

# **Appendix C: Zero Waste Grant Program**

## **Requirements and Policy Matrix (November 2007)**

### **Minimum Qualifications**

Any proposal that does not meet the following minimum requirements by the deadline for submittal of proposals will be considered non-responsive and will not be eligible for a Zero Waste grant award. The grant proposal must describe a project that:

1. Demonstrates meaningful results from a quantifiable baseline in increasing tonnage landfill diversion in San Francisco;
2. Accomplishes at least one of the goals of the **Zero Waste Grants Policy Matrix**
3. Addresses a priority area

*Zero Waste Outreach* – Projects that reach San Francisco residents and/or businesses with a demonstrable impact regarding one or more of the following; increasing backyard composting, increasing use of curbside composting and recycling bins, increasing reuse and reducing consumption. Examples are:

- Projects that utilize an organization’s existing membership base by conducting recycling, composting, reuse and waste prevention outreach to their members (For example, a marine preservation group promotes composting , recycling, and waste reduction to their members in addition to their existing outreach).
- Projects that target audiences in specific neighborhoods, cultural or sub-cultural groups, organization members, employees, Spanish, Chinese and Russian speakers or specific interest groups.
- Projects that use direct personal contact to communicate their messages through, “door to door”, youth or volunteer outreach, compost monitoring and education at special events, conversation cafes, advertisements, phone banking, newsletters, listserves, blogs, etc. The effectiveness of outreach methods must be measured appropriately.

*Targeted Materials and Sectors* – Projects that focus on specific materials in the waste stream specific industries, venues, events, to achieve promoting source reduction, composting, recycling or reuse.

Examples are:

- Projects encouraging effective recycling/composting at special events and venues in San Francisco.
- Projects target a specific material in the waste stream such as plastic bags, edible food, books, bikes, furniture, building materials, appliances, computers and other reusables.
- Projects that stimulate the repair or reuse of items such as small or large appliances, furniture, computers, TVs, other electronics.
- Projects that encourage reuse through the purchase of used items through Craigslist, EBay, used clothing stores, etc. rather than the purchase of new items.

All projects must specify the reach and results of program and provide the tonnage diverted with calculations. For example, provide the number of people to be contacted about using the food scrap composting program, the number expected to change behavior, and projected tons to be diverted from landfill supported by weight tags as a result of the program. All funding requests and reports must include an up-to-date report on tonnage diverted and cost per ton.

The Department is particularly interested in projects that achieve cost-effective, sustainable landfill diversion. Hauling construction and demolition debris, reusables, and food for human or animal consumption can be funded under this grant program. However, hauling recyclables or compostables cannot be funded by this program.

**ZERO WASTE GRANTS POLICY MATRIX – November 2007**

1. Impound Account grants will only be made to non-profit organizations and institutions (e.g., universities);
2. Only projects that can demonstrate measurable results from a quantifiable baseline in increasing landfill diversion (reuse, repair, recycling or composting), reducing consumption or promoting the use of less toxic alternatives will be considered for funding;
3. Projects will only receive subsequent year funding where the grantee has achieved their grant goals and can demonstrate similar successes can be achieved in the future; and
4. Future funding will use the data resulting from the successes of the last grant as the starting baseline for the future grant.

RESOURCE CONSERVATION ACTIVITY OR PROJECT	TARGET WASTE STREAM OR AUDIENCE	ACTIONS	RESTRICTIONS
1. Direct material handling and infrastructure support including equipment purchase (e.g., compactors, vehicles, bins).	Residents, visitors, employees, students, seniors, businesses, institutions, etc., including food banks, reuse operations, and community recycling centers.	Waste reduction, recycling, reuse (including re-distribution of materials and food), composting, and toxics reduction (including safe disposal) programs and projects.	Focus must be on San Francisco facilities or Bay Area markets if there is a direct link to San Francisco. No funding outside Bay Area. One year funding can be given in cases where it is shown that baseline numbers will decrease without an investment in infrastructure or equipment.
2. Outreach and education including advertising, promotion and web outreach.	Residents, visitors, employees, businesses, schools and other institutions and communities that can have a beneficial impact on achieving San Francisco's Zero Waste and Toxic Reduction goals.	Motivating individuals and communities to participate in new and existing resource conservation related-programs (e.g., hands-on education programs that promote composting).	Must identify numbers of individuals served as well as behavior changes resulting from intervention.  Must demonstrably educate target audience to: increase diversion through waste prevention, recycling or composting; reduce the volume of toxics in the waste stream; or reduce the use of toxics.
3. Drop-off sites and special events.	Major waste generating and/or recycling/toxic reduction events in San Francisco (e.g., gigantic electronics collection, street fairs, athletic and cultural events, large venues). This area also covers the establishment and promotion of new drop-off locations for source-separated materials.	Direct implementation of reuse, recycling, composting, and toxics reduction (drop-off sites for toxic materials and items for reuse or recycling can achieve recovery and reduce the need for more expensive collection programs. Large events are significant generators of waste that can be recycled or composted with good planning.	Must demonstrably increase diversion through waste reduction, reuse, recycling or composting; reduce the volume of toxics in the waste stream; or reduce the use of toxics through re-formulation or use of alternative products. Events and venues must quantify diversion and calculate percent diverted. Events must set a diversion goal in excess of 75% to be considered for funding.
4. Training programs and technical assistance (including market development).	Volunteers, youth, students, seniors and others who want to become active in achieving San Francisco's Zero Waste and Toxic Reduction goals. Transitional employment and business development programs for diversion-related enterprises.	Resource conservation and/or toxics reduction training. Developmental assistance to business and institutions to increase markets that help support diversion.	Must quantifiably: increase diversion through waste prevention, reuse, recycling and composting; reduce the volume of toxics in the waste stream; or reduce the use of toxics through re-formulation or use of alternative products.
5. Pilot Projects.	Under-served demographic or geographic populations, or new types of waste materials.	Innovative projects and new programs, materials, markets or services.	One year maximum. Must demonstrably target an increase in waste diversion.

