



City of Greensboro

Administrative Grant Application Pre-Approval Request

Request Origination

Department	Field Operations Department
Division	Solid Waste Collections Division
Staff Contact	Tori Carle

Application Summary

Grant/Project Name	Go Bagless! Anti-Bag Outreach Campaign
Brief Project Summary	In 2018, Republic's MRF manager estimated that tangles in recycling screens caused 400 hours of downtime. That equates to nearly half a million dollars in lost profits at our MRF alone. When we analyze the results from our #RecycleRight tagging program, 49% of tagged curbside recycling carts had bagged recycling or some type of plastic film in the recycling. This campaign will support our existing recycling service without expanding that service.
How does the grant support goals, strategies and objectives?	The goal of this project is to reduce the amount of bagged recycling by 50% and reduce the amount of plastic bags, wrap, and film going to the recycling center by 30%. To measure this, we will measure the number of households tagged for bagged recycling or plastic bags/wrap/film in carts during the month prior to the campaign start (May 2019) using recycling drivers and inspectors. At the end of the study, we will repeat the tagging measurements to estimate a decrease in plastic bags at the curb. Additionally, we will conduct a contamination study at the Republic MRF to estimate the volume of plastic bags, wrap, and film from Greensboro's Residential recycling trucks both before and after the campaign.
Application Due Date	2/22/2019
Application Submission Date	2/19/2019
Application Year	2019-2020
Funding Cycle	
New?	Yes
Recurring?	No
If recurring, how many years?	
Applicant's Role	

Eligible Activities/ Costs/Descriptions

Personnel	
Contracted Services	
Travel	



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Supplies/Operating Expenses	\$41,745	Advertising
Equipment		
Total Project		

Required Match Elements/Value/Description

Cash (Describe Source)	\$11,809	Materials Recovery Facility acct.
Cash Match Source Account Number (If Known)	101430203	
In-kind services (Describe)		
Other (Describe)		
Other (Describe)		
Other (Describe)		
Total	\$11,809	

Approval Process- Mark Only One Box

Match	City Council	X
\$100,000 or greater	Administrative	
< \$100,000	List on IFYI	

Project Funding Information (Includes Match)

Federal Amount	
State Amount	\$29,936
Local Amount	\$11,809
Private Contributions Amount	
Cash Award Amount	
Reimbursement (Yes/No)	Yes
If reimbursement grant, explain fund availability.	Funding will be made available through creation of acct 220430901
How will the program be funded after the grant expires?	This program will end upon grant expiration.
List of any other departments within the City of Greensboro eligible for this funding.	None



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Description of Collaborations

Budget and Evaluation Department	
Coliseum	NA
Clerk	NA
Engineering and Inspections Department	NA
Environmental Services Department	NA
Executive Department	NA
Field Operations Department	Field Operations will initiate the program
Financial and Administrative Services	NA
Fire Department	NA
Grants	NA
Guilford Metro 911	NA
Human Relations Department	NA
Human Resources Department	NA
Information Technology Department	NA
Legal Department	NA
Library/Museum Department	NA
Parks and Recreation Department	NA
Planning and Community Development Department	NA
Police Department	NA
Public Affairs Department	NA
Transportation Department	NA
Water Resources Department	NA
Regional Governments	NA
State Agencies	NCDEQ CWRAR Grant provides match funds
Federal Agencies	NA
Other Community Partners	NA

Result Area Work Plan

Economic and Community Development	NA
Infrastructure	NA
Public Safety	NA
Culture, Recreation and Community Character	NA
General Government	NA



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Department Area Work Plan

Economic and Community Development	NA
Infrastructure	NA
Public Safety	NA
Culture, Recreation and Community Character	NA
General Government	NA

Target Areas

Council District(s)	All city council districts
Police District(s)	
Other Area(s)	

Program/Project Staffing

Number of Current Staff	1
Number of Hours/Current Staff	40
Describe Current Staff Position(s)/Role(s)	Waste Reduction Supervisor
Personnel- to Hire Additional Staff	0
Number of Additional Staff Needed	0
Number of Hours for Additional Staff	0
Describe Additional Staff Position(s)/Role(s)	
Total full time equivalent jobs created with this project is estimated at:	0

Impact

Will this project duplicate or compete with another service or program provided by the City of Greensboro or other local agency?
No
How will this program/project benefit the City as an organization?
This project is to reduce the amount of bagged recycling by 50% and reduce the amount of plastic bags, wrap, and film going to the recycling center by 30%.
How will this program/project benefit the City as a region?
The life of the materials created with these grant funds will serve the Greensboro community for years to come. Future use of recycling guides printed in Spanish and Vietnamese will have an indefinite use lifetime. All ads created with grant funds will be easily reusable in future purchases of advertisements in these mediums due to their "evergreen" message. These advertisements will educate approximately 90,000 households on curbside collection service, plus additional multi-family, and privately collected households, and business owners in the greater Greensboro area.

Department Director's Signature Authorization to Proceed

Name (printed) D. DALE WYRICK
Signature *D. Dale Wyrick*
Date 2-25-09

Go Bagless!

City of Greensboro Anti-Bag Outreach Campaign 2019 Community Waste Reduction & Recycling Grant Program

Contact Information

Tori Carle
Waste Reduction Supervisor
City of Greensboro
401 Patton Ave, Greensboro, NC 27406\
P: 336-373-2053
C: 336-430-6155
F: 336-412-6187
tori.carle@greensboro-nc.gov

Date Submitted

Month, XX, 2019

General Requirements

The City of Greensboro certifies that NC Solid Waste Disposal Tax Proceeds are used solely for solid waste management purposes. Proceeds are used to offset the cost of solid waste disposal operations.

In key government buildings, the City of Greensboro has recycling services available. Materials accepted include: plastic bottles, jugs, tubs, and jars, aluminum cans, steel cans, aerosol cans (empty), newspaper, magazines, catalogs, office paper, junk mail, cardboard, chipboard, milk and juice cartons, glass food and beverage containers, rigid plastics, aluminum foil and pie pans, and pots and pans.

Project Description

In 2018, Republic's MRF manager estimated that tangles in recycling screens caused 400 hours of downtime. That equates to nearly half a million dollars in lost profits at our MRF alone. When we analyze the results from our [#RecycleRight](#) tagging program, 49% of tagged curbside recycling carts had bagged recycling or some type of plastic film in the recycling. This campaign will support our existing recycling service without expanding that service.

The goal of this project is to reduce the amount of bagged recycling by 50% and reduce the amount of plastic bags, wrap, and film going to the recycling center by 30%. To measure this, we will measure the number of households tagged for bagged recycling or plastic bags/wrap/film in carts during the month prior to the campaign start (May 2019) using recycling drivers and inspectors. At the end of the study, we will repeat the tagging measurements to estimate a decrease in plastic bags at the curb. Additionally, we will conduct a contamination study at the Republic MRF to estimate the volume of plastic bags, wrap, and film from Greensboro's Residential recycling trucks both before and after the campaign.

Greensboro's *Go Bagless!* Outreach Campaign will achieve these goals through a multi-faceted, multi-lingual advertising plan that will provide a wide reach and frequent impressions of the education messages. With grant funding, advertisements will include billboards, newspaper ads, local magazine ads, water bill insert(s), local Spanish radio and magazine ads, TV news station ads, paid YouTube, Facebook, and Twitter ads, and translation/printing of current print media into Spanish and Vietnamese (with distribution through various agencies and businesses). Free media will also be accounted for in this grant proposal and detailed in the final report. This could include, but is not limited to: the City's website, unsponsored social media, monthly newsletters already in publication, earned TV media, and more.

Go Bagless! will have an overarching theme of reducing plastic bags in the recycling, but with 2 specific messages. First, residents should not bag their recyclables (*Go Bagless!*) and second, *Return to Retail*, specifically identifying what kinds of plastic bags, wrap, and film can be returned to retail locations for recycling. With this primary message of "no plastic bags in the recycling" we will specifically demonstrate how to properly dispose of recyclables, and what to do with all of the plastic that residents yearn to recycle. Instead of overwhelming residents with all of this information on one ad, we will break the message up into single, simple messages. For example, "Go Bagless! No bagged recycling in the cart" and "Bread Bags? Not in the cart! Return to Retail for Recycling." See draft images below.

The life of the materials created with these grant funds will serve the Greensboro community for years to come. Future use of recycling guides printed in Spanish and Vietnamese will have an indefinite use lifetime. All ads created

with grant funds will be easily reusable in future purchases of advertisements in these mediums due to their “evergreen” message. These advertisements will educate approximately 90,000 households on curbside collection service, plus additional multi-family, and privately collected households, and business owners in the greater Greensboro area.

Project Timeline

	Lamar Billboards	News & Record	Triad City Beat	Yes! Weekly	Four Seasons	Graffiti Ads	GTN Commercials	City Web-site	Social Media	Que Pasa Newspaper	Press Releases	Carolina Peace-maker
July	*	*	*	*		*			*	*		*
Aug									*			
Sept									*			
Oct									*			
Nov									*			
Dec									*			
Jan									*			
Feb									*			
Mar									*			
Apr									*			
May									*			
June									*			
*Pay Invoice												
Paid Free Not in use												

Green Highlight indicates payments made. This list includes advertising that will not run monthly, or will be paid out monthly. Timeline subject to change based on advertiser space availability.

July 2019

- **Pay invoices** for annual advertising contracts:
 - Graffiti Ads, Triad City Beat, Lamar, News & Record, Yes! Weekly, Que Pasa
- **Boost** 4 Facebook Ads, \$25ea.
- *Go Bagless* Campaign Kickoff Press Release
- Yes! Weekly: run campaign article

August 2019

- **Boost** 4 Facebook ads, \$25ea.
- *Go Bagless* Announcement: At Your Service

September 2019

- **Boost** 4 Facebook ads, \$25ea.
- Triad City Beat: Run campaign Article
- Que Pasa Article

October 2019

- **Boost** 4 Facebook ads, \$25ea.
- *Go Bagless* Announcement: At your Service

November 2019

- **Boost** 4 Facebook ads, \$25ea.
- Yes! Weekly: run campaign article

December 2019

- **Boost** 4 Facebook ads, \$25ea.
- Triad City Beat: run campaign article

- Four Seasons Town Centre kiosk ad

January 2020

- **Boost** 4 Facebook ads, \$25ea.
- *Return to Retail* Campaign Kickoff Press Release
- Yes! Weekly: run campaign article

February 2020

- **Boost** 4 Facebook ads, \$25ea.
- *Return to Retail* Announcement: At Your Service

March 2020

- **Boost** 4 Facebook ads, \$25ea.

April 2020

- **Boost** 4 Facebook ads, \$25ea.
- *Return to Retail* Announcement: At your Service
- Yes! Weekly: run campaign article

May 2020

- **Boost** 4 Facebook ads, \$25ea.
- Triad City Beat: run campaign article

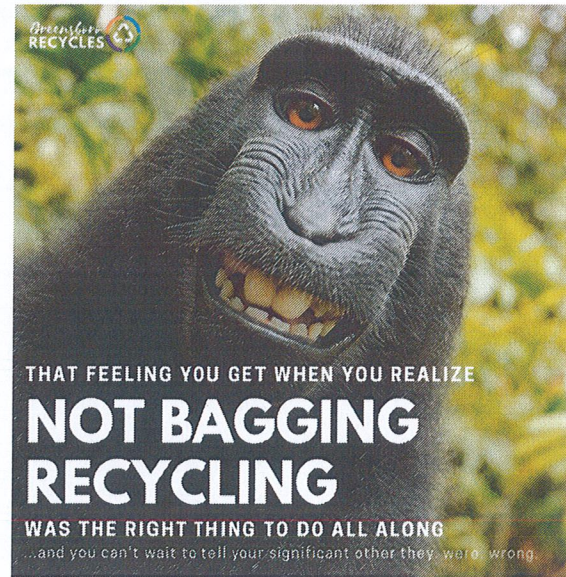
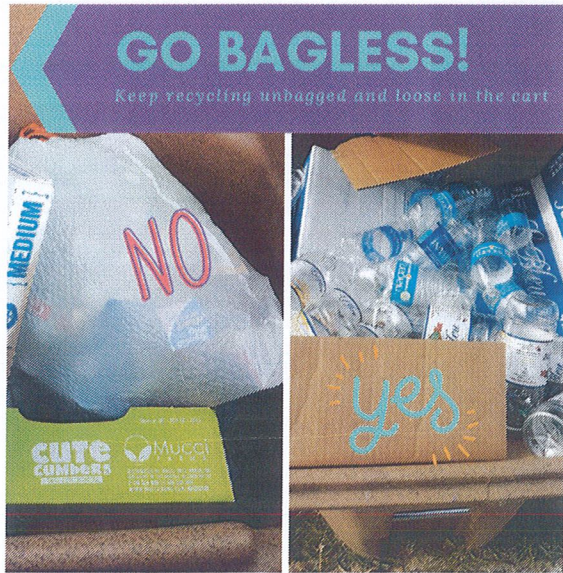
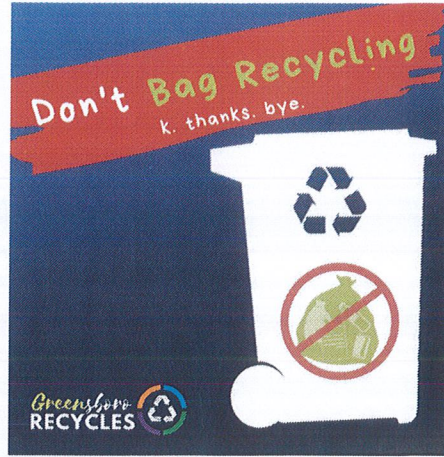
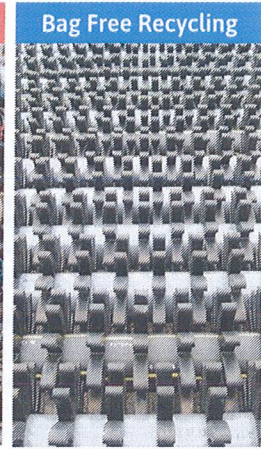
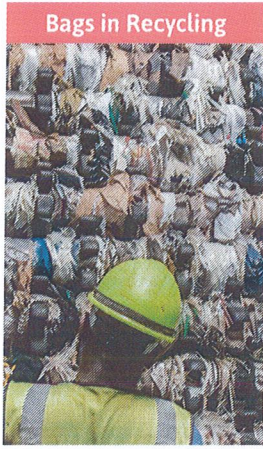
June 2020

- **Boost** 4 Facebook ads, \$25ea.
- Campaign conclusions press release

Project Budget (estimates)

Medium	Ad Plan	Estimate	Grant	COG Match	Notes
Lamar Billboards	<i>Go Bagless</i> and <i>No Plastic Bags</i> messaging. Some Spanish billboards. 10 postings over 12 months. 2 posters each posting.	\$8,000	\$7,200	\$ 800	Covers production of all 20 billboards.
News & Record	Weekly column/graphic in b&w with images	\$10,800	\$7,560	\$3,240	Terry is working on a mock-up
Carolina Peacemaker	1/8 pg., 1x/month in color	\$2,520	\$2,016	\$504	Vicki confirmed
Triad City Beat	1/6 pg. horizontal, full color, 3.08"x4.875". Two ads per month: 9 months paid, 3 months free. Large digital tile with url click through, 52 weeks.	\$4,125	\$3,300	\$825	Gayla confirmed
Yes! Weekly	1 full color 1/4 pg. ad/month, social media posts 2/month with link to site. Run article (EWW) online and on social edia, 4x/year. Post video on social media 2/month	\$3,000	\$2,100	\$900	Charles confirmed
QuePasa	1/4 page full color horizontal ad per month (12 issues). Large Banner, full color, every other month (6 issues). Run 1 Recycling/Waste Reduction article per month. Articles on web and Facebook. Ads on Facebook too.	\$4,020	\$2,412	\$1,608	Jose confirmed
Graffiti Ads (Restrooms)	Men's & Women's standard boards in 42 locations. Full color.	\$7,080	\$4,248	\$2,832	Can change ad each month. Comes out to \$7.02 per ad.
Facebook	Boosted posts--\$100/mo.	\$1,200	\$600	\$600	boost 4-5 posts per month
Nextdoor	Post a <i>Go Bagless</i> or <i>No Plastic Bags</i> in recycling message 1x/mo.	\$-	\$-	\$-	consistent branding, change up the message
Four Seasons Town Centre	4x6-foot kiosk ad, one month	\$-	\$-	\$-	Amanda confirmed: Dec 2019
GTN Ads	New Commercials air every Tuesday. Available on YouTube and Facebook	\$-	\$-	\$-	May want to boost on YouTube?
Press Releases	Announce <i>Go Bagless</i> campaign in July, then <i>No Plastic Bags</i> campaign in	\$-	\$-	\$-	

	December, then recap in April.				
At Your Service	Include <i>Go Bagless</i> or No <i>Plastic Bags</i> messaging in 4 newsletters	\$-	\$-	\$-	Decide on specific months with Debby
City Website	Create a special subpage under www.greensboro-nc.gov/recyclen to highlight the do's and don't of plastic bag recycling.	\$-	\$-	\$-	www.greensboro-nc.gov/gobagless?
GSO Collects Campaign	Build monthly campaigns to go out to residents regarding plastic bags in recycling. Each campaign will run 1 week. All users with notifications will receive info.	\$-	\$-	\$-	alternate messages. No bagged recycling, bread bags to grocery store, produce bags to grocery store, etc.
Print Multi-lingual handouts	Spanish and Vietnamese flyers and recycling guides	\$1,000	\$1500	\$500	Translation Services not included in this cost. COG will cover.
	Allocated Funds	\$ 36,000	\$30,000	\$6,000*	*minimum requirement
	SUBTOTAL	\$ 41,745	\$29,936	\$11,809	Total \$41,745



2019 Community Waste Reduction and Recycling Grant Program

REQUEST FOR PROPOSALS

N.C. Department of Environmental Quality
Division of Environmental Assistance and Customer Service

The purpose of this grant program is to assist local governments with the implementation, expansion, and improvement of waste reduction and recycling programs in North Carolina. The Division of Environmental Assistance and Customer Service (DEACS) administers the Community Waste Reduction and Recycling Grant program through the Solid Waste Management Outreach Program.

With the release of this Request for Proposals (RFP), DEACS is seeking proposals that request grant funding to help initiate or expand public waste reduction programs within the state. **Applicants should carefully read this entire RFP prior to submitting a proposal. Proposals must be received by DEACS by 5:00 p.m. on Friday, February 22, 2019.** Please address any questions about this grant program to Matt James at (919) 707-8133, matt.james@ncdenr.gov.

Community Waste Reduction and Recycling Grant Program Parameters:

The 2019 Community Waste Reduction and Recycling (CWRAR) Grant Program seeks to fund projects that help communities build lasting capacity to divert materials from the waste stream and / or that increase public awareness of waste reduction and recycling. There are two categories of CWRAR Grants for 2019: Standard Project Grants and Priority Project Grants. Different levels of grant funding are available for each project category. See the Available Funding section of this document for more information.

Standard Project Grants:

Standard Project Grants support a wide range of projects that increase and / or enhance public waste reduction and recycling. The following list provides examples of Standard Projects:

- Projects that demonstrate the potential to significantly increase a community's overall diversion of materials from the solid waste stream;
- Projects that improve recycling program efficiency and / or cost effectiveness while supporting increased waste reduction;
- Projects that increase the diversion of materials that are banned from disposal in North Carolina;
- Projects that implement education and outreach efforts that will grow public awareness about waste reduction and recycling services and / or that work to decrease contamination;
- Projects that implement new curbside recycling programs or that help transition an existing curbside recycling program from collection using bins or blue-bags to a cart-based collection system;
- Projects that implement or expand public school recycling programs. If seeking funding for public school recycling, please see additional provisions for public school recycling projects in the Special Requirements section of this document;
- Projects that increase the efficiency or effectiveness of public electronics recycling programs. If seeking funding for electronics recycling, please see additional provisions for electronics recycling projects in the Special Requirements section of this document.
- Projects that create or expand away-from-home recycling opportunities such as recycling infrastructure for parks, sports fields, streetscape / pedestrian recycling, and / or recycling at public venues. If seeking funding for away-from-home recycling, please see additional provisions for away-from-home recycling projects in the Special Requirements section of this document;
- Projects that implement or expand public curbside recycling service in unincorporated areas;
- Projects that implement or expand recycling programs to collect and manage food waste from residential or commercial sources.

Priority Project Grants:

Priority Project Grants support investments in public recycling program areas that have been determined by the state recycling program to be of particular importance to growing and expanding efficient and effective waste reduction and recycling services throughout North Carolina.

Proposals that seek funding for the following Priority Projects are strongly encouraged:

- Projects that implement or support county-wide consolidation of commingled recyclable materials for bulk transfer to a Materials Recovery Facility (MRF);
- Projects that fund outreach efforts to reduce contamination in the recycling stream and improve material quality.

Available Funding:**Grant Award Amounts:**

- **Standard Project:** Applicants are eligible for a Standard Project grant award of up to **\$20,000**.
- **Priority Project:** Applicants are eligible for a Priority Project grant award of up to **\$30,000**.

Communities preparing proposals for a 2019 CWRAR Grant are strongly encouraged to contact a DEACS Local Government Assistance Team staff member to discuss potential grant projects prior to submitting a grant proposal. Local Government Team members are available to provide technical assistance and advice on grant projects. A listing of team member contact information and areas of individual expertise is available on this web site: <https://deq.nc.gov/conservation/recycling/deacs-recycling-staff>.

Please see the section of this document titled “Use of Grant Funds” for specific information about allowable uses of grant funds.

Cash Match Requirement:

Required Cash Match: CWRAR grant winners must provide a cash match equal to or exceeding 20 percent of the requested grant funding. For example, a grantee under this program requesting \$20,000 in grant funding from DEACS must show a minimum expenditure of \$4,000 of local funds on the project. To meet the cash match requirement, a minimum of one (1) local dollar must be spent for every five (5) dollars of grant funding awarded.

Calculating Cash Match: To determine the necessary cash match for any grant project, first determine the total budget associated with the project and then use the following equation: $\text{total project budget} \div 6 = \text{required cash match}$. The difference between the total project budget and the required cash match equals the maximum possible grant award.

Distributions from the \$2 per ton Solid Waste Disposal Tax may be used to cover cash match requirements. In-kind contributions will not be accepted in lieu of cash match.

Grant Project Planning:

Available funding is limited and it is anticipated that the 2019 CWRAR Grant Round will be highly competitive. For this reason, it is important that project seeking grant funding be well thought out and well planned, and that applicants follow the instructions in this RFP when preparing proposals by providing all information as outlined in the section addressing Required Proposal Format. Proposals that seek grant funds for the replacement of existing equipment will be scored substantially lower than projects that implement new recycling services or projects that expand existing recycling services.

Use of Grant Funds:

Examples of **approved uses** of CWRAR Grant funds include site development costs, construction of facilities to handle recyclable materials, equipment purchases, equipment installation costs, key recycling program components, public awareness programs and materials that support public education such as signs or brochures.

Examples of activities for which CWRAR Grant funds **MAY NOT** be used include employee salaries, land acquisition costs, administrative expenses such as overhead, utility costs, studies or work performed by consultants, contracted collection costs, and / or payment for other contracted recycling services such as payment to a vendor for operating a household hazardous waste collection event.

If you have questions about eligible uses of grant funds, please contact Matt James at (919)-707-8133 or matt.james@ncdenr.gov for more information.

Eligible Entities:

- Local governments, defined as counties, municipalities, councils of governments and solid waste authorities in North Carolina, are eligible to apply for funding from the CWRAR Grant Program.
- Applicants with an **open CWRAR Grant contract** from an earlier grant cycle must have invoiced for 90% of eligible grant funds by the proposal due-date (February 22, 2019) to be considered for grant funding during this new grant cycle. Applicants that have completed and closed previous CWRAR Grant projects may submit another proposal under this grant round. Proposals **will not be** accepted from applicants with an open CWRAR Grant from cycles prior to 2018.
- Federal and state agencies **are not eligible** for funding through this grant program.
- Public universities, community colleges and private colleges and universities **are not eligible** for funding through this grant program.
- Not-for-profit entities **are not eligible** for funding through this grant program; however, these entities are eligible for funding through the Recycling Business Development Grant Round. For more information about Recycling Business Development Grants, please contact Sandy Skolochenko at (919) 707-8147 or sandy.skolochenko@ncdenr.gov.
- Public school systems and individual public schools **are not eligible** to apply directly for funding through this grant program. **However**, local governments (counties or municipalities) may apply for funding to support public school recycling projects. If a county or municipality seeks funding for a public school recycling project, the local government will be responsible for making purchases associated with the grant project and will receive grant proceeds when seeking reimbursement. Additional requirements also apply for projects seeking grant support for public school recycling projects - see Special Requirements section below.

Conditions on Submittals:

- **ONLY ONE PROPOSAL PER ELIGIBLE ENTITY WILL BE ACCEPTED.** Grant proposals may combine funding requests for multiple types of projects into one proposal. For example, a grant proposal seeking funding for away-from-home recycling receptacles plus an investment in some other public recycling program element unrelated to away-from-home recycling would be considered. If combining different grant project elements into one proposal, the available funding limits still apply and total request may not exceed the grant award amounts noted in the Available Funding section of this document.
- Multi-party initiatives such as joint projects involving two or more local governments where each local government contributes towards project funding are strongly encouraged. Any group participating in a regional or multi-party project proposal may not submit additional proposals.
- All applicants selected for funding will undergo a compliance review to ensure that they do not have an outstanding Notice of Violation (NOV) related to North Carolina solid waste statutes and rules. Any outstanding NOVs must be corrected to the satisfaction of the N.C. Division of Waste Management (DWM) prior to any grant being awarded. Applicants with outstanding NOVs are

responsible for providing DEACS with information from DWM indicating that the community is in compliance and that the NOV's have been corrected before a grant contract can be initiated.

- Applications will not be accepted from local governments that have not submitted the required Solid Waste and Materials Management Annual Report for the most recent fiscal year.
- As a condition of grant award, DEACS may work with applicants to revise initially submitted proposals before entering into a grant contract. Initial proposals must be received by the due date. Changes to proposals may include adjustments to project scope, project budget, project timeline and / or other elements of the proposal. Any changes to initial proposals must be approved by DEACS and the applicant and the resultant Final CWRAR Proposal will become an attachment to the grant contract.
- The annual CWRAR Grant cycle typically receives funding requests that exceed available funds. However, it is a priority for DEACS to support as many qualifying projects as possible. After close examination of funding requests and subject to agreement with the applicant, DEACS may award grant amounts lower than the original request. For any amount awarded, grantees must still provide the required cash match as explained in the Cash Match Requirement section.

General Requirements:

General requirements for all applicants:

- **Use of N.C. Solid Waste Disposal Tax proceeds:** Solid Waste Disposal Tax proceeds are distributed to eligible local governments on a quarterly basis by the Department of Revenue. According to G.S. § 105-187.63, these funds must be used by a city or county solely for solid waste management programs and services. CWRAR Grant applicants must certify in writing that all disposal tax proceeds are used only for the purpose of providing solid waste and recycling services. In addition to this written certification, applicants should describe how disposal tax funds are utilized and whether proceeds will be used to supply matching funds.
- **Public Building Recycling Services:** CWRAR Grants will not be awarded to applicants that do not have recycling services for cans, bottles and paper available at their government buildings. As part of the grant proposal, all applicants must indicate that employees in the key government buildings operated by the applicant have reasonable access to recycling services and are able and encouraged to recycle materials generated in the course of government business. Please include a list of the materials collected for recycling at these facilities.
- **Mercury Product Recycling:** G.S. § 130A-310.60 requires that any public agency using state funds for the construction or operation of public buildings shall establish a program for the collection and recycling of all spent fluorescent lights and thermostats that contain mercury generated in public buildings. As part of the grant proposal, all applicants must indicate that they have a program in place for the collection of fluorescent lights and mercury thermostats from their public buildings. If the applicant does not have a program in place for the collection of these materials, then as a precondition of any grant award the applicant must initiate such services. For more information about these requirements and / or for assistance implementing a mercury products recycling program please contact Matt James at 919-707-8133, matt.james@ncdenr.gov

Special Requirements:

Applicants seeking funding for public school recycling, away-from-home recycling and/or electronics recycling **MUST** address the following Special Requirement(s) in their submitted proposal.

- **Special Requirements for Public School Recycling Projects:** Local governments may apply for funding to support public school recycling projects. Applicants seeking funding for public school recycling projects **must** provide the supplemental information outlined below to ensure that all necessary school recycling program elements are addressed and to help demonstrate project planning. This is a competitive grant program and projects that institute or expand a system-wide school recycling program will compete better than projects that only serve an individual school.

Eligible grant projects may seek funding for equipment (such as bins and roll carts) and/or education materials. As with other CWRAR projects, administrative expenses, staff salaries and contract collection costs are not eligible for grant funding nor can they be used as matching funds. If a public school system will be contributing funds towards the implementation of a recycling grant project, these funds should be paid to the state grantee in order to ensure that the state grantee makes the purchases associated with the grant project. All purchases associated with a grant project must be made by the grantee. Purchases made directly by a public school system shall not be eligible for reimbursement. Please contact Mel Gilles at 919-707-8127, mel.gilles@ncdenr.gov for information or assistance with public school recycling projects.

School Recycling Supplemental Requirements:

- Describe the existing school recycling program (if any) that is available in the school system associated with the grant project. The description should include the following items:
 - Indicate whether recycling service is available to *all* schools within the district or only to certain schools within the district.
 - If recycling collection presently exists or if this project implements a new school recycling service, then please indicate the recycling service provider (e.g. indicate whether the collection of recyclables is provided by public school system employees, by a specific local government, or through a contracted or third-party service provider).
 - Provide a list of the recyclable materials accepted by the program and indicate how the materials are to be collected (single stream, dual stream, source separated).
 - Indicate where the recyclables are going after they are collected (provide the name of the materials processor).
 - List all of the public agencies and/or departments that collaborate to assist with or operate the school recycling program and list the role of each entity. Examples could include the local educational authority (school district), municipal and/or county solid waste management departments. Ideally, a holistic school system recycling program should include cooperation between the community's public recycling program and the public school system.
 - If a system-wide school recycling program is in place, explain if and how this grant will expand recycling throughout the school system and note whether this grant project is part of a phased plan.
 - A designated recycling contact should be established for each school facility participating in the recycling program. Examples of designated contacts might include school facility manager, head custodian, the faculty coordinator or leader of a group or club, the principal, or school administrator. Please provide a list of schools to be served by this project and the designated recycling contact for each school including the name and title of the designated contact.
 - Indicate the locations where recycling containers are or will be placed at the school facilities (e.g. classrooms, cafeterias, hallways, athletic fields, administrative offices, library, copy rooms, etc.).
 - Indicate who will be responsible for emptying the recycling containers (e.g. custodian / cleaning staff, teachers, students, student groups, etc.).
 - Provide a plan for promoting recycling within the schools impacted by the grant project as well as a plan for educating staff and students about the program.
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- **Electronics Recycling Projects:** Any community seeking grant funds related to an electronics recycling related project must indicate in their proposal whether the local government has ever received funds distributed from the State's Electronics Management Program. For more information on eligibility for Electronics Management Program Funds see this web site:

<http://deq.nc.gov/about/divisions/waste-management/solid-waste-section/electronics-management/nc-local-governments-info-page>. If the local government has received Electronics Management Fund distributions in the past, then the applicant must include information in its proposal about how those funds have been used and about how the community intends to use the funds that will be distributed in February 2019 and February 2020.

Successful **county** applicants seeking grant funds to support an electronics recycling related project that **have not** previously been eligible for distributions from the State's Electronics Management Program will be required to become eligible for Electronics Management Funds on or before December 31, 2019 as a precondition of receipt of CWRAR Grant funds.

Successful **municipal** applicants seeking grant funds to support an electronics recycling related project that **have not** previously been eligible for distributions from the State's Electronics Management Program must decide whether or not to make themselves eligible for Electronics Management Funds prior to the December 31, 2019 eligibility deadline. This decision should be made in consultation with the county where the municipality is located and should be based on how the distribution of funds can best serve the advancement of electronics recycling within the community. If it is determined that the municipality should seek Electronics Management Funds, the municipality should take action to become eligible for funds on or before December 31, 2019.

- **Away-From-Home Recycling Projects:** Grant funds for away-from-home recycling projects can only be used for recycling related purchases and cannot be used to pay for the purchase of away-from-home receptacles for the collection of waste (garbage). If a proposal includes the purchase of away-from-home receptacles that collect BOTH waste and recyclables, then the standard cash matching fund requirement will be adjusted so that the applicant (grantee) covers the full cost of the waste portion of the container with their matching funds. For example, if a community seeks to purchase a combo waste / recycling station that has one slot for garbage and one for recyclables and the receptacle costs \$1,000 then the applicant will be expected to provide a cash match equal to one half of the purchase price, or \$500. If seeking funding for an away-from-home recycling project, then please indicate in the Special Requirements section of the proposal whether any of the equipment to be purchased will be used to collect waste materials that are intended to be disposed of in a landfill.

In addition, applicants for away-from-home related grant projects are strongly encouraged to specify which particular recycling receptacles are being considered for purchase as a part of their proposal. For assistance with and guidance on the selection of recycling receptacles, please contact Mel Gilles at 919-707-8127 or mel.gilles@ncdenr.gov.

Grant Project Period / Funding Period:

Successful grant applicants will be required to enter into a grant contract with the N.C. Department of Environmental Quality (DEQ). The resultant grant contract period is intended to align with the local government fiscal year, and will generally have a one (1) year contract long term. Grantees must expend funds within the year-long contract period unless the grant contract end date is extended by written agreement between the applicant and the DEQ. Extensions are possible but not guaranteed. It is anticipated that grant contracts resulting from this grant cycle will begin on July 1, 2019 and end on June 30, 2020. **All purchases associated with grant funds must be made within the grant contract period. Any purchased made prior to the start of the grant contract or after the end date of the grant contract will not be eligible for reimbursement.**

Proposal Due Date:

Proposals **MUST** be received by DEACS by **5:00 p.m. on Friday, February 22, 2019**. Any proposals received after the deadline will not be considered. Local governments requiring board approval to apply for grant funds should plan to procure that approval before the submittal deadline. **Late proposals will not be accepted.**

How to Submit Proposals:

One electronic copy of the proposal must be submitted by email to matt.james@ncdenr.gov. Receipt of all acceptable proposals will be acknowledged by e-mail. *If you do not receive a confirmation, contact Matt James at matt.james@ncdenr.gov or 919-707-8133 as soon as possible.* It is the responsibility of anyone submitting a proposal to contact DEACS if they do not receive a confirmation. No arrangements will be made for lost applications after the due date. Please submit electronic versions of proposals as Microsoft Word (preferred) or Adobe (PDF) files. If submittal of an electronic version of a grant proposal presents a hardship, please contact Matt James to discuss submittal options.

Required Proposal Format:

The following outline indicates what applicants **must** include in their proposal for their application to be considered complete. Proposals that fail to provide all of the required information or that fail to follow the following format may not compete well and may not be considered for funding.

- ~~Project Title~~
- ~~Applicant Contact Information: to include the following:~~
 - ✓ ~~Name and title of main contact~~
 - ✓ ~~Organization~~
 - ✓ ~~Address~~
 - ✓ ~~Phone number~~
 - ✓ ~~Fax number~~
 - ✓ ~~E-mail address~~
- Date of Proposal Submittal: this should be the date the proposal is submitted to DEACS
- ~~General Requirements: (see section on General Requirements for more information)~~
 - ✓ ~~Written statement certifying that Solid Waste Disposal Tax Proceeds are used only for solid waste management purposes and a description of how proceeds are used.~~
 - ✓ ~~Written statement indicating that the applicant has recycling services for cans, bottles and paper available at the key government buildings and a list of the materials collected.~~
 - ✓ ~~Written statement indicating that the applicant has established a program for the collection and recycling of fluorescent lights and mercury containing thermostats from public buildings owned by the applicant.~~
- Project Description: Provide a description of the grant project and please include the following information in the project description:
- Special Requirements: Proposals for school recycling, electronics recycling or away-from-home recycling must include additional information as stipulated in the Special Requirements section.
- Project Timeline: Bulleted list showing project milestones and general implementation dates. Timeline must begin on or after July 1, 2019 and project must be complete by June 30, 2020.
- Project Budget: to include the following:
 - ✓ Itemized list of intended expenditures and estimated costs;
 - ✓ Amount of funds requested from the state and amount of matching funds to be provided by the applicant (see Cash Match Requirements);
 - ✓ If the grant project is not a Priority Project Grant, the state grant award cannot exceed \$20,000;
 - ✓ Please submit the Project Budget in a table following the example shown below:

Sample Project Budget	State Grant Award	Applicant Cash Match	Project Total
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Recycling Carts for Commercial Recycling Program (100 carts @ \$55 each)	\$ 4,583	\$ 917	\$ 5,500
Labels for Carts and Signs for Recycling Sites	\$ 343	\$ 69	\$ 412
Program Brochures (Design and Printing)	\$ 209	\$ 41	\$ 250
Total	\$ 5,135	\$ 1,027	\$ 6,162

* Note about Project Budgets: state and local sales taxes **are not** reimbursable expenditures and should not be included as part of grant budgets.

Grant Selection Process:

Through a blind evaluation process, a selection committee will use the pre-established Award Criteria identified below to rank proposals and make award decisions. The review process is expected to be completed and preliminary award announcements should be made by April 2019.

Award Criteria:

Applicants are encouraged to consider the following Award Criteria as they develop their grant proposals. A total of 100 points is available.

1. **Demonstration of Need (0-20 points):** Does the proposed project address a specific equipment, educational, or infrastructure need for the community?
2. **Planning (0-20 points):** Did the Project Description include all necessary elements as outlined in the Required Proposal Format? Is the proposal well thought out, well researched and backed by valid facts and assumptions? Is the project consistent with recycling industry Best Management Practices?
3. **Impact on the Waste or Recycling Stream (0-25 points):** Will the project contribute substantially toward reduction of the local waste stream or will it substantially increase tonnage recovered through recycling services? Will the project improve the material quality in the recycling stream by reducing contaminants?
4. **Efficiency / Cost-effectiveness (0-20 points):** Will the project improve the efficiency or cost-effectiveness of the local waste reduction program? Does the project increase the efficiency or effectiveness of an existing recycling service? Does the project reduce the operating cost of a current recycling service or does it adopt practices proven to be cost effective in other communities? Does the project make investments that will continue to serve the community for years to come?
5. **Joint Effort (0 or 5 points):** One party proposals will receive zero (0) points; multi-party proposals (involving cash match from all participants) will receive five (5) points.
6. **Priority Project★ (0-10 points):** Is the project seeking funding for a Priority Project Grant or a Special Large Priority Project Grant, and to what extent does the project support investments targeted in one of the Priority Project Grant categories?

If A Proposal is Selected for Funding:

DEACS anticipates that applicants selected to receive grant funding will be notified by the end of April 2019. DEACS will notify the applicant with a formal offer by e-mail. The applicant must accept or decline the offer. The following will occur once the offer of grant funding is accepted:

- DEACS will conduct a compliance review with the Division of Waste Management (this may occur before offer is accepted).
- When DEACS requires revisions to the initially submitted proposal as a condition of grant award, DEACS and the applicant must both agree on the revisions to the proposal and the applicant must approve any changes and accept the offered grant in writing. The Final Proposal will become an attachment to the grant contract. Applicants who fail meet this requirement will not be awarded funding.
- Successful applicants will be required to register with the state's e-procurement system using the same address provided in the applicant's proposal. To register in the state's e-procurement system please visit the following link: <http://eprocurement.nc.gov/>.

- DEACS will submit a request through the DEQ contract processing system for a grant contract. Grantees must act to execute the resultant grant contract without excessive delay.

NOTE: Successful applicants that make purchases before a grant contract is signed by both DEQ and the grant recipient will not be reimbursed.

Other General Terms and Conditions:

All grantees are subject to the following terms and conditions. Most of these terms and conditions will be outlined in the grant contract.

- **Publications:** all documents and publications associated with a grant contract should be printed on recycled paper containing at least 30 percent post-consumer content.
- **Final reports:** a draft final report is required to be submitted to DEACS at least 30 days prior to the contract end date and a final report is required to be submitted by the contract end date. Final reports and drafts should be submitted electronically. All applicants are strongly encouraged to visit the following web site to review the final reporting format and guidelines:
<https://deq.nc.gov/conservation/recycling/programs-offered/grants-local-governments>. Applicants and grantees without internet access should contact Matt James (matt.james@ncdenr.gov) to receive a copy of the Final Report Guidelines.
- **Extensions / Amendments:** no-cost time extensions are possible but not guaranteed for grant contracts. Grantees seeking no-cost time extensions should submit a request for a time extension at least sixty (60) days prior to the contract end date. The request for extension must indicate how long the grantee is seeking to extend the project and the reason that the extension is being requested (i.e., why the project cannot be completed on time). Any request for an extension must include a new timeline with revised project milestones and should also include a revised project budget if budget changes are also being requested. DEACS reserves the right to decline any request for extension or amendment that is not initiated at least sixty (60) days prior to the contract end date.
- **Reimbursement:** distribution of DEACS grant funds is on a reimbursement basis. Requests for reimbursement can only be made after the grantee has completed purchases associated with the grant project. Reimbursement requests must be submitted on letterhead, must include copies of invoices, and must include proof that the grantee has made payment. Proof of payment may include copies of canceled checks or other financial reports showing that funds were spent. **State and local sales taxes are not reimbursable, may not be counted towards expenditure requirements, and should be excluded from reimbursement requests.** The amount of actual grant payments may be prorated for projects and / or project elements that come in under budget.
- **Final 10 Percent of Funds:** DEACS will continue to reimburse grantees until 90 percent of the grant award amount has been expended. The final 10 percent of grant funds will be held until an acceptable final report has been received by DEACS. The final report must be received and approved prior to the end date of the contract. All final requests for reimbursement must be received within 45 days of the contract end-date or all remaining grant funds will be forfeited.

A Final Word on Grant Writing:

Proposals may receive low scores or even be rejected because applicants fail to follow the instructions outlined in this document. Applicants stand a better chance of success if they include all of the required components of a proposal and if they follow the Required Proposal Format. Project Descriptions should be clear, concise, and should demonstrate thoughtful planning. Poorly prepared proposals create uncertainty about the project goals and intended results. Clear details will provide grant proposal reviewers confidence about the viability and feasibility of a proposal. Applicants with questions are encouraged to contact DEACS for more information.