



2018 Application for The Recycling Partnership's Grant Opportunity to Improve Residential Curbside Recycling Systems

Applicants should carefully read this document prior to submitting a proposal. Applicants must submit their proposal using the [proposal application form](#). No other application format will be accepted.

The Recycling Partnership (Partnership) is a national nonprofit transforming recycling in towns all across America. Every day, we work hand-in-hand with communities and businesses because improved recycling creates jobs, protects the environment, and empowers communities. For more information regarding our programs, staff and funders, visit: www.recyclingpartnership.org.

To accelerate the local level adoption of recycling best management practices, the Partnership uses highly leveraged grants coupled with technical assistance. This document details those best practices and requests that each applicant document 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 those involved with the municipality's recycling program, including hauler(s) and materials recovery facility (MRF). All questions related to this application should be sent to Rob Taylor at rtaylor@recyclingpartnership.org.

Grant Eligibility and Requirements: An applicant is eligible for a grant if it meets the following criteria:

1. **General** -
 - a. Funding is only available for residential curbside recycling programs.
 - b. Counties, municipalities, solid waste authorities/districts and tribes with 4,000 or more households (at least 10,000 residents) are the only entities eligible to receive funding (individually, a "community" and collectively, "communities").
 - c. Funding cannot be used for commercial, institutional, school or organic food scrap collection programs.
 - d. Funding is only provided for both cart and education grants. Applicants cannot apply for education grants alone. If your community needs only educational resources to support a fully-funded switch to carts, please visit the [TOOLS](#) section of our website or contact Tricia Tiedt at ttiedt@recyclingpartnership.org.
2. **Collection Frequency** -
 - a. Only a community with, or planning to transition to, weekly or every-other-week collection is eligible.
 - b. A community that plans to continue collecting two (2) times per month is not eligible.

3. **Cart Size** - The following cart size requirements must be met:
 - a. Community must provide one (1) standard size cart for every single-family home in community.
 - b. **Weekly Collection:** Minimum 60+ gallon cart size is required. 90+ is encouraged.
 - c. **Every Other Week Collection:** 90+ gallon cart size is required.
 - d. **Exceptions:** All programs have options for disability service. For these locations, smaller carts are acceptable provided there are clear eligibility criteria for such carts.
4. **Cart Distribution** - Eligible communities must provide residents with automatic/comprehensive collection service, meaning all homes that receive curbside garbage service must receive a recycling cart in order for a community or communities to be eligible for a grant.
 - a. No additional charges can be assessed to residents to receive the cart in addition to standard solid waste or recycling taxes or fees.
 - b. A community with a voluntary curbside cart program (aka “subscription” or “opt-in service”), which requires interested residents to sign up for recycling or purchase carts, is not eligible for a grant under this program, unless the community will transition to providing carts to every household automatically.
5. **RFID (Radio Frequency Identification) Tags** - RFID tags must be embedded in carts at the time of manufacturing.
 - a. An applicant must be willing to purchase carts with embedded RFID tags, but a successful applicant is not required to (i) purchase RFID reading equipment or (ii) use a RFID tracking or data management system.
6. **Education and Outreach** - The Partnership 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 graphics and partner with the Partnership to deploy the campaign three (3) to four (4) months prior to the rollout of carts.
7. **Technical Assistance** - Each grant from the Partnership includes support for technical assistance, e.g., truck and cart RFP review, routing and cart distribution techniques, operational timelines, etc. The Partnership extensively interviewed cities that underwent a program transition to carts and those findings are used to support a smooth transition for future partner communities. An applicant must work with the Partnership to receive technical support and assistance to ensure optimal adoption of best management practices. For more information regarding these topics and considerations, visit our [Guide To Implementing A Cart-Based Recycling Program](#).
8. **Measurement Plan** - An applicant must agree to monitor monthly tonnage data, before and after cart implementation, using the Re-TRAC Connect program.
 - a. Data includes: MSW, recycling and green waste (as appropriate), set out data, and contamination data from the servicing MRF, if possible.
 - b. Reporting requirements are summarized in section 8 of the Proposal Application Format document.

9. **Funding Recognition** - An applicant must be willing to work with the Partnership on the following:
- a. Partnership logo usage on education materials.
 - b. Mutually-agreeable acknowledgments indicating the project was partially funded by a grant from the Partnership.

Grant Funding Structure:

Over 4,000 households:

- Cart procurement: \$7.00 per cart delivered up to \$500,000.
- Education and outreach implementation: \$1.00 per household up to \$50,000.
- Access to technical assistance and the CART campaign materials valued at \$150,000.

For example:

- 10,000 households = \$80,000 in total grant funding for carts and education.
- 40,000 households = \$320,000 in total grant funding for carts and education.
- 100,000 households = \$550,000 in total grant funding for carts and education.

Application Process:

- The Partnership is conducting an open call for grant applications. There is no filing deadline, though communities are encouraged to apply for the grant well in advance of a cart-based recycling transition.
- Application materials, which include an application form and required support letters, must be submitted via email to Rob Taylor at rtaylor@recyclingpartnership.org with the email subject "Residential Curbside Recycling Grant Proposal."
- Each application received will be initially reviewed by the Partnership and each applicant 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 (i) denied or (ii) subject to further review ("Second Round Review").
- Within ninety (90) days following the end of the month in which an application is received by the Partnership, each application subject to Second Round Review will be further assessed and each applicant whose application was subject to Second Round Review will be notified by the Partnership whether its application was (i) denied or (ii) approved to receive cart grant funding from the Partnership.
- Grant funds will be allocated by the Partnership to successful applicants as determined by the Partnership in its sole and absolute discretion. Total grant distributions from the Partnership will not exceed 90 percent of reimbursable costs until the submittal of a final project report; the remaining ten (10) percent of reimbursable expenses shall be paid upon final report submittal.
- The Partnership, in its sole and absolute discretion, reserves the right not to make any grants.

Grant Period: The project period that is the subject of a grant from the Partnership must not exceed eighteen (18) months from the date of a grant agreement. Each grantee must expend funds and submit a final report within the grant period unless the term of the grant is extended by

written agreement of the grantee and the Partnership at least sixty (60) days prior to the grant expiration date.

Grant Limitations: The Partnership provides grant funds for cart procurement and education and outreach materials. The Partnership 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 grant funds from the Partnership are subject to limitations, the Partnership has a long history of working with communities as partners. The Partnership is committed to working closely with successful applicants to craft programs that respond to specific community needs. As a condition of receiving a grant, and in order to maximize the benefits of a project, 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 the revised grant proposal will be incorporated into the grant agreement between the Partnership and the applicant.

Reimbursement of Costs: Distribution of grant funds is on a reimbursement basis within thirty (30) days of receiving an invoice 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; the remaining 10 percent of reimbursable expenses shall be paid upon final report submittal. Funds not expended by the end of the grant period 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.



Proposal Application Format

The following information outlines the mandatory components of an application. 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 letters of support from its:

- Highest elected/appointed official (e.g., County Commissioner, Mayor, Executive Director, etc.).
- Materials Recovery Facility (MRF) responsible for handling community recyclables.
- State recycling office where the community is located.

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 and responsible for daily operations of the recycling program.
- 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.

Section 3. Program Description: This section of the proposal should provide the background that reviewers need in order to understand the context of an applicant's program. If the applicant represents multiple communities, each community included in the recycling program improvements should be listed.

Section 4. Budget: The Partnership seeks highly-leveraged proposals and has a history of working closely with others to pool resources from multiple sources and move projects forward. The Partnership's work with [Emmet County, Michigan](#) is an excellent example of this creative funding approach. In order to better understand opportunities for potential co-sponsors for the curbside program improvements outlined in a proposal, please list potential external funding sources for this project. External funding could include: state grant funding, funding from local or regional companies or foundations, leveraged private funding from a hauler or processor or other funding sources other than the Partnership.

The budget section must also outline the current and proposed cost structure for recycling services and describe the recycling cart project financing. For the education budget, consider that the Partnership utilizes a behavior change approach to recycling education known as 3, 1, 1. The three (3) key behavior change educational components are 1) a direct-to-resident information card/hanger informing them that carts are coming, 2) a kit of information (aka, cart packet) delivered with the cart, which includes an acceptable materials magnet/sticker, an introductory card, service calendar, etc., and 3) “Oops” and “Thank you” tags to reinforce correct recycling behavior after carts are delivered. The Partnership requires that grant funds be used toward the procurement of these key items, at a minimum. 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 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. Based on experience, the total cost for implementing the 3, 1, 1 program is between \$2 and \$3 per household, although this may vary considerably. A good budget number for 93+ gallon carts is \$50 per cart and \$45 for 65 gallon carts.

Section 5. 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 6. Measurement Plan: The Partnership is grounded in measuring and reporting results. Successful applicants must be willing to provide monthly tonnage data for at least twelve (12) months after carts are fully delivered. Each proposal should demonstrate commitment to data and measurement of the following: including RFID tags in carts at the time of manufacture and providing monthly baseline data for two (2) to three (3) years prior to program change. A letter of support from the servicing MRF is required, indicating its willingness to assist in measuring and reporting contamination data.

Section 7. Processing Capacity: The Partnership seeks proposals 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. As part of the MRF’s letter of support, acknowledging current excess capacity or the ability to accept more materials is required. If an independent hauler(s) is/are used to collect materials, please confirm the hauler(s) will be able to accommodate the switch to an automated or semi-automated cart-based system.

Section 8. Growing Material Mix: Each proposal should list the materials currently collected via residential curbside and anticipated material expansion. In the proposal form table, check off materials currently accepted, materials intended to be added and provide any additional information that is relevant. As part of the MRF’s letter of support, it is recommended the facility address material mix matters, which should include the key quality / contamination issues facing the MRF.

Section 9. Commitment to Best Practice Education and Outreach: Each proposal should describe the applicant’s commitment to best practice education and outreach, including the 3, 1, 1

approach described in the budget section of this document. The Partnership is interested in testing the effectiveness of our educational resources through phone surveys. While not a requirement of a grant, please indicate if your community would be willing to partner with the Partnership in conducting these surveys at no additional cost to the community.

Section 10. Existing Partnerships: Describe all effective 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 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.

Section 11. 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:

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

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 because not each home recycles every collection day. 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 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 that day he or she has the opportunity to put his or her 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. Those residents that do not contact the local government and opt-in do not receive recycling service, thus 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 a cart. If a resident declines service, he or she is 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.

APPENDIX A: Additional Opportunities to Partner

The Partnership seeks community partners interested in the possibility of conducting a study to examine and measure the impact of implementing recycling with carts and the associated best management practices through a before and after curbside waste and recycling composition analysis. 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, please indicate in Section 9 of the application form if this is something that your community would like to explore further.