



Washington State Recycling Association

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WASHINGTON STATE BEVERAGE CONTAINER INITIATIVE FUNDING PROGRAM

Announcement Type: Request for Proposals

Funding Opportunity Name: Beverage Container Incentive Based Programs Pilot

Action Dates: Proposals due on May 18, 2007

Executive Summary

The Washington State Beverage Container Recycling Initiative Funding Program (Initiative) is looking to test the use of incentives to increase the collection, recovery and recycling of used beverage containers (UBC's) in Washington State. To this end, the stakeholders of the Washington Beverage Container Recycling Initiative (WA Beverage Association, the WA Food Industries, NW Grocery Association, WA Local and State Governments, the US EPA, Washington Citizens for Resource Conservation, and the NW Product Stewardship Council) will award up to \$500,000 to entities who help the Initiative to implement and evaluate the most effective method(s) for increasing container recovery through the use of incentives. This program is looking to test incentives in several ways:

- 1) Testing different types of incentives against each other in the same setting to evaluate which a) incentives are the most motivating and b) which incentives are the most cost effective.
- 2) Testing the increased collection of recyclables when using an incentive as compared to not using an incentive both at curbside and at events/public spaces.
- 3) Testing the use of incentives to encourage more venues to provide recycling at different types of events.
- 4) Testing the impact of the use of incentives on the traditional curbside programs.

Please note, "Bottle Bill" proposals will not be considered. Multiple awards will be made as a result of this RFP. Awards will be between \$10,000 and \$100,000.

Eligibility: All organizations are eligible. There is no formal match requirement but demonstrated financial and in-kind contributions are strongly encouraged. Proposed projects must also identify how they will achieve measurable results and must be willing and able to meet on October 16, 2007 and again September 16, 2008 to discuss progress and outcomes. Projects must occur in Washington State (State).

Definition of Terms:

- **Used Beverage Containers** - means the individual, separate, sealed glass, metal or plastic bottle, can or jar used for containing, at the time of sale, two gallons (7.6 liters) or less of a beverage intended for use or consumption in this State.
- **Collection** – means the gathering up for recovery or recycling of used beverage containers or other packaging materials by mechanical or other means.
- **Recovery** –means the collection of used beverage containers or other packaging materials for recycling purposes
- **Recycling** -The process by which recovered materials are transformed into new products
- **Incentives** - An incentive is something of value provided to the customer in return for the customer returning used materials (in this case, containers) to a central location for recycling and/or process. Incentives such as coupons, lottery tickets, and rewards for recycling have been used broadly but have not been institutionalized. See Overview of Programs (<http://www.wsra.net/PDF-WORD/Container%20Recycling%20Programs.doc>) document attached for examples.
- **Packaging**-The wrapping used to enclose a container made from paper, plastic, aluminum, metal or glass.
- **Product Stewardship** - Product Stewardship is an environmental management strategy that means whoever designs, produces, sells, or uses a product takes responsibility for minimizing the product's environmental impact throughout all stages of the products' life cycle. The greatest responsibility lies with whoever has the most ability to affect the lifecycle environmental impacts of the product.

Initiative Parameters:

- Projects increase the collection, recovery and recycling of materials that includes but is not limited to beverage containers.
- Projects use incentives and test more than one incentive type over the course of the program. Incentive types include, but are not limited to, coupons, merchandise, donations, lottery tickets, money or anything else of value to the consumer.
- Projects have demonstrated partnerships with relevant players in their communities such as brand owners, bottlers, grocers, retailers, existing and proposed buy-back centers, non-profits, recycling haulers and sorting facilities and other governments and industry.
- The program is open to all types of proposals but is specifically interested in testing the use of incentives:
 - To increase recycling in communities without curbside recycling programs.
OR
 - To increase recycling at locations such as athletic events, office buildings, conference centers, concert venues, festivals, restaurants, etc.
OR
 - To increase the amount of containers collected in curbside recycling programs.
OR
 - To increase the amount of glass containers collected in communities that do not collect glass at curbside but do have curbside collection.
OR

- To create on-going recycling systems to collect containers at locations such as restaurants, bars, and office buildings.
OR
- To increase the number of venues/locations providing on-going container recycling services.
- Preference will also be given to programs that:
 - Evaluate the impact of incentive programs on existing curbside recycling programs.
 - Make use of private sector sponsored containers and bins.
 - Could be self-sustaining after the funding period.
 - Could be replicable throughout the State.
 - Could be scaleable to larger areas or regions.
 - Utilize partnerships among private sector organizations such as bottlers, brand owners, retailers, haulers, recyclers and local governments.
 - Testing incentives such as (but not limited to):
 - existing or new buy-back centers,
 - reverse vending machines or other automated equipment,
 - the use of giveaways such as lottery tickets, coupons, merchandise or cash and
 - the use of recycler's billing incentives.
 - Programs that provide a funding match.
- Programs can be piloted between April 2007 and December April 2008.

Funding

Funding requests may be between \$10,000 and \$100,000. Expenses will be covered on a reimbursement basis. Up to 75% of the funded amount or the “total funded amount minus \$10,000”, whichever is less, will be reimbursed prior to the September 16, 2008 meeting. The final 25% or \$10,000 will be reimbursed upon attendance at the September 16, 2008 meeting and submittal of the final report and recycling outcomes.

The Initiative expects to have between \$200,000 and \$500,000 available for this project. Initiative dollars will be funding projects from a variety of sources including government, associations and both national and local industry groups. Funding for these projects is not guaranteed and all awards are subject to the availability of funds and the evaluation of proposals on the criteria in this announcement. The Initiative reserves the right to reject all applications and make no awards under this announcement, or make fewer awards than anticipated. In addition, the Initiative reserves the right to partially fund proposals/applications by funding discrete activities, portions, or phases of proposed projects base on available funds. The Initiative further reserves the right to negotiate with proposers to make modifications to proposals that the Initiative feels would make for better projects.

Funding will be handled by Washington State Recycling Association

Application Process

A. Content and Form

The proposal narrative must not exceed 3 single-spaced pages in length. Additional pages may be included as attachments but may not be read by proposal reviewers when making

their decisions. All critical information must be included in main proposal. Proposals must be submitted via e-mail or fax to Washington State Recycling Association no later than 5pm May 18th.

B. Elements

The proposal package must include the following elements:

1. Full Proposal Narrative (see description below, > 3 pages)
2. Budget Description (must be included in the 3 pages)
3. Resumes of up to three key project staff (attachment)
4. Letter of Commitment from all project partners,
 - If obtaining the letter of commitment is not possible within the proposal timeline, the commitment letters will be expected within 30 days of selection for funding.

1. Full Proposal Narrative

The Proposal Narrative's text **cannot exceed three single-spaced pages, 12pt font**. The narrative section of the full proposal package should adhere to the following format:

- a. **Project Overview** - One or two paragraphs giving the big picture view of the project; who is involved, the major components of the program, length of the project, location(s), etc.
- b. **Project Work Plan** - Submit a timeline with the relevant dates and milestones for the project.
- c. **Program Evaluation /Measurement** - Submit a plan for tracking and measuring program outcomes. A proposed project must identify how it will achieve outcomes and how it will measure the change in volumes/weight or behavior from implementing the project. Project Partners will be expected to measure outcomes in a manner consistent with other Initiative grantees to ensure comparability of results. Initiative steering committee will work with recipient to develop measurement methodology. Measurement of outcomes is a requirement of receiving a grant under this solicitation.
 - (1) At a minimum, the following measurement outcomes will be required:
 - i. Baseline data of the volume or weight of UBC's prior to and at the end of the project
 - ii. Volume or weight of UBC's at mutually agreed upon intervals during the project depending on the length of the project (not less than quarterly)

(2). Definitions

- i. **Outcome statement:** an educated guess about what sort of results the project might achieve. The proposed results can be based on best estimates, data from other counties, or articles that might be used to make a guess. As much as possible, the outcome statement should include the **numbers and units** that will result from project efforts. These should be based on measurable data.
- ii. **Outputs:** the deliverables of the project such as printed materials, number of contacts made, the budget, hours invested, etc.

2. Budget Description

Provide a simple one page budget showing the various activities of the project, the funding needed for the program from the Initiative and the funding or in-kind services to be provided by the Proposer(s). An example of a simple budget format is below

Project Activity	Responsible Partner	In-Kind/Project Funded	Initiative Funding Needed

3. Organizational Capability and Project Partners

- a. Submit resumes or names of up to three key individuals. Briefly describe any relevant experience that the individuals and partners have in UBC recovery and recycling.
- b. Submit letters of commitment from the project partners. Briefly describe any relevant experience that the individuals and partners have in UBC recovery and recycling.

NOTE: Letters of commitment from project partners are not required on the initial submission but will be expected within 30 days of notification of grant funding. In the event that the proposer is not able to obtain written commitment within the 30 day period, grant funds will be re-allocated.

Submission Methods, Dates and Times

Proposals may be submitted:

- Via mail to:
Beverage Container Recycling Initiative
c/o Washington State Recycling Association
6100 Southcenter Blvd, Suite 180
Tukwila, WA 98188-2486
- via e-mail bevconpilot@wsra.net or
- Fax (206) 244-4413

Only one form of submission is required, but the deadline identified below must be met. Proposals which do not meet the deadlines identified below will be returned to the sender without further consideration.

Mail: Proposals that are mailed must be received in office before 5 PM Pacific Time on May 18, 2007.

E-Mail: Proposals that are e-mailed must be received before 5 PM Pacific Time on May 18, 2007.

Fax: Proposals that are faxed must be received before 5 PM Pacific Time on May 18, 2007.

Review and Selection Process

The review team will consist of a minimum of three people representing industry, government and non-governmental organizations. After the reviewers submit their scores to the leader of the Proposal Evaluation Team, each proposal will be ranked. The reviewers then meet to discuss the data and ranking scores. The lowest ranked proposals

will then be eliminated from further consideration. Among the remaining proposals, the reviewers will consider a combination of ranking scores and other factors including funding availability, geographic balance, and range of project types to create a final package of proposals recommended for funding to the Selection Officials. The final recommendations are made to the Selection Officials who make the final funding decisions and approves all awarded projects.

Please note that this is a very competitive grant program, and limited funding is available for qualified projects. These awards are project grants. There is no renewal of these grant awards. The Initiative expects to receive many grant proposals, and it will not be possible to fund all proposals received. When all funding decisions are complete, a grant award notification will be issued to recipients. Non-award notification will be issued to all participants that did not receive an award in this year's competition within 15 days of award decision.

Contact Information

For additional information please contact one of the following:

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OR

There will be a pre-bid information call from 10:30 am to 12 pm on April 24, 2007 to ask specific questions. Conference Call Number (866) 299-3188
passcode: 206 553 1060