

Request for Proposals

The Recycling Partnership, an Initiative of CVP: Grant Opportunity to Improve Residential Curbside Recycling Systems

Applicants should carefully read this Request for Proposals (RFP) prior to submitting a proposal.

Curbside Value Partnership (CVP) is a 501(c)(3) nonprofit designed to grow participation in curbside recycling programs nationwide. Engaging all public and private recycling stakeholders, CVP identifies solutions for improving municipal curbside recycling programs with the goal of making them financially sustainable. CVP furthers its purposes through three main areas – CVP Connect, which provides open source resources, newsletters, tools, images, etc. for recycling professionals; CVP Classic, which provides education and outreach assistance to communities (in 2015, CVP is focusing on education and operations resources for communities starting programs in large carts or switching from bins to carts; if your community needs educational resources to support a fully funded switch to carts, please do not apply for this grant and instead contact Karen Bandhauer at kbandhauer@recyclecurbside.org); and CVP's Recycling Partnership (Partnership), which is the subject of this RFP.

The Partnership is an industry funded public-private partnership aimed at transforming the US curbside recycling system. The funders of the Partnership understand the importance of robust curbside recycling to feed domestic end markets. As of the release date of this RFP, funding partners include: Alcoa Foundation, Amcor, American Chemistry Council, American Forest & Paper Association, Association of Postconsumer Plastic Recyclers, Ball, Carton Council, Coca-Cola, SPI: The Plastic Industry Trade Association, and Sonoco. For more information, visit: www.recyclecurbside.org.

Snapshot of Past Grantees: In 2014, CVP launched the Partnership in four cities across the Southeast to assist them in transitioning from bins to carts, launch high quality education and outreach materials, and provide operational technical assistance and develop recycling champions with state and local elected leaders. In Richmond, Virginia, the city leveraged Partnership funding to speed transition of its program to carts, compressing its rollout schedule from several years to 9 months. Its relationship with the Central Virginia Waste Management Authority is allowing investments in Richmond to be amplified throughout the region. Florence, Alabama put a large state grant from the Alabama Department of Environmental Management to work as leveraged funding, allowing it to move its entire community to carts and feed a material recovery facility (MRF) hungry for supply. The City of Columbia, South Carolina had been considering a transition to carts for some time, and the infusion of Partnership funds and excitement was just what was needed for the City to commit to funding the balance of the program conversion. In 2015, CVP aims to increase the reach and impact of the Partnership via a new group of grantees.

To accelerate the local level adoption of recycling best management practices, the Partnership uses highly leveraged grants coupled with technical assistance. This RFP details those best practices and requests that each applicant detail its willingness to adopt such practices to dramatically improve the performance of its residential curbside collection program. This is an exciting, high profile initiative that requires a high degree of readiness and commitment on the part of the applicant's elected officials, city administrators, and the recycling program.



Curbside Value Partnership Executive Director, staff, Recycling Partnership funders, and 2014 city partners.

Who Should Apply? The Partnership is a multi-year initiative. A prospective applicant that is not ready or eligible to apply under this RFP should anticipate future opportunities to apply for funding in subsequent RFPs. An applicant is eligible to apply under this RFP if it meets the following criteria:

1. **Eligibility** - Counties, municipalities and solid waste authorities are eligible for funding under this RFP. Funding under this RFP is only available for curbside recycling programs serving residences, it may not be used to fund commercial or institutional collection programs. Carts for organic food scrap collection and school recycling programs are not eligible for funding under this RFP.
2. **Collection Frequency** - Only communities that collect recyclables on a weekly or bi-weekly (every other week) basis are eligible for funding under this RFP. Communities collecting two times per month are not eligible.
3. **Cart Size** - The following cart size requirements must be met:
 - a) ***Weekly Collection:*** Minimum 64+ gallon cart size is required.
 - b) ***Bi-Weekly Collection:*** 95+ gallon cart size is required. A community with every-other week collection may offer an option for smaller carts, but grant funds may not be used to purchase such carts.
4. **Cart Distribution** - Carts must be distributed to residents free of charge. A voluntary roll-out cart program that requires interested residents to purchase carts is not eligible for funding under this RFP. Preference will be given to communities that embed their operational recycling costs into their solid waste fees versus separate fee-for-service recycling programs.
5. **RFID (Radio Frequency Identification) Tags** - RFID tags must be embedded in carts at the time of manufacturing. This requirement is explained in further detail in the Other General Terms and Conditions section of this RFP.

6. **Education and Outreach** - CVP has developed an outreach campaign, Curbside Access = Recycling Tonnage (CART), to support the roll out of carts in its partner communities. An applicant must use the CART campaign and partner with CVP to deploy the campaign two to three months prior to the rollout of carts.
7. **Technical Assistance** – Each Partnership grant from CVP includes contractor support for technical assistance, e.g., truck and cart RFP review, routing and cart distribution techniques, operational timelines, etc. CVP has extensively interviewed cities that have recently undergone cart conversions and it can use those findings to support a smooth transition for your community. An applicant must work with CVP or a CVP contractor to receive technical support and assistance to ensure optimal adoption of best management practices.
8. **Measurement Plan** – An applicant must agree to monitor monthly tonnage data (MSW, recycling, and green waste as appropriate); set out data; and, contamination data from the servicing MRF, if possible. Reporting requirements are detailed in the Proposal and in the Other General Terms and Conditions section of this RFP.
9. **Timeline** – An applicant must follow the timeline described below.
10. **Leveraging Funding** – CVP seeks highly leveraged proposals for the Partnership. Examples of outside funding sources include: state grant funding, local funding, leveraged private funding from a hauler or processor, or other funding sources external to CVP. Funding is available on a sliding scale based on the number of households and is detailed in the budget section of this RFP.
11. **Retroactive Costs** - CVP does not permit reimbursement of costs associated with the purchase of roll-out carts prior to the execution of a grant contract.
12. **Agreement on Final Grant Applications** - As a condition of receiving a grant, CVP may work with an applicant to revise an initial proposal before entering into a grant contract. Any changes to an initial proposal must be approved by CVP and the applicant, and the revised grant proposal will be attached to the grant contract.
13. **Funding Recognition** – An applicant must work with CVP on (i) Partnership logo usage on education materials and cart labels, and (ii) appropriate disclaimers acknowledging that the project was partially funded by a CVP Recycling Partnership grant.
14. **Amplification of Impact** - While not required, CVP encourages proposals from applicants featuring partnerships between governments, such as cities and suburbs, contiguous municipalities, or between municipal and county governments.

Dates/Timeline:

- **Questions:** Questions related to this RFP must be submitted to CVP Project Director Karen Bandhauer at kbandhauer@recyclecurbside.org by March 13, 2015 at 5:00 p.m. eastern time. CVP will hold a conference call on March 18, 2015 at 2:00 p.m. eastern time to address submitted questions. Conference Line 408-418-5040; 586-217-318#.
- **Due Date:** Proposals must be submitted electronically and received by **5:00 p.m. eastern time on April 15, 2015** at kbandhauer@recyclecurbside.org.
- **Review Period and Award:** Proposals will be reviewed and applicants will be contacted by April 30, 2015 to address clarifying questions. 2015/2016 grantee selections will be made and applicants will be notified of their final status by May 15, 2015. Notwithstanding anything in this RFP to the contrary, CVP, in its sole and absolute discretion, reserves the right not to make any Partnership grant awards.
- **Contract Finalization:** Once final selections are made, a draft grant contract will be provided by May 29, 2015 with an expectation that a grant contract will be executed by CVP and the grantee no later than July 31, 2015.
- **Contract Period:** The project period must not exceed 15 months from award date. CVP expects that each grantee will begin to deploy carts no later than May 1, 2016. Each grantee must expend funds and submit a final report within the grant contract period unless the term of the grant contract is extended by written agreement of the grantee and CVP. Requests for no-cost time extensions must be submitted to the Executive Director of CVP at least sixty (60) days prior to the grant contract expiration date. Funds not expended by the end of the grant contract period will be forfeited and any unused funds must be returned to CVP. Any funds expended prior to the start of the grant contract will not be reimbursed.
- **Not ready to apply?** Prospective applicants not prepared to meet the above timeline, but interested in deploying carts in their community, should ready themselves for the next grant cycle RFP, which is anticipated to be published in January 2016. In the meantime, please visit recyclecurbside.org to review CVP's tools and resources and sign up for our newsletter. This RFP may be used as a guide to begin planning for the next grant cycle.

Grant Limitations: CVP provides grant dollars for cart procurement and education and outreach materials. CVP also provides technical assistance support to communities for recycling operations and champion building with state and local elected officials. Grant funds cannot be used for truck procurement, MRF upgrades, or for purposes other than cart procurement and education and outreach. While our grant dollars have limitations, CVP has a long history of working with communities as partners. CVP is committed to working closely with successful applicants to craft programs that respond to specific community needs.



RFP Proposal Format

The following information outlines the fourteen (14) mandatory components of a proposal under this RFP. Please ensure that the proposal includes each of the following in the order listed:

- 1. Letters of Support:** Each applicant is required to include letters of support from its highest elected official (e.g., County Commissioner, Mayor, Executive Director, etc.). An applicant is strongly encouraged to include letters of support from its current Materials Recovery Facility (MRF) and state recycling office.
- 2. Contacts:**
 - **Project Director:** Provide the name, phone number, email address, and mailing address of the Project Director assigned to the proposal. The project director should be the main point of contact and responsible for daily operations of the recycling program.
 - **Highest Ranking Official:** Provide the name, phone number, email address and mailing address of the applicant's highest ranking official.
- 3. Program Description:** This section of the proposal should provide the background that reviewers need in order to understand the context of your program. CVP seeks projects for the Partnership that are poised to make dramatic improvements to curbside recycling programs and recover 250 pounds/household or less under the existing residential curbside collection program. An applicant must switch from small open bins to large roll carts, or start a program in large roll carts and execute education campaigns to support the deployment of large roll carts. This section must include:
 - Overview of program history and recent program improvements.
 - Number of households/units served (current and planned, if different).
 - The service provider (local government or contract hauler).
 - Landfill tipping fees.
 - The size (gallons) of the containers currently used and the roll-out carts proposed to be purchased.
 - Collection frequency (current and planned, if different).
 - Describe current and proposed (if different) cost structure for recycling service.
 - Planned collection method (fully automated or semi-automated).
 - The name and location of the recycling processor.

- Current material recovery (total residential curbside tons and lbs/household serviced).
- Estimated increase in material recovery on a lbs/household basis (for a well-functioning program in carts, CVP estimates 450 pounds/household as a target if a program accepts glass, and if it does not, 350 pounds/household).
- Other organizations or agencies involved in the project.
- Contamination rate as characterized at the MRF, if available.
- Other proposed program improvements (examples of additional best practice program elements include: moving from curb sort to single stream, switching from weekly to bi-weekly trash collection, downsizing garbage containers, redeploing small bins as multifamily collection containers after cart rollout, etc.) and existing related programs, such as litter control / cleanup, etc.

4. Budget: Provide a narrative discussion of project financing; describe the budget and planned leveraged funding sources in the table below. CVP typically expects a community implementing a large program change to dedicate \$3 per household in education and outreach for the year that change takes place. For applicants with a smaller education budget, please detail how you will work with local associations and groups (e.g., neighborhood associations, faith-based organizations, service corps, earned media, etc.) to communicate your recycling message outside traditional advertising. When thinking about and communicating overall program costs and savings, consider that converting to carts allows program automation, can substantially reduce workers compensation claims, avoids landfill disposal costs and increases recycling revenues if there is a rebate with the processor. CVP grant funding under the Partnership varies by community size:

- a. Fewer than 50,000 serviced households:
 - i. \$100,000 for cart procurement.
 - ii. \$25,000 for education and outreach implementation.
 - iii. Access to technical assistance and the CARTs campaign materials valued at \$139,000.
- b. 50,000 to 100,000 serviced households:
 - i. \$200,000 for cart procurement.
 - ii. \$50,000 for education and outreach implementation.
 - iii. Access to technical assistance and the CARTs campaign materials valued at \$139,000.
- c. Greater than 100,000 serviced households:
 - i. \$300,000 for cart procurement.
 - ii. \$75,000 for education and outreach implementation.
 - iii. Access to technical assistance and the CARTs campaign materials valued at \$139,000.

Program Improvements	Local Funding	Other Funding	Recycling Partnership Funding	Total
RFID Enabled Carts				
Education and outreach				
Totals				

5. **Timeline:** CVP seeks “shovel ready” projects for the Partnership, which can be deployed within fifteen (15) months of project signing. Assuming a grant contract is signed by July 31, 2015, provide a bulleted timeline that includes the approval process for this grant and the proposed program improvements, the anticipated timeframe for the education campaign, the date when recycling carts will be in service, and the date when the final report will be submitted to CVP to complete the grant project.

6. **Measurement Plan:** CVP is grounded in measuring and reporting results. Each proposal should demonstrate commitment to data and measurement of the following: including RFID tags in carts at the time of manufacture, providing baseline data for two (2) to three (3) years prior to program change, and a brief description of how the following metrics will be collected and reported: monthly tonnage data; set out data; and, contamination data. A letter from the servicing MRF is highly recommended indicating its willingness to assist in measuring and reporting contamination data. Additional consideration will be given to applicants that will deploy RFID data collection technology to measure and track recycling diversion and participation.

7. **Processing Capacity:** CVP seeks proposals for the Partnership from applicants where the processing infrastructure is capable of receiving more material, but the collection infrastructure is underdeveloped. Describe current MRF capacity and recent MRF investments, if applicable. A statement or letter from the MRF is highly recommended acknowledging current excess capacity or the ability to accept more materials by adding a shift, etc. If an independent hauler is used to collect materials please confirm that the hauler will be able to accommodate the switch to an automated or semi-automated cart-based system.

8. **Growing Material Mix:** Each proposal should list the materials currently collected via residential curbside and anticipated material expansion. In the following table, check off materials currently accepted, materials intended to be added, and provide any relevant commentary. A statement or letter from the MRF regarding material mix matters is highly recommended, which should include the key quality / contamination issues facing the MRF.

Material	Already Have	Plan to Add	Comments / Description
#1 and 2 plastic bottles			
Metal Cans			
Mixed Paper			
Corrugated Cardboard			
Unbleached Paperboard Boxes			
Bleached Paperboard Boxes			
Glass Bottle and Jars			
#2, #4, #5 Tubs and Lids			
#3 - 7 plastic containers			
Cartons			
Empty Aerosols			
Other metals (describe)			
Other plastics (describe)			
Other fiber (describe)			
Other materials (describe)			

9. Commitment to Best Practice Education and Outreach: Describe your current and planned education and outreach program. In addition, each applicant must confirm their willingness to partner with CVP and dedicate an adequate budget to deploy a cart roll out campaign. CVP will provide a minimum of two (2) CART campaigns for each grantee to choose from and resources to update those materials for the community. The successful applicant will be responsible for all costs associated with printing, media buys, and campaign deployment. Include plans for distributing educational materials, list methods that will be used to educate the community about the program, and explain how recycling program participation will be promoted and encouraged. CVP expects minimum campaign components to include:

- a. Mailer/postcard.
- b. Hot stamp or sticker / in mold label for use on cart.
- c. Newspaper advertisement.
- d. Landing page for website.

- e. Bill stuffer.
- f. Cart packet/baggie (which includes a material list magnet, calendar, letter to cart recipient, hints for cart care).
- g. Social media posts.
- h. Signage, such as billboards and/or truck placards.

10. Existing Partnerships: Describe all demonstrated partnerships in the community, such as with the processor, the local solid waste authority, state recycling organization or office, or recycling company that could help the project achieve success. Detail affiliation with a larger regional group that could help to amplify grant fund investment in your community. If this is a joint application between two governments, detail the partnership envisioned.

11. Supportive Best Practices: Each proposal must detail existing or planned supporting policies and/or best practices in recycling. Examples include mandatory recycling, embedded recycling costs in solid waste fees, disposal bans, unit-based pricing for waste collection, etc.

12. Municipal Champion: CVP wishes to partner with communities that will support the long-term growth of the Partnership. Describe the willingness of elected officials to reach out to potential corporate sponsors to support recycling, or their willingness to champion the program improvements at events or to the press, if the applicant is selected as a grantee.

Other General Terms and Conditions:

Reporting and Additional Post-Award Requirements: Each grantee under this RFP shall comply with various reporting requirements, including:

- Delivering to CVP quarterly progress reports, via a standard template, through the end of the grant contract period.
- Submitting a draft final report to CVP at least thirty (30) days prior to the grant contract end date and a final report within thirty (30) days of the grant contract end date.
- Capturing data that supports CVP's model of carts, education and outreach, and technical assistance in driving increased recovery rates. Therefore, if carts are distributed in the final quarter of the grant contract period, a three quarter no-cost contract extension shall be exercised by CVP for metric reporting purposes only.

Contract Extensions and Amendments: No-cost time extensions are possible, but not guaranteed for grant contracts. A grantee seeking a no-cost time extension must submit a request for a time extension to the Executive Director of CVP at least sixty (60) days prior to the grant contract end date. The request for extension must indicate how long the grantee is seeking to extend the project and the reason for the extension request (i.e., why the project cannot be completed on time). An extension

request must include a new timeline listing revised project milestones and a new budget if budget changes are requested.

Reimbursement: Distribution of grants funds is on a reimbursement basis. On a quarterly basis, CVP shall distribute grant funds to the grantee to reimburse the grantee for actual allowable expenditures it has made or otherwise incurred during the grant contract period. An allowable expenditure is one associated with work performed or goods or services acquired to complete the project, including the purchase, assembly and distribution of roll carts and the execution of an education and outreach campaign, which may include media buys, website design, printing, postage, and other similar expenses. CVP shall make distributions to the grantee within thirty (30) days of receiving invoices documenting allowable expenditures from the grantee.

RFID (Radio-Frequency Identification) Tags: The use of RFID technology is strongly encouraged by CVP. The technology allows for data collection and facilitates the accurate assessment of the recycling collection program. Beyond tracking cart inventory, the technology can be deployed to improve customer service, target education campaigns, and improve collection system efficiency. Large roll carts have a service life of 15+ years, and CVP forecasts expanded use of this technology in recycling programs in the future, therefore, CVP has made the purchase of carts with embedded RFID tags a requirement for this RFP.

Purchasing carts with embedded RFID tags does increase the initial cost by approximately \$1.00 per cart, however, the cost of implementing RFID technology after carts are deployed could be as high as \$5.00 per cart. Embedding RFID technology in carts at the point of manufacture is not only less expensive, it also allows communities to avoid the difficulty of upgrading carts at a later date.

The acceptance of a Partnership grant from CVP requires the purchase of carts that have embedded RFID tags, however it does not require a grantee to (i) purchase RFID reading equipment or (ii) use a RFID tracking or data management system.

APPENDIX: Recycling Partnership Frequently Asked Questions:

What is The Recycling Partnership?

The Recycling Partnership is an initiative of Curbside Value Partnership, a 501(c)3 nonprofit organization. The goal of The Recycling Partnership is to leverage grants and technical assistance to transform the US curbside recycling system. This will be accomplished by:

- The establishment of public/private partnerships: Leveraging private dollars to unlock public investments around strategic recycling improvements that are designed to increase recovery.
- Forging lasting impacts: By financing one-time contributions to municipal recycling programs, long-standing improvements take place.
- Strategy: Developing a systems solution to a systems problem, applicable to a broad audience.
- Technical Assistance: Will ensure the implementation of best practices in recycling operations throughout the recovery supply chain.

Who is funding The Recycling Partnership and why?

Companies and trade associations are joining with The Recycling Partnership because they want to see an increase in the supply of recovered materials, which provide an important feedstock to the American manufacturing economy. It also provides a vehicle for achieving corporate sustainability goals. Alcoa Foundation, Amcor, American Chemistry Council, American Forest & Paper Association, Association of Postconsumer Plastic Recyclers, Ball Corporation, Carton Council, Coca-Cola, SPI: The Plastics Industry Trade Association, and Sonoco are all financially supporting the efforts of The Recycling Partnership.

How does it work?

The Recycling Partnership works by delivering a system-based solution to a systems problem. It is rooted in true public-private partnerships, delivering lasting impacts through one-time grants and operational assistance to encourage the uptake of best management practices along the recovery supply chain. Specifically, the Recycling Partnership helps by:

- Grants for Carts: Highly leveraged cost-share grants to help communities make a big leap forward in recycling.
- Technical Assistance: A free consultant with experience in cart roll out and delivery is provided to each city to ensure the entire process is a smooth one.

- Education and Outreach: High quality campaign materials and grant dollars for campaign execution lead to increased participation and reduce contamination.

Why is recycling important? Why should a community invest in large roll carts?

Just a 10 percent increase in our national recycling rate would result in 24 million tons diverted from landfills, saving 55 million metric tons of CO₂e and 104 billion gallons of water. The value of these additional materials when sold as baled commodities? \$2.6 billion.

Beyond that, communities find significant operational cost savings when they switch from bins to carts. Fully automated collection systems are associated with significantly decreased workman compensation claims and more efficient collection. Increased recycling tonnage means decreased solid waste, lowering landfill tip fee costs and increasing recycling revenues if a rebate agreement is in place with the material processor. In addition to looking tidy at the curb, lidded carts cut down on litter and protect the materials from variable weather, especially important in coastal areas or regions prone to high winds and rain. For many communities, residents are increasingly demanding the opportunity to maximize the amount they can recycle, and with 5 times the volume of bins, carts provide that opportunity.

But why a grant, shouldn't recycling pay for itself?

While carts can have long term operational savings, the initial investment in carts and trucks is expensive and operation costs may still exceed the savings that carts can bring. Solid waste collection is never asked to pay for itself, so we believe that recycling shouldn't be held to a higher standard. If material heads to a landfill, after paying a tip fee, its life – and value - ends there. However, if a material is diverted to recycling, its second life is just beginning, creating new value in the form of jobs at the material recovery facility, the processors and converters, and ultimately the end users who will use it in products that are resold. In addition to avoided landfill tip fees, these jobs and the associated tax revenue are all part of the positive economic impact of recycling.

CVP's Recycling Partnership helps to defray some of the front costs associated with improving curbside recycling in order to drive more valuable material back into the reverse supply chain and ultimately feed the domestic manufacturing economy.