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RECYCLINGPARTNERSHIP.ORG

Residential Curbside Recycling Cart 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.

Introduction

The purpose of the Residential Curbside Recycling Cart Grant Program is to advance recycling in communities across the United States by offering financial and technical assistance to support the implementation of cart-based curbside recycling. This Request For Proposals (RFP) offers communities the chance to apply for grant funding to support the acquisition of recycling carts with the goal of bringing high quality cart-based curbside recycling service to households across the United States. The Recycling Partnership seeks to expand access to cart based recycling collection by converting bin or bag-based curbside recycling collection programs to cart-based collection, or by supporting the implementation of new curbside recycling programs using cart-based collection.

Grant Program Summary

This grant program summary is provided to help potential applicants gain a quick understanding of this grant program and its broad requirements. Specific program parameters and requirements are explained again in greater detail throughout the body of the RFP document, and applicants should ***carefully read this entire document prior to submitting a proposal.***

Eligibility: Grant funding is available to support publicly sponsored curbside recycling programs. The applicant must be a local government, solid waste authority, or federally recognized tribe. Funding is only available to communities seeking to implement cart-based curbside recycling programs. Grant funding is not available to replace existing carts, to support the purchase of carts for waste or organics collection, or to support the collection of recyclables from businesses, schools, or institutions. The grant program offers funding to support the purchase of recycling carts and to implement recycling education and outreach efforts. Grants are not available for education and outreach alone.

Cart and Collection Frequency Requirements: In order to qualify for grant funding, a community must be seeking to purchase carts that are at least 60+ gallons in volume and must collect curbside recyclables on a weekly or every-other-week basis. If planning to collect every-other-week, then a community must be seeking to purchase carts that are at least 90+ gallons in volume. Carts purchased with Recycling Partnership grant funding must contain a minimum of five percent (5%) residential post-consumer plastic content and should be embedded with a Radio Frequency Identification (RFID) tag.

Education and Outreach Assistance: The Recycling Partnership has developed a tested and proven approach to supporting education and outreach in communities that are implementing cart-based recycling. Grantees must agree to use select elements of The Partnership's campaign materials and must also partner with The Partnership to deploy an outreach campaign during the months prior to the rollout of carts. Required education and outreach activities include a direct-to-resident information card informing citizens about the

availability/impending distribution of recycling carts, a kit of information delivered with the cart, and the use of oops tags or other anti-contamination strategies to reinforce correct recycling behavior after carts have been delivered. Grant funding at the level of \$1 per household is provided to support the implementation of these items.

Funding Availability: Grant funding is available for recycling carts and for public education and outreach. This grant program allows communities to consider different implementation strategies, from providing every household in the jurisdiction with a cart at once, to implementing cart-based collection in phases, or even allowing citizens to opt-in or opt-out out of recycling service. The level of funding available to support the procurement of recycling carts varies based on the implementation strategy selected by the community. The amount of grant funding available for the various strategies is different based on the relative effectiveness of the different strategies when it comes to engaging recycling behavior in the widest number of citizens and diverting recyclable materials from disposal on a community-wide scale. The following table provides a summary of the funding options and grant availability:

| Curbside Recycling Cart Implementation Strategy | Per-Cart Grant Funding | Cart Funding Cap | Education and Outreach Funding Cap | Maximum Possible Grant Funding Available |
|---|------------------------|------------------|------------------------------------|--|
| Strategy 1: Universal | \$15 | \$750,000 | \$75,000 | \$825,000 |
| Strategy 2: Phased-in | \$12 | \$600,000 | \$50,000 | \$650,000 |
| Strategy 3: Opt-out | \$10 | \$500,000 | \$50,000 | \$550,000 |
| Strategy 4: Partial | \$8 | \$400,000 | \$50,000 | \$450,000 |
| Strategy 5: Opt-in | \$5 | \$250,000 | \$50,000 | \$300,000 |

Data and Reporting Requirements: The Partnership's work is data driven, and applicant must agree to implement a system for tracking waste and recycling data and to report monthly and annual Municipal Solid Waste (MSW) and recycling tonnage data to The Partnership for the periods before, during and after cart implementation.

Grant Making Process: Applications for Residential Curbside Recycling Cart Grants will be accepted on an ongoing basis, and there is no due-date for proposals. When evaluating applications, The Partnership considers how thoroughly an applicant has responded to the required application elements, the potential for a grant project to divert recyclable materials from disposal, the number of households impacted by the project, and which cart implementation strategy the community is pursuing. The Partnership commits to a speedy review of all applications received and will seek to notify applicants of a grant making decision within roughly 90 days of the receipt of a complete application. Grant winners will be asked to enter into a grant contract agreement with The Partnership. Grant contract terms will typically last for at least one year if not longer, and grant proceeds are paid on a reimbursement basis, meaning that grantees must make the initial purchases of grant-related materials and then work with The Partnership to request a reimbursement of funds from grant proceeds.

This concludes the grant program summary. The more detailed Request For Proposals begins on the next page.

Residential Curbside Recycling Cart Grant Program Request For Proposals

Submitting an Application for Grant Funding

Applicants must submit proposals using the [proposal application form](#). No other application format will be accepted. The required proposal format is explained in detail later in this document. Proposals will be accepted on an on-going basis. Any community with questions related to this grant program or that is interested in submitting an application is strongly encouraged to contact Vincent Leray at vleray@recyclingpartnership.org prior to submitting a Residential Curbside Recycling Cart Grant proposal.

Residential Curbside Recycling Grant Program Conditions and Requirements

The following information outlines the requirements and limitations of this grant program. Applicant must meet all requirements in order to be eligible to apply for grant funding.

General Eligibility –

- a. To be eligible for funding an applicant must be a local government entity (e.g. a municipality, county, parish, etc.) or a public solid waste authority/district or a federally recognized tribal government that is geographically located within the territories of the United States of America. There is no minimum community size requirement.
- b. Funding is only available for communities seeking financial assistance to acquire recycling carts for residential curbside recycling programs. Grant funding is not available to replace existing recycling carts. Grant funding is not available to support the purchase of carts for waste or organics recycling collection. Grant funding is not available for commercial, institutional, school, college or university campus recycling programs.
- c. Funding from this grant program is provided for carts and for recycling education and outreach. To be eligible for funding for education, an applicant must also be seeking funding for recycling carts. Applicants cannot apply for education grants alone. For more information on the amount of funding available through this grant program please see the section below titled “Funding Availability and Use of Grant Funds.” For more information on education and outreach requirements please see the “Education and Outreach” section below.

Under select conditions non-profit entities or businesses that do not meet the above general eligibility requirements may still be considered for grant funding to support the purchase of curbside recycling carts. Such entities are encouraged to contact Vincent Leray at vleray@recyclingpartnership.org to explore funding options.

Collection Frequency Requirements - The applicant must provide or intend to provide curbside recycling collection on a weekly or every-other-week basis. A community that plans to collect curbside recycling two (2) times per month, monthly, or on any other frequency is not eligible.

Cart Size and Cart-Related Requirements – The following cart requirements must be met:

- a. Communities offering weekly collection of recyclables are required to provide residents with a cart that is at least 60+ gallons in volume.
- b. Communities offering every other week collection of recyclables are required to provide residents with a cart that is at least 90+ gallons in volume.
- c. Exceptions to Size Requirements: Communities may offer accommodations to households with residents who are not physically able to move standard sized recycling carts to the designated area for collection. In

such cases, smaller carts may be acceptable provided that the community has established clear eligibility criteria for who may recycle using smaller carts and under what conditions.

- d. Recycling carts purchased with Residential Curbside Recycling Cart Grant funding must be manufactured with a minimum of five percent (5%) residential post-consumer recycled plastic content based on the weight of the entire mass of the body, lid and wheels. To qualify as residential post-consumer content, the reclaimed plastic must have been generated by a household and collected for recycling by a curbside or drop-off recycling program. This recycled content requirement cannot be met through the use of post-industrial plastics or plastic sourced from end-of-life carts or bins. The purpose of this requirement is to generate demand for plastics collected by residential recycling programs in the United States, and this requirement has been developed in cooperation with the Association of Plastics Recyclers and a consortium of recycling cart manufacturers. It is understood by The Recycling Partnership that the majority of the primary manufacturers of residential recycling carts serving the North American marketplace can meet this requirement without any impact on cart price, performance or warranty.
- e. Radio Frequency Identification (RFID) tags must be embedded in carts at the time of manufacturing. A successful applicant is not required to purchase RFID reading equipment or to use an RFID tracking or data management system.
- f. The recycling carts must be clearly labelled in a manner to indicate that they are for the collection of recyclables and must be distinct in appearance from carts used for waste collection.
- g. 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.

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 agree to use select elements of The Partnership's campaign materials and supporting graphics and must also partner with The Partnership to deploy an outreach campaign during the months prior to the rollout of carts. Key components of The Partnership's approach to education and outreach include a direct-to-resident information card informing citizens about the availability/impending distribution of recycling carts, a kit of information delivered with the cart, and the use of oops tags or other anti-contamination strategies to reinforce correct recycling behavior after carts have been delivered. More information about this requirement is provided in the "Education and Outreach Plan" section of the Required Proposal Format. If your community needs only educational resources, or if your community would like additional information on communications best management practices or educational resources provided by The Partnership, please visit the [Resources](#) section of our website or contact Heath Nettles, Director of Communications, at hnettl@recyclingpartnership.org.

Participation in Municipal Measurement Program - To be eligible to apply for a Residential Curbside Recycling Cart Grant from The Recycling Partnership, a potential applicant must establish an account with the Municipal Measurement Program (MMP) prior to submitting an application for funding. The MMP is an assessment and planning tool that delivers insights and actionable recommendations to public recycling programs. Applicants that are awarded grant funding will also be required to complete the "About Your Municipality" and "Curbside Assessment" sections of the MMP before a grant contract is finalized. Grantees are further strongly encouraged to maintain active reporting in the MMP system during the grant contract period and must commit to reporting in the MMP system for five (5) years afterwards.

Reporting in the MMP system is free, and reporting involves entering annual tonnage data and answering questions about waste and recycling programs and services through a web-based analytical tool. For more

information about the Municipal Measurement Program please visit this web site: <https://recyclesearch.com/profile/mmp>, and to create an MMP account click [here](#).

Measurement Plan - An applicant must agree to implement a system for tracking waste and recycling data and to report monthly Municipal Solid Waste (MSW) and recycling tonnage data to The Partnership for the periods before, during and after cart implementation.

Funding Recognition - An applicant must be willing to use The Partnership logo on education materials that have been funded with grant proceeds and to make mutually-agreeable acknowledgments indicating the project was partially funded by a grant from The Partnership. An example of logo usage is available upon request.

Technical Assistance - An applicant must be willing 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](#).

Funding Availability and Use of Grant Funds

Grant funding is available through the Residential Curbside Recycling Cart Grant Program to support the purchase of recycling carts and materials for public education and outreach. To be eligible for funding for education, an applicant must also be seeking funding for recycling carts. The level of funding available to support the procurement of recycling carts varies based on the implementation strategy selected by the community. Grant funding for carts must be used to secure recycling carts to implement a new cart-based curbside recycling collection program, to expand access to cart-based recycling within a community, or to transition from an open bin or bag-based curbside recycling collection system to a cart-based collection system.

Grant funds cannot be used for staff costs, land or building purchases, truck procurement, MRF upgrades, or for purposes other than cart procurement and for recycling education and outreach. Funding cannot be used for commercial, institutional, school or organic food scrap collection programs. If your community has critical need for funding for other infrastructure besides recycling carts to enable the implementation of cart-based curbside recycling then please contact Vincent Leray at vlaray@recyclingpartnership.org to discuss further.

Funding for Cart Implementation Strategies - This grant program allows for communities to use a variety of approaches to implement curbside recycling with carts. The amount of funding available for the various strategies is based on the relative effectiveness of the strategy when it comes to engaging recycling behavior in the widest number of citizens and diverting recyclable materials from disposal on a community-wide scale. The Recycling Partnership's goal and preference is that every household that is eligible for curbside recycling services should automatically be provided a cart for recycling, making access to recycling collection as easy as access as to waste collection. The availability of funding for strategies that do not immediately accomplish the goal of providing a cart to every household is an acknowledgement of the challenges that communities face when making decisions about the provision of curbside recycling services. As applicants engage with The Partnership about the implementation of the strategies below, The Partnership may seek to explore with the applicant community whether an option that would provide carts to more households is achievable. When submitting an application for funding, the applicant must indicate which strategy they intend to adopt as part of their application.

- **Strategy 1: Universal / Automatic Distribution of Carts** – communities that intend to automatically provide a recycling cart to every residential household that is eligible for garbage service have access to grant funding at the level of \$15.00 per cart up to \$750,000.

- Strategy 2: Phased in Transition to Universal Distribution of Carts – communities that intend to automatically provide a recycling cart to every residential household that is eligible for garbage service by distributing carts to regions or zones of the community in phases until all eligible households in the applicant’s jurisdiction have received a recycling cart have access to grant funding at the level of \$12.00 per cart up to \$600,000.

In order to qualify for this level of cart funding, a community must have a plan to complete the distribution of carts to the entire community so that curbside recycling is universally available within four (4) years. Cart distribution in this scenario must take place in phases or route by route until the entire community has been carted. Please include a brief description of the plan to distribute carts as part of the application.

- Strategy 3: Opt-out Distribution of Carts - communities that intend to distribute recycling carts to every residential household that has not specifically opted to forgo receiving a recycling cart through a pre-determined process have access to grant funding at the level of \$10.00 per cart up to \$500,000.
- Strategy 4: Partial Distribution of Carts in Zones or Districts - communities that intend to distribute recycling carts automatically to every residential household that is eligible for garbage service in a predetermined portion or district of their community without a plan to distribute carts to the remainder of the community have access to grant funding at the level of \$8.00 per cart up to \$400,000.

In order to qualify for this level of cart funding, a community must describe in their application the strategy / approach for selecting which portion of their community will be offered the opportunity to recycle with carts and must ensure that the strategy adopted does not disproportionately disenfranchise or discriminate against community populations on the basis color or of socioeconomic status. After successful implementation of a grant project receiving funding of this strategy, communities will be eligible to reapply one time for a future grant with the maximum value of any future grant for carts capped at \$200,000.

- Strategy 5: Opt-in Distribution of Carts - communities that intend to distribute recycling carts only to those residential households that have acted to opt-in or otherwise subscribe for curbside recycling service have access to grant funding at the level of \$5.00 per cart up to \$250,000.

In order to qualify for this level of cart funding, a community must agree to widely promote the option to opt-in to receive a recycling cart, and the applicant must also agree to implement a system to track which households have opted-in so that the community may later decide to distribute carts to the households that had not previously opted-in without the need to conduct a community audit to determine which households have been assigned carts. The community must ensure that the strategy adopted does not disproportionately disenfranchise or discriminate against community populations on the basis color or of socioeconomic status. Communities awarded a grant for funding of an opt-in strategy will not be eligible to reapply future grants to support the purchase of additional recycling carts.

Funding for Recycling Education and Outreach – This grant program offers access to funding and technical assistance to support recycling education and outreach activities. Funding to support community outreach expenditures is offered at the level of \$1.00 for each household that is served by the curbside recycling program, with different maximum funding levels available depending on which of the above described strategies a community chooses when implementing recycling with carts.

- Successful applicants seeking grant funding for Strategy 1 as listed above will also be eligible to receive funding for education and outreach at a rate of \$1.00 per household up to \$75,000.

- Successful applicants seeking grant funding for Strategies 2 through 5 as listed above will also be eligible to receive funding for education and outreach at a rate of \$1.00 per household up to \$50,000. In addition, communities choosing to pursue these implementation strategies will also be subject to additional conditions as explained in Education and Outreach Plan section of the Required Proposal Format.

As an example of how education and outreach grant funding works, a community with a curbside recycling program that serves 15,000 households is eligible to receive \$1 per household to support recycling education and outreach activities, or a total grant of \$15,000.

Summary of Funding Options and Maximum Grants Available

| Implementation Strategy | Per-Cart Grant Funding | Cart Funding Cap | Education and Outreach Funding Cap | Maximum Possible Grant Funding Available |
|-------------------------|------------------------|------------------|------------------------------------|--|
| Strategy 1: Universal | \$15 | \$750,000 | \$75,000 | \$825,000 |
| Strategy 2: Phased-in | \$12 | \$600,000 | \$50,000 | \$650,000 |
| Strategy 3: Opt-out | \$10 | \$500,000 | \$50,000 | \$550,000 |
| Strategy 4: Partial | \$8 | \$400,000 | \$50,000 | \$450,000 |
| Strategy 5: Opt-in | \$5 | \$250,000 | \$50,000 | \$300,000 |

Community Funding / Cash Match - There is no requirement that communities provide a minimum cash match in order to secure grant funding under the Residential Curbside Recycling Cart Grant Program. The Partnership acknowledges that the cost to implement recycling with carts is substantially greater than the funding that this grant program provides, and any expenditures beyond the grant amount will be the responsibility of the applicant. Communities shall indicate their anticipated financial contribution to the cost of implementing the project by completing the budget section of the application form.

Applicants are encouraged to seek grant funding to support the implementation of recycling with carts from other sources including state operated recycling grant programs. To the extent allowable by other grant programs, applicants are encouraged to use funding from The Partnership’s Residential Curbside Recycling Cart Grant Program to help them satisfy matching requirements in order to secure additional grant funding from other sources.

In-kind Assistance to Grantees

In addition to grant funding, The Recycling Partnership offers substantial non-cash assistance to successful grant applicants including Partnership staff time and in-kind services with an estimated combined value of \$125,000. In-kind resources made available to grantees include:

- Access to Recycling Partnership outreach campaign materials, artwork, and images for deployment in grantee communities; and
- Dedicated support and technical assistance from Partnership staff for recycling program development and implementation.

Grant Application Process and Proposal Submittal

There is no due date for grant applications. Applications will be accepted on an ongoing basis for as long as funding is available. Applicants are strongly encouraged to submit applications at least ninety (90) days prior to intended project implementation, though it is preferred that interested communities apply at least six (6) months prior to intended implementation of recycling with carts.

A proposal for grant funding including the application form and the required letters of support must be submitted via email to Vincent Leray at vleray@recyclingpartnership.org. Each applicant will be notified by The Partnership upon the receipt of their proposal. Applicants may include an optional cover letter with their application should they wish to provide The Partnership with additional information or to address issues not raised in the application form.

Grant Review and Selection Process

The Partnership intends to award funding for Residential Curbside Recycling Cart Grants on a rolling basis. Each application received by The Partnership will be reviewed and applicants will be notified by The Partnership within forty-five (45) days following the end of the month in which an application is received whether its application is denied or subject to further review (“Second Round Review”). While the initial review is taking place, The Partnership may contact applicants in order to request follow-up information and/or seek clarifications. Within ninety (90) days following the end of the month in which an application is received by The Partnership, each application that has transitioned to Second Round Review will be further assessed and applicants will be notified by The Partnership whether the application was denied or has been approved to receive grant funding.

Applicants selected to receive grant funding will then receive an award letter and The Partnership will initiate the development of a grant agreement. Grant funds will be allocated by The Partnership to successful applicants as determined by The Partnership in its sole and absolute discretion. Final grant awards will be determined by The Partnership at its sole and absolute discretion.

As The Partnership evaluates applications, the key grant selection criteria will include:

- An assessment of the applicant’s ability as demonstrated through their application to successfully implement the project including all of the required elements of this grant program;
- The anticipated new tonnage of recyclable materials that will be captured as a result of the proposed recycling program improvement;
- The number of households slated to receive the improved/expanded or new curbside recycling services and the overall strategy the community is choosing to adopt for the implementation of cart-based recycling; and
- An applicant’s ability to leverage additional financial resources to support the project, including local, state, or other non-profit funding.

Application Revisions: The Partnership may work with an applicant to adjust and revise the project details before entering into a final grant agreement. Any changes to the project as described in the initial proposal must be jointly agreed upon 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 agreement with The Recycling Partnership. Resultant grant contracts will generally have a term that is at least one year in length, with the actual term to be based on when cart-based recycling will be initiated. The goal is to have the contract term extend at least twelve (12) months beyond the date that cart-based recycling collection is implemented to accommodate a full year for measurement of project impacts. It is possible that applicants seeking funding for a phased-in transition to universal distribution of carts (Strategy 2) may be offered multi-year contract agreements. 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 contract end date.

Disbursement of Grant Funds

Distribution of grant funds will be 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. Unless otherwise agreed, total grant distributions from The Partnership will not exceed ninety percent (90%) of reimbursable costs until the submittal of a final project report by the grantee. The remaining ten percent (10%) of grant funding 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 project related expenses made 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 of the following sections. ***The application form must be used; no other application format will be accepted. Incomplete applications may be denied.***

Section 1. Letters of Support: Each applicant is required to include at least three letters of support for its planned implementation of the grant project as follows:

- Letter of support from the highest elected/appointed official in the community (e.g. County Commissioner, Mayor, Executive Director, City Manager, etc.) - the purpose of requiring a letter from the highest elected or appointed official is to ensure that community leadership is aware of and supports the grant project.
- Letter of support from the Materials Recovery Facility (MRF) responsible for handling community recyclables - the purpose of the letter from the MRF operator is to ensure that the MRF has the capacity to receive the additional materials that might be generated as a result of the project. It is also hoped that engagement with the MRF will allow the community the opportunity to discuss acceptable materials and determine whether the MRF is willing to assist in measuring and reporting on program tonnage and contamination data.
- Letter of support from the state recycling office where the community is located - the purpose of requiring a letter from the state recycling office is to ensure that the community has a relationship with their state recycling officials. It is also hoped that contact with state officials will provide the community with the opportunity to determine whether state grant funding might be available to support the project.

All letters of support should be submitted with the proposal application as separate attachments. Applicants may also submit a cover letter with their application. Cover letters can be used to provide background information about the community and / or to address issues that are not raised in or addressed by the application form. Please indicate in Section 1 of the application form whether you will be submitting a cover letter with your application.

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

- Project Director: Provide the name, phone number, email address, and mailing address of the Project Director that will oversee the grant including 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. Follow-up communication about the grant application will be directed to the Project Director unless otherwise established between The Partnership and the applicant.

- 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 that is anticipated to receive the recyclable materials generated as a result of the project along with contact information for the processor.
- Hauler: Provide the name of the hauler(s) utilized by the applicant if material is not collected by the applicant using public staff.

Section 3. Municipal Measurement Program: The Recycling Partnership requires that Residential Curbside Recycling Cart Grant applicants establish an account with the Municipal Measurement Program (MMP) prior to submitting an application for funding. More information about this requirement is provided in the section of this document titled "Residential Curbside Recycling Grant Program Conditions and Requirements." Applicants should indicate in Section 3 of the Application Form that they have established an MMP account and provide the name of the applicant's representative who created the account on behalf of the applicant. This individual is referred to in the MMP system as the "Municipal Representative."

Section 4. Cart Implementation Strategy: This section of the proposal should provide the background that reviewers need in order to understand an applicant's recycling program including information on current and planned recycling efforts. Information on the current curbside recycling program should be submitted in section 4.1, and information on the planned program after the distribution of recycling carts should be submitted in section 4.2. If there is not a current curbside recycling program, then leave section 4.1 blank. If the applicant represents multiple communities, each community included in the recycling program improvements should be listed. The information provided should include a brief description of current curbside collection system (section 4.1, if applicable) as well as a description of the planned implementation of curbside recycling using carts (section 4.2). As part of describing the current curbside recycling program, please use the classifications shown in Appendix A to describe how households currently gain access to recycling services. As part of describing the planned improvement, be sure to indicate which cart implementation strategy the community intends to pursue (see section titled "Funding for Cart Implementation Strategies" for a list of options). Applicants seeking funding for Strategy 2 (phased-in distribution) and Strategy 4 (partial distribution) will be required to provide additional information (see section titled "Funding for Cart Implementation Strategies" for more information). Each applicant with an existing curbside recycling program must provide the most recent full year of curbside recycling tonnage data and the number of households served by the program in section 4.1.

Section 5. Cart Requirements: Applicants are required to purchase recycling carts that include a minimum of five percent (5%) residential post-consumer plastics content based on the weight of the entire mass of the body, lid and wheels. More information about this requirement is provided in the section of this document titled Cart Size and Cart-Related Requirements. Applicants should indicate in Section 5 of the Application Form that they understand this requirement and intend to purchase carts that fulfill this requirement. Applicants are asked to indicate the intended manufacturer of recycling carts if known. Note that communities are free to select the cart manufacturer of their choice, and indication of a specific cart manufacturer in the application form does not obligate the community to purchase carts from the indicated manufacturer.

Section 6. Education and Outreach Plan and Commitment to Best Practices: Each applicant must include a brief description of the planned education and outreach program and should also acknowledge the applicant’s commitment to best practice level education and outreach.

When planning for education and outreach, please consider that at a minimum The Partnership requires three (3) educational components be utilized in support of the implementation of cart-based recycling, including:

- A mailer/post card sent in advance to each household that will receive a cart informing residents that carts will be arriving;
- A kit of information (cart packet) delivered with the cart, which includes an acceptable materials postcard/magnet/sticker, an introductory card, service calendar, etc.; and
- “Oops” tags or other anti-contamination strategies to reinforce correct recycling behavior must be implemented into collection protocols immediately upon cart delivery.

As stipulated in the section titled “In-kind Assistance to Grantees,” The Partnership will provide technical and design assistance to help develop and deploy these required educational components.

As applicants prepare their budget (see Section 7 below), they should consider that The Partnership requires that grant funds be used toward the procurement of the above key outreach components. Grantee expenditures at a minimum are likely to include printing and postage. To support an effective campaign, The Partnership further recommends that a successful grantee select at least one (1) additional awareness communication component, such as billboards, digital ads, festival/event kit, truck signage, etc., to complement the required outreach components.

Applicants seeking funding for cart implementation strategy 3 (opt-out) and strategy 5 (opt-in) will be subjected to additional education and outreach requirements as follows:

- Strategy 3: Opt-out Distribution of Carts – if a community is implementing cart-based recycling using an opt-out strategy then it is required that the community collaborate with The Partnership to implement a promotional strategy to actively encourage participation in the recycling program with the goal of minimizing the number of households that opt-out of receiving a recycling cart.
- Strategy 5: Opt-in Distribution of Carts – if a community is implementing cart-based recycling using an opt-in strategy then it is required that the community collaborate with The Partnership to implement a promotional strategy to actively encourage participation in the recycling program with the goal of maximizing the number of households that opt-in to receiving a recycling cart.

Finally, The Partnership requires each successful applicant to update its website(s) to communicate the basics of the cart roll out. The cost to procure these required education and outreach items will likely exceed The Partnership’s education grant amount, and any necessary local funds should be considered in the applicant’s budget.

Section 7. Budget: In this section of the application please provide information on how the public recycling program is / will be funded. Use the text boxes in the budget section to outline the current and proposed cost structure for recycling services and to describe project funding for cart purchase and deployment. Budget information should also be provided for projected recycling education and outreach expenditures. Be sure to include any anticipated funding that will come from sources other than local and/or Partnership grant funding. If the applicant anticipates making other investments that are needed to support the implementation of cart-based curbside recycling services such as the purchase of trucks or the construction or upgrading of a Materials

Recovery Facility, then please highlight the amount of funding allocated for these investments in the Project Budget table.

Section 8. Timeline: The Partnership seeks “shovel ready” projects that can be fully implemented within approximately eighteen (18) months of signing a grant agreement for a project. Please fill out the timeline in the application form by indicating the anticipated implementation dates for the key milestones listed, adding additional milestones as necessary. If a project includes a phased-in distribution of carts over a period of several years (cart implementation strategy 2), then longer time periods will be allowed for the project to be fully implemented. Applicants pursuing strategy 2 should complete the timeline in the application form with a focus on the activities that will take place during the first year of the project and submit a projected timeline for activities anticipated to occur in the subsequent years of the project as a separate attachment.

Section 9. Measurement Activities and Planning: 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 tonnages, curbside recycling program set-out rates, and contamination rates. Applicants are also asked to commit to long term reporting and to indicate their interest in participating in study activities. See below for more detail on measurement expectations.

- **Tonnage Data:** 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 recycling collection (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.
- **Set-out and Participation Data:** Each proposal should demonstrate a commitment to measurement of program participation through the collection of set-out data including a description of 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.
- **Contamination Data:** 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.
- **Long Term Reporting:** The Partnership seeks to track the long-term impacts of the work conducted with grantees by securing access to grantee recycling program metrics and data for five years following the project implementation. Grantees are asked to commit to reporting annually in the Municipal Measurement Program (MMP) System for five (5) years following the implementation of the grant project. Reporting in the MMP system is free and reporting involves entering annual tonnage data and answering questions about waste and recycling programs and services through a web-based analytical tool one time per year for the five years.
- **Optional Participation in Measurement Study:** 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 10. Processing and Hauling 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 a contracted 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 collection system.

Section 11. Growing Material Mix: Utilizing the table in the application form the applicant should list the materials currently collected via the existing residential curbside recycling program (if applicable) and should also indicate any anticipated material expansion or changes (if any). Applicants should check off the materials currently accepted by the curbside recycling program (if any), materials intended to be added, and provide any additional information that is relevant.

Section 12. Existing Partnerships: Describe all partnerships that serve to advance waste reduction and recycling in the applicant community. Examples of partnerships could be with the processor (MRF Operator), the local solid waste authority, state recycling organization or office, and/or recycling companies that will materially contribute to project success. Detail any affiliations with a larger regional group(s) that could help to amplify grant funds from The Partnership 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 describe existing or planned supporting policies and/or best practices that serve to advance recycling in the applicant community. 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 roll carts, barrels, or containers.

Contamination: Refers to material that residents include in their recycling collection that is not accepted or targeted by a curbside recycling program, thus ultimately ending up needing to be discarded by the materials processor.

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.

Residential Post-Consumer Material: A material that was purchased, consumed, and disposed of solely by a residential household in their role as end-user of a product or package which has been used for its intended purpose and subsequently collected for recycling by a curbside or drop-off recycling program.

Set-Out Rate: The number of homes with recycling placed curbside at any given route day relative to the number of homes on the route. 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.

Appendix A - Classifications for Homes to Participate in Curbside Recycling Services

In Section 4.1 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 currently 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.