire market in California;
- 2) conduct technical outreach and education targeted at stakeholders in a position to specify and/or procure Tire-Derived Products (TDPs); and
- 3) provide industry-specific assistance with CalRecycle Tire Conferences

Through this contract, the Contractor shall assist CalRecycle staff to identify and fill gaps in tire market data and identify and overcome barriers that are preventing the expansion of markets for Tire-Derived Products.

II. WORK TO BE PERFORMED

The Contractor is responsible for developing technical resources, conducting research, and performing focused outreach activities that will help strengthen tire markets and support CalRecycle's tire market development programs. The Contractor shall perform the following tasks:

Task 1. Conduct an Annual Tire Market Analysis and Prepare an Annual Tire Market Analysis Report.

Task 2. Provide focused outreach activities to support California tire industry stakeholders.

Task 3. Develop, coordinate and participate in California tire conferences.

Task 4. Reporting.

III. TASKS IDENTIFIED

Task 1: Conduct an Annual Tire Market Analysis and Prepare an Annual Tire Market Analysis Report

A. Prepare three annual tire market analysis reports. In order to prepare each report the Contractor shall perform the following tasks:

- i) Conduct an annual market survey. The survey must gather information, including but not limited to, capacity, throughput, types and amounts of input (by specification) and outputs (by product type), types of customers, market drivers, barriers, and opportunities for market expansion.

ii) Analyze and summarize trends for each tire market segment. This shall include annual updates regarding opportunities and market development mechanisms to address barriers;

iii) Provide information on the current supply of waste tires, the market demand for waste tires, processing capacity, including recent and expected expansions or contractions in general processing, and ground rubber (i.e., crumb rubber and tire nuggets/mulch) production capacity, TDP production capacity, market impacts of tire imports and exports, overall market demand for tires, the waste tire diversion and recycling rate; and

iv) Identify regional and statewide infrastructure needs. Determine what the actual operating capacity is versus the permitted capacity and identify the reasons why some companies are not operating at permitted capacity (e.g., operation down time due to repairs on old equipment, etc.), and what is needed to operate at capacity;

B. Prepare an annual report for CalRecycle that includes all of the market analysis research and findings.

C. Prepare and present annually a summary of the findings from the market analysis conducted at a public meeting.

D. Update the market survey and analysis guidance document annually based upon lessons learned in conducting the market surveys and performing the analyses. The guidance document was initially prepared under the prior Tire Outreach and Market Analysis (TOMA) and Tire Business Assistance Program (TBAP) contracts and contains protocols and templates for performing the market surveys and analyses in future years.

E. Utilize the market analysis, other necessary research, and the ongoing feedback and communication from stakeholders to make recommendations regarding additional market development activities to address TDP performance, health and environmental impacts, regional supply and demand barriers, and suggest a strategy for improving and expanding markets for TDPs or other market segments.

Task 2: Provide Focused Technical Outreach to Promote Awareness of Tire Products

In coordination with CalRecycle, the Contractor shall perform the following tasks:

A. Identify federal, state, and local agencies, such as public works departments; public and private colleges, universities, school districts; major corporations, retailers, and other private entities that are in a position to procure TDPs and/or have the authority to specify them in future projects. Entities may include construction developers, building designers and specification writers, remodelers and home improvement contractors,

fast food restaurants with playgrounds, Caltrans, Department of General Services, Department of Parks and Recreation, the California State University system, and architects. In determining what entities to target, quantify procurement opportunities to help tailor outreach to maximize the potential growth of markets for TDPs that could occur as a result of the outreach. Create and implement a detailed plan for targeted technical education and outreach to the entities identified in this task. Note: This does not include a focus on Tire-Derived Aggregate/Rubberized Asphalt Concrete, which is being promoted through other projects.

B. Compile cost and performance data on targeted TDPs and identify new TDPs with a high potential for successful market entry.

C. Identify the uses and benefits of TDPs including suitable applications for the given type of TDP and comparisons to competing products that are not made from waste tires. Highlight key cost and performance data, including lifecycle costs and benefits.

D. Compile and/or develop education, marketing, and technical specification materials for TDP's to use in outreach and marketing activities.

E. Coordinate closely with the CalRecycle Contract Manager to ensure that CalRecycle staff has the latest information, data, and resources for promotion, outreach, education, and training activities.

F. Provide qualitative and quantitative measurements of the results of the technical education, outreach, and marketing and the resulting sales of TDPs. Track and report any identifiable TDPs procurement actions of targeted audiences.

Task 3: Develop, coordinate, and participate in the California Tire Conferences

In coordination with CalRecycle, the Contractor shall assist with specialized tasks that must be performed in support of two state tire conferences and preparation of a third state tire conference including:

A. Solicit stakeholder input on topics that will be the subject of the conferences,

B. Develop educational priorities and plans for achieving them,

C. Organize conference sessions,

D. Identify and secure potential presenters, attend and participate/present at the conferences.

Task 4: Reporting

- A. The Contractor shall provide three Annual Tire Market Analysis Reports to CalRecycle summarizing the results of the tire market analysis research.
- B. All documents and or reports drafted for publication by or for CalRecycle in accordance with this Contract shall adhere to CalRecycle's Contractor Publications Guide at <https://www.calrecycle.ca.gov/Contracts/PubGuide/> and must be reviewed by a technical editor of the Contractor's choice to assure that the reports comply with CalRecycle's Guidelines, after which they shall be submitted to and reviewed by the Contract Manager in consultation with the CalRecycle editor.

IV. CONTRACT/TASK TIME FRAME

The timeframe below reflects the task/time frame of the contract from date of award:

Task	Deliverable(s)	Due Date
Task 1: Annual Tire Market Analysis and Annual Tire Market Analysis Report	Annual Tire Market Analysis Report and presentation of report findings	Spring 2020, Spring 2021, Spring 2022
Task 2: Focused Technical Outreach to Promote Awareness of Tire Products	Targeted outreach and education plan; education, outreach tracking results and impacts of outreach, technical specification materials; update TDP	Ongoing through December 2022
Task 3: California Tire Conferences	Assist as requested, organize and conduct presentations	First quarter of 2020 and third quarter of 2021