



125 Rowell Court
Falls Church, VA 22046
864.760.8828

RECYCLINGPARTNERSHIP.ORG

Coastal and Waterway Community Recycling Grant Program Request For Proposals

The Recycling Partnership is a national nonprofit transforming recycling across America. Improved recycling creates jobs, protects the environment, and empowers communities. For more information regarding our programs, staff, and funders, visit: www.recyclingpartnership.org.

The purpose of this grant program is to advance recycling in communities located adjacent to America's major waterways and to assist with the implementation of programs and practices that will reduce litter and work to curtail marine debris.

With the release of this Request For Proposals (RFP), The Recycling Partnership offers a unique opportunity for communities to apply for grant funding to support one of two kinds of curbside recycling program improvements:

1. The conversion of a bin or bag-based curbside recycling collection program to a cart-based program; or
2. The implementation of a new curbside recycling program using cart-based collection.

In addition to the implementation of one of these curbside program improvements, successful applicants must conduct one or more additional initiatives to address litter in their communities. Grant funding will be made available to support qualifying litter clean-up activities. Additional funding may also be available to support the purchase of public space recycling receptacles for areas near waterways. For more information about required clean-up activities and funding for public space recycling receptacles, see the eligibility and additional requirement sections below.

Applicants should ***carefully read this entire document prior to submitting a proposal***. Any community that is interested in submitting an application ***must first contact Recycling Partnership staff to discuss program parameters***. Please contact Rob Taylor at rtaylor@recyclingpartnership.org prior to submitting a Coastal and Waterway Community Recycling Grant proposal.

Coastal and Waterway Community Recycling Grant Eligibility Requirements

For the purposes of this grant program, an eligible applicant must be a local government entity or a public solid waste authority that is located in a coastal area of the United States, defined as having jurisdictional boundaries directly on the Atlantic or Pacific oceans, the Gulf of Mexico, a coastal bay or intracoastal waterway; OR directly along major freshwater areas including the Great Lakes or major riverway.

An applicant must also meet all of the following requirements:

1. The applicant must provide or intend to provide curbside recycling collection on a weekly or every-other-week basis. A community that collects two (2) times per month or monthly is not eligible.

2. The applicant must automatically provide at least one (1) standard size recycling cart with a hinged lid for every single-family home in community. Communities that require residents to opt-in or otherwise voluntarily sign up for or subscribe in order to receive recycling collection are not eligible for a grant under this program.
 - a. *For weekly collection programs:* Residents must receive a minimum 60 gallon cart (Provision of 90+ gallon carts is encouraged).
 - b. *For every-other-week collection:* Residents must receive a minimum 90 gallon cart.
 - c. RFID tags must be embedded in carts at the time of manufacturing. A successful applicant is not required to (i) purchase RFID reading equipment or (ii) use a RFID tracking or data management system.
3. The applicant must provide carts at no cost to residents other than standard solid waste or recycling service taxes or fees. Communities that require residents to purchase carts are not eligible for a grant under this program.
4. The applicant or a clean-up partner must have a demonstrated capacity to address litter related issues, including: 1) a history or demonstrated capacity to conduct litter and debris clean-up activities that focus on waterways engaging and utilizing volunteer labor, and 2) a history or demonstrated capacity to conduct outreach to citizens on litter issues that impact waterways and the coastal environment. Litter clean-up activities intended to reduce debris entering waterways and the marine environment utilizing at least in-part a volunteer labor force will be required under this grant program. Additional information about this requirement is include in Section 4 of the Required Proposal Format.

Additional Requirements

1. **Education and Outreach** - The Partnership has developed education and outreach campaign materials to support the roll out of carts in its partner communities. An applicant must use elements of the campaigns and supporting graphics and must partner with the Partnership to deploy the campaign three (3) to four (4) months prior to the rollout of carts. For additional information on educational resources provided by the Partnership, please visit the [For Communities](#) section of our website or contact Tricia Tiedt at ttiedt@recyclingpartnership.org.
2. **Technical Assistance** - An applicant must work with the Partnership to receive technical support and assistance to ensure adoption of best management practices for its public curbside recycling program. For more information regarding these practices, visit our [Guide To Implementing A Cart-Based Recycling Program](#).
3. **Measurement Plan** - An applicant must agree to implement a system for tracking waste and recycling data and report monthly Municipal Solid Waste (MSW) and recycling tonnage data, before and after cart implementation. The applicant must also agree to measure and report litter clean-up volumes and litter clean-up volunteer hours conducted as part of this project.
4. **Funding Recognition** - An applicant must be willing to use the Partnership logo on education materials and make mutually-agreeable acknowledgments indicating the project was partially funded by a grant from the Partnership. Additionally, applicants must agree to acknowledge special support of Coca Cola, the Coca Cola Foundation, and other funders as appropriate in educational materials and outreach efforts. An example of logo usage is available upon request.

Funding Availability and Use of Grant Funds

Grant funding is available through the Coastal and Waterway Community Recycling Grant Program for the following items:

- Recycling Carts: \$7 per recycling cart with a maximum grant award of \$500,000;
- Education and Outreach: \$1 per household with a maximum grant award of \$50,000;
- Litter Clean-up along Waterways: up to \$10,000 in grant funding; and
- Public Space Recycling Receptacles: up to \$10,000 in grant funding.

Successful applicants must use grant funding directly toward the purchase of recycling carts to either transition from an open bin or bag-based curbside recycling collection system or start up a new cart-based curbside recycling collection program. Grant funding for carts will be provided at a rate \$7.00 per cart delivered up to \$500,000. Successful applicants will also receive funding for education and outreach implementation at a rate of \$1.00 per household up to \$50,000.

As long as applicants are requesting funding for eligible recycling cart deployment then applicants may also request additional funding to support litter clean-up and prevention outreach activities not to exceed \$10,000. Acceptable clean-up expenditures may include but are not limited to event promotion, public education, clean-up supplies, and disposal costs. Clean-up labor and staff costs, whether local government staff or staff of a third party clean-up partner, are not eligible grant fund expenditures. Coastal/Waterway grant funds cannot be used for general support of third-party organizations and can only be used for specific allowable clean-up project expenses as outlined elsewhere in this RFP.

Finally, as long as applicants are requesting funding for eligible cart deployment and litter clean-up activities, then they may request additional funding for public space recycling bins for heavily used public spaces near waterways not to exceed \$10,000 in total. Approved public space recycling receptacles must be paired/sited with adjacent waste receptacles.

Examples of maximum possible funding scenarios under this grant program are shown below for communities of different sizes:

- Community A with 10,000 households: Maximum possible grant = \$100,000
 - \$70,000 for carts (at \$7/cart), plus
 - \$10,000 for education (at \$1/household), plus
 - \$10,000 maximum possible grant for clean-up activities, plus
 - \$10,000 for public space recycling receptacles.
- Community B with 40,000 households: Maximum possible grant = \$340,000
 - \$280,000 for carts (at \$7/cart), plus
 - \$40,000 for education (at \$1/household), plus
 - \$10,000 maximum possible grant for clean-up activities, plus
 - \$10,000 for public space recycling receptacles.
- Community C with 100,000 households: Maximum possible grant = \$570,000
 - \$500,000 for carts (\$7/cart, maximum grant = \$500,000), plus
 - \$50,000 for education (\$1/household, maximum possible grant = \$50,000), plus
 - \$10,000 maximum possible grant for clean-up activities, plus
 - \$10,000 for public space recycling receptacles.

Grant funds cannot be used for staff costs, land or building purchases, truck procurement, MRF upgrades, or for purposes other than cart procurement, education and outreach, qualifying clean-up activities and qualifying

public space recycling receptacles. Funding cannot be used for commercial, institutional, school or organic food scrap collection programs.

Grant Program Deadline and Submittal

The deadline for submitting an application to the Coastal and Waterway Community Recycling Grant Program is 3:00 p.m. Eastern on Friday, September 21, 2018. However, interested communities are encouraged to apply sooner as grants may be awarded on a rolling basis.

It is anticipated that once this initial round of funding is closed a second opportunity to apply for Coastal and Waterway Community Recycling Grant funding will be launched in 2019.

A proposal for grant funding including the application form and the required letters of support must be submitted via email to Rob Taylor at rtaylor@recyclingpartnership.org with the email subject line reading "Coastal and Waterway Community Recycling Grant Proposal." Applicants may include an optional cover letter with their application for funding should they wish to provide information or address issues not raised in the application form. See details on application process below.

Grant Review and Selection Process

Each applicant will be notified by the Partnership upon the receipt of their proposal. Applications will be reviewed by the Partnership and grant recipients will be notified of preliminary award no later than Wednesday, October 31, 2018. It is possible for grants to be awarded before October 31st, and the sooner grant applications are submitted the sooner an award can be made. Final grant awards will be determined by the Partnership at its sole and absolute discretion.

Key grant selection criteria will include:

- Ability of applicant to conduct all the required elements of this grant program;
- Readiness of applicant to successfully implement recycling program improvements, including deployment of carts and related outreach efforts;
- Anticipated new tonnage from recycling program improvement;
- Number of households that will receive improved or new curbside recycling services;
- Ability of applicant to conduct litter clean-up and outreach activities and the anticipated extent of those activities. Note: applications that do not include litter clean-up and outreach activities will not be selected; and
- Leverage of additional resources, including local, state, or other non-profit funding.

Application Revisions: The Partnership may work with an applicant to revise an initial proposal before entering into a grant agreement. Any changes to an initial proposal must be approved by the Partnership and the applicant, and elements of the revised grant proposal will be incorporated into the grant agreement between the Partnership and the applicant.

Anticipated Grant Project Start Date and Grant Period

Successful applicants will be required to enter into a grant contract with The Recycling Partnership. Resultant grant contracts will generally have a term not to exceed eighteen (18) months in length, with roughly 12 months of the contract term extending beyond the date that cart-based recycling collection is implemented to accommodate a full year of measurement of project impacts. Adjustments may be made to actual project start dates and contract periods by mutual agreement between the Partnership and grant recipients. Each grantee must expend funds and submit a final report within the grant contract period unless the term of the grant is

extended by written agreement of the grantee and the Partnership. Requests for contract extensions should be submitted by the grantee at least sixty (60) days prior to the grant expiration date.

Disbursement of Grant Funds

Distribution of grant funds is on a reimbursement basis, and payment of funds will take place within thirty (30) days of receiving a properly prepared invoice and required documentation of expenditure from a grantee. Total grant distributions from the Partnership will not exceed 90 percent of reimbursable costs until the submittal of a final project report by the grantee; the remaining 10 percent of reimbursable expenses shall be paid upon final report submittal. Funds not expended by the end of the grant contract term will be forfeited and any unused funds must be returned to the Partnership. Any funds expended prior to the start of the grant period will not be reimbursed.

Required Proposal Format

Applicants must submit their proposal using the [proposal application form](#). No other application format will be accepted.

The following information outlines the mandatory components of an application for grant funding. Please complete the proposal application form to answer the questions below; the form correlates to each section outlined below. ***The application form must be used; no other application format will be accepted. Incomplete applications will be denied.***

Section 1. Letters of Support: Each applicant is required to include at least four letters of support for its planned implementation of the grant project, with at least one letter coming from each of the following:

- Highest elected/appointed official (e.g. County Commissioner, Mayor, Executive Director, City Manager, etc.);
- Materials Recovery Facility (MRF) responsible for handling community recyclables. The letter of support from the MRF operator must indicate a list of the materials accepted for processing, the facility's ability to handle the additional volumes of recyclables that will be generated by the project, and a willingness to assist in measuring and reporting contamination data;
- State recycling office where the community is located; and
- Any external agency or organization that will be included as a core participant in litter clean-up and outreach activities (see Section 4 below for details).

All letters must be submitted with the proposal application.

Section 2. Key Contacts: Each applicant is required to provide its key contacts, including its:

- Project Director: Provide the name, phone number, email address, and mailing address of the Project Director that oversees the roll out of the recycling carts. The project director should be the main point of contact for the grant project and responsible for daily operations of the recycling program. This individual will also be responsible for understanding and providing information about any litter cleanup activities conducted as a part of the Coastal and Waterway Community Recycling Grant project.
- Highest Elected Official: Provide the name, phone number, email address and mailing address of the applicant's highest ranking official.
- Material Processor: Provide the name and location of the recycling processor where the applicant is located.
- Hauler: Provide the name of the hauler(s) utilized by the applicant if material is not collected by the applicant.
- Partner organization for litter clean-up activities: as applicable, provide the name, phone number, email address and mailing address of any external agency or organization that will be included as a core participant in litter clean-up and associated outreach activities

Section 3. Curbside Recycling Program and Project Description: This section of the proposal should provide the background that reviewers need in order to understand the context of an applicant's recycling program including information on current and planned recycling efforts. If the applicant represents multiple communities, each community included in the recycling program improvements should be listed. Information provided should include a brief description of current curbside collection system if applicable as well as a description of the planned implementation of curbside recycling using carts. Each applicant with an existing curbside recycling program must provide the most recent full year of curbside recycling tonnage data. Be sure to include a description of how individual households become eligible to participate in curbside recycling.

Section 4. Coastal or Waterway Litter Clean-Up Plan: In addition to requiring the implementation of cart-based curbside recycling, this grant includes a required litter clean-up event that should be planned to take place at or near the time that carts are deployed in the community. Qualifying clean-up activities must be focused on shorelines and/or major waterways and must make use of a labor force consisting at least in part of volunteers. Clean-up activities can include but are not limited to beach, river or lake clean-up. Applicants should describe the community's plan for a litter clean-up activity or event including which waterways will be targeted. When conducting clean-up activities, applicants are encouraged to partner with a local, regional or national non-profit organization. As part of the application, please outline the community or the clean-up partner organization's past experience conducting this type of clean-up activity and include the name and contact info for the potential partner organizations if such a partnership will be developed. If the clean-up activities will be led by the local government, be sure to include information on which department and / or specific staff members may lead this effort. Successful grant applicants will be required to document and share the story of the clean-up activities with The Partnership as a part of their grant project. Sharing the story could involve production of short videos, pictures, spoken word and/or other creative and fun ways to communicate about the good work accomplished through the waterway clean-up. The clean-up aspect of the grant project may also include efforts by the Partnership to document and publicize the clean-up activities. Applicants will need to include a description of anticipated clean-up event expenditures in Section 6 of their application.

Section 5 (Optional). Public Space Recycling: Funding is available for communities interested in purchasing receptacles for establishing or expanding recycling collection for public spaces near waterways. If applicant is seeking funding for public space recycling receptacles, provide details about how this part of the grant will be implemented. Describe the type of containers that will be used, including specific bin brand and model names if possible, the cost of proposed collection unit(s) that will be deployed, the number of units that will be deployed, where the receptacles will be placed, how receptacles will be serviced, what materials will be collected in the receptacles, and the kinds of signage and outreach that will be used to support the public space collection program. Applicants must plan for co-location of recycling bins with waste containers (twinning of recycling and waste containers) to minimize contamination of recyclables and to maximize recycling convenience.

Section 6. Budget: In this section of the application please provide information on how the public recycling program is / will be funded. The budget section must outline the current and proposed cost structure for recycling services and describe project funding for cart purchase and deployment. Budget information should also be provided for projected recycling education and outreach expenditures, for public space recycling receptacles (if applicable), and for litter clean-up and outreach activities.

When planning for education and outreach expenditures, please consider that at a minimum, The Partnership requires three (3) educational components for supporting the recycling cart transition, including:

- A mailer/post card must be sent out informing residents that carts will be arriving;
- A kit of information (aka, cart packet) delivered with the cart, which includes an acceptable materials postcard/magnet/sticker, an introductory card, service calendar, etc.; and
- “Oops” tags to reinforce correct recycling behavior must be implemented into collection protocols after carts are put into service.

The Partnership requires that grant funds be used toward the procurement of these key outreach items. To support an effective campaign, the Partnership requires that a successful grantee select at least one (1) additional awareness communication components, such as billboards, digital ads, festival/event kit, truck signage, etc. Procurement of these items will likely exceed the Partnership’s education grant amount, and any necessary local funds should be considered in the applicant’s budget. Finally, the Partnership requires each successful applicant to update its website(s) to communicate the basics of the cart roll out.

Section 7. Timeline: The Partnership seeks “shovel ready” projects that can be deployed within eighteen (18) months of signing a grant agreement for a project. Please fill out the timeline in the spreadsheet with key milestones, adding milestones as necessary.

Section 8. Measurement Plan: The Partnership is grounded in measuring and reporting results. In support of this, applicants must indicate their willingness and ability to measure waste and recycling tonnage, curbside recycling program set-out rate, contamination, and the impact of litter clean-up efforts.

Successful applicants must be willing to provide monthly curbside recycling and waste collection program tonnage data for at least twelve (12) months after carts are fully delivered and should describe how this data will be collected. Recycling data must be specific to the curbside recycling program only, covering solely the specific households that receive curbside (do not include separate drop-off or commercial recycling tonnage or any tonnage from a separate multi-family recycling program). In addition to providing data following the implementation of cart-based collection, applicants must also commit to providing twelve months of baseline waste and recycling collection data for the year prior to the program change (one year of monthly waste and recycling data). For applicants with current curbside recycling programs, tonnage data for collection prior to the implementation of cart-based recycling is particularly important.

Each proposal should demonstrate a commitment to measurement of program participation through the collection of set-out data including how set-out data will be gathered. Applicants should also indicate whether they intend to adopt a system to measure participation utilizing the capabilities associated with RFID tags embedded in the recycling carts at the time of manufacture.

Applicants are asked to provide data about contamination rates before (if applicable) and after implementation of curbside recycling using carts. To support the commitment towards measuring contamination, the letter of support from the servicing MRF operator should indicate the MRF’s willingness to assist in measuring and reporting contamination data.

In addition to demonstrating a commitment to measuring the success of public recycling program efforts, applicants must commit to providing data about the litter clean-up effort. Applicants should indicate how they will measure the volumes of litter that will be collected during the litter clean-up portion of the grant project as well as other aspects of the clean-up effort such as the impact on waterways and the number of clean-up

volunteers and volunteer hours that will be involved in the effort. Successful applicants will need to include these metrics as part of a grant final report.

Finally, the Partnership seeks community partners interested in the possibility of working jointly to conduct a study to examine and measure the impact of implementing recycling with carts through a before and after analysis of curbside waste and recycling composition. The Partnership is open to exploring the possibility of collaboration with communities to design and conduct such a study, including potential cost-sharing. While not a factor in proposal review, applicants should indicate on the application form if this is something that the applicant community would like to explore further.

Section 9. Processing Capacity: The Partnership seeks proposals from applicants where the processing infrastructure is capable of receiving and successfully managing materials generated by the recycling program. Describe current MRF capacity and recent MRF investments, if applicable, for the facility serving the applicant community. The MRF's letter of support should explicitly acknowledge the capacity / ability to accept the materials anticipated to be generated by the grant project. If independent haulers are used to collect materials, please confirm the hauler will be able to accommodate the switch to an automated or semi-automated cart-based system.

Section 10. Growing Material Mix: The proposal should list the materials currently collected via residential curbside (if applicable) and anticipated material expansion (if any). In the proposal form table, applicants should check off materials currently accepted by the public recycling program, materials intended to be added, and provide any additional information that is relevant. The MRF's letter of support should explicitly address the allowed material mix and describe key quality/contamination issues facing the MRF.

Section 11. Commitment to Best Practice Education and Outreach: Each proposal should describe the applicant's commitment to best practice education and outreach. See Section 4 above for minimum expectations.

Section 12. Existing Partnerships: Describe all partnerships that serve to advance waste reduction, recycling and litter reduction in the community. Examples of partnerships could be with the processor, the local solid waste authority, state recycling organization or office, litter clean-up organizations, and/or recycling companies that will materially contribute to project success. Detail any affiliations with a larger regional group that could help to amplify Partnership grant funds in your community. If this is a joint application submitted by two or more government entities, detail the partnership envisioned between the entities.

Section 13. Supportive Best Practices: Each proposal must detail existing or planned supporting policies and/or best practices in recycling. Examples include mandatory recycling, disposal bans, unit-based pricing for waste collection, etc.

Definitions

Bag (or Blue Bag): Referring to containers used for bag-based curbside recycling collection. A Bag is a container made of flexible material, generally flexible plastic film, that is used by residents to collect and contain household recyclables and place materials at the street for curbside recycling collection service. A typical bag-based curbside recycling program requires residents to prepare materials for service by placing them in a translucent plastic bag that is blue in color (thus, these programs maybe known as Blue Bag recycling programs). Service of a Bag/Blue Bag is performed manually, requiring the collector to bend, pick up the bag, and carry it to the collection vehicle in order to perform recycling collection service. Processing of recyclables collected in a bag-based curbside recycling program requires that materials must be removed from the bag in order to be sorted into commodities.

Bin (or Recycling Bin): An open container, typically constructed of plastic and measuring 12 to 18 gallons in volume, that is used by residents to collect household recyclables and place materials at the street for curbside recycling collection service. Service of a Bin/Recycling Bin is performed manually, requiring the collector to bend, pick up the container, and carry it to the collection vehicle in order to perform recycling collection service.

Cart: Plastic recycling cart with wheels and lid. Also referred to as rollcarts, barrels, or containers.

Contamination: Refers to the amount of material that residents include in their recycling collection that is not accepted in curbside program, thus ultimately ending up in as residual at the recycling facility.

Participation Rate: The number of homes that put recycling out to be collected at least once during a monthly period. This is analyzed by actually observing specific addresses over a month-long period and counting each time they recycle. To calculate this rate, take the number of addresses that have recycled at least once per month and divide that by the total addresses observed. For an observation of a two-week period, if one hundred (100) homes are observed and forty (40) recycle one week and forty (40) completely different homes recycle the next week, that is an eighty percent (80%) participation rate.

Set-Out Rate: The number of homes with recycling placed curbside at any given time. This is calculated by counting the number of homes with recycling out and dividing that number by the total number of homes on a route. For example, if there are 100 homes on a route and 40 homes have recycling out, the set-out rate is forty percent (40%).

Single-Family Residence: Typically, this term is defined as a detached home or multi-dwelling property of up to four (4) units. However, it should be noted that some communities define a “single-family residence” to include multi-dwelling properties of up to a dozen (12) units. If this is the case for your community, please note whether or not these properties will be a part of the cart transition campaign and the number of units that will be impacted by the transition.

Classifications for Homes to Participate in Curbside Recycling Services

In Section 3 of the application for grant funding, communities are asked to describe how residents become eligible to participate in curbside recycling services. The following descriptions describe the choices that applicants may select from when indicating how households within their community engage with curbside recycling services.

Comprehensive/Automatic Service: A comprehensive system where curbside recycling service is automatically provided to every single-family residence in the community and is paid for through general taxes or fees. In this system, participation by any household is voluntary, though it is not possible to opt-out or avoid payment of the fee or tax that funds the service. A cart is delivered to every home; the resident is assigned a recycling day and on which he or she has the opportunity to take the cart out at the curb for collection. The actual collection service may be conducted by public staff or through a private hauler contracted by the community, with the local government being billed for the recycling service and acting as a single-payer for service at all covered properties.

Comprehensive Opt-In: The curbside recycling service is available to every single-family residence in the community (thus paid for through general taxes or fees), but the resident must specifically contact the local government or private hauler to set up service and/or purchase a cart to start receiving the service. If a resident does not request the service, he or she still pays for the program through general taxes or fees. This can be provided through a public or private hauler.

Public Opt-In: A curbside recycling service established by a local government where residents must specifically contact their local government to set up service and receive a recycling cart. The resident then pays the local government directly for service through a publicly-established and administered fee or tax. Residents who do not contact the local government and opt-in do not receive recycling service and they do not have to pay the fees or taxes associated with the service.

Public Opt-Out: A curbside recycling service established by a local government that is available to every single-family residence in the community and is typically paid for through a utility-style fee. Each resident receives a recycling cart and collection service unless he or she contacts the local government and DECLINES service or cart and is therefore not subject to the fee.

Subscription Service: The approach is a free-market system, where haulers provide service to customers upon request, financing the service through direct charges to the customers. The sub-categories of subscription service include:

- **Private Opt-In:** Resident must specifically contact the private hauler to set up service and receive a recycling cart. The resident then pays the private hauler directly for service. Those residents that do not contact a private hauler do not receive recycling service or pay for the program through taxes or fees.
- **Universal Private Subscription:** Residents are automatically provided with a recycling cart without having to opt in or contact their garbage hauler to add the service. A local government may require garbage haulers to provide automatic recycling service as a condition of receiving a franchise or license. Subscribers may pay a separate fee for the automatic service or the recycling service may be embedded in an overall combined trash fee. Either way, residents must pay the hauler directly for the service and the pricing does not change whether or not they participate in the recycling program.