



## Reuse Minnesota

### Request for professional services: Reuse sector business needs assessment

#### Overview

Reuse Minnesota is seeking an individual or firm that is well-versed in conducting business needs assessments, and that demonstrates an understanding of and appreciation for our mission, values, and strategies. We seek to understand the needs of our current and past members and other reuse businesses and organizations in Minnesota. Ideal candidates will demonstrate existing familiarity with Minnesota businesses and resources. Results from this assessment will be used to inform and prioritize our work and resource creation, in order to best support the growth and vitality of reuse businesses in Minnesota.

Funding for this project is from the State of Minnesota's Environment and Natural Resources Trust Fund (ENRTF).

#### About Reuse Minnesota

Reuse Minnesota is a member-based nonprofit dedicated to inspiring and equipping practitioners of reuse and building a regenerative economy in Minnesota. We are committed to policies and practices that support and establish repair, resale, and rental as the norm in the United States.

#### Guiding principles

- **Environment and climate:** Reuse reduces the demand for natural resources and the generation of greenhouse gas emissions, harmful pollution, and waste.
- **Prosperity:** Reuse creates opportunities for talent development, skilled training, local job growth, and economic prosperity.
- **Community:** Reuse fosters connection and builds relationships across a broad range of people and organizations.

#### What we do to advance our cause

1. **Educate:** We promote the value and significant benefits of reuse among individuals, businesses, and policymakers.
2. **Advocate:** We use data and examples of successful reuse business practices to inform changes in policy and practice.
3. **Develop:** We support the launch, growth, and sustainability of a wide range of reuse businesses across the state.
4. **Grow:** We connect with reuse leaders across the country to establish reuse as the predominate practice and norm nationwide.
5. **Measure:** We pioneer efforts to gauge and communicate the value and impact of reuse.

For more information, visit [www.reusemn.org](http://www.reusemn.org).

## Project summary

Reuse Minnesota is seeking an individual or firm to conduct a business needs assessments for various size organizations. The contractor will connect with current and past Reuse Minnesota members and other targeted reuse businesses to identify business support needs within the reuse sector and subsectors (e.g. thrift stores, rental companies, small repair shops). We seek to understand needs by overall category (e.g. training) as well as details of the needs (e.g. what specific types of training are needed). The contractor will use the results from this assessment to create a prioritized list of recommended focus areas for Reuse Minnesota, as well as other supporting resources (outlined in scope of work). Reuse Minnesota will use the deliverables from this project to create and implement new programs.

## Scope of work

1. **Needs assessment:** Develop and conduct an assessment of the needs of at least 100 reuse businesses in Minnesota. Tools to conduct the assessment might include surveys, interviews, and/or other methods as proposed by the contractor and agreed upon with Reuse Minnesota. The assessment must include a statewide representation of reuse businesses, with no more than 75% of respondents being from metropolitan areas (Twin Cities, Rochester, Duluth, and St. Cloud). Reuse Minnesota can provide contact information for the contractor to use to engage reuse businesses throughout the state.
  - a. **Reuse Minnesota conference:** Attend Reuse Minnesota's conference in Minneapolis on Tuesday, October 4, to directly interact with reuse businesses in attendance for the needs assessment.
2. **Recommendations:** Based on needs assessment results, identify top business needs within the reuse sector and present recommendations for future Reuse Minnesota work.
3. **Resources:** Compile and create resources to assist reuse businesses. Examples may include training, marketing and communications tools, inventory software, networking opportunities, mentorship, funding, policies, or other resources.
  - a. **Existing resources:** Compile a list of relevant resources that currently exist to support businesses (e.g. funding, training, etc.). Create a resource guide Reuse Minnesota can share with members.
  - b. **New resources:** Create at least two (2) new resources for Reuse Minnesota to use with members that address the additional needs identified in the assessment. These resources will be determined in collaboration with Reuse Minnesota after the completion of the needs assessment.
4. **Final report:** Summarize methodology, tool(s), and outcomes in a formal report in the organization's branding and provided template.
5. **Community engagement:** Give a hybrid presentation on the findings and recommendations from the project to Reuse Minnesota members, policy makers, funders, and other members of the public. Reuse Minnesota will provide the virtual platform (Zoom).

## Budget

Funding for this project is as budgeted in the work plan approved by the Legislative-Citizen Commission on Minnesota Resources (LCCMR) for Reuse Minnesota's Environment and Natural Resources Trust Fund grant. Up to \$15,000 has been allocated for this project.

## Timeline

All activities for this project will take place in 2022.

- **Tuesday, June 28:** RFP posting.
- **Tuesday, July 19:** Proposals due by 4:00 pm (Central).
- **Friday, July 22:** Review/notification. Proposals will be reviewed and interview invites will be made.
- **Monday, July 25 - Thursday, July 28:** Interviews will be held virtually.
- **Friday, July 29:** Finalist will be selected by end of day.
- **Monday, August 8:** Target date for contract.
- **Tuesday, October 4:** Contractor to attend Reuse Minnesota conference.
- **Friday, December 16:** The full scope of this project must be completed no later than this date, but may be completed earlier.

## Proposal submittal and review

Proposals should include:

- Outline of how work will be accomplished
- Proposed timeline
- Experience conducting similar work
- Names and qualifications of key individuals involved with the project
- Detailed budget and desired payment schedule

Proposals will be reviewed using a common set of selection criteria including qualifications and experience, ability to satisfy project requirements, and budget.

Questions may be submitted at any time prior to the submission deadline. Questions and complete proposals should be submitted to [info@reusemn.org](mailto:info@reusemn.org), attention to Emily Barker. Proposals will be accepted through 4:00 pm (Central) on Tuesday, July 19, 2022. Please use the subject line of "Proposal: Reuse sector business needs assessment."

*This RFP is not a commitment to award a contract to a responding potential vendor. Reuse Minnesota reserves the right to enter into a contract with a potential vendor at its sole discretion. Reuse Minnesota reserves the right to negotiate any parts of these specifications with the selected contractor. Responding vendors must agree that Reuse Minnesota's decisions are final and not subject to appeal.*