

# Community POWER

Partners on Waste Education and Reduction

A program of the Solid Waste Management Coordinating Board (SWMCB)

## Request for Applications

Community POWER is looking for applicants to **propose innovative ways to educate and actively engage residents** in reducing waste, properly disposing of hazardous items, changing purchasing practices, and rethinking reuse and recycling.

- Receive up to **\$12,000** for an environmental project.
- Receive **training, support and resources** to implement your project.
- Actively involve **your audience**, your members, your students, or your neighborhood.
- **Non-environmental groups** are the focus of this program.
- Help **promote RethinkRecycling.com**, a campaign of the SWMCB.



**Your go-to guide for waste & recycling in the Twin Cities.**

The purpose of the Community POWER program is to partner with non-profit organizations, such as community groups and schools, to reach individuals who are not currently aware of waste and toxicity reduction and recycling practices. Successful applicants will increase residential awareness of waste issues and engage participants in waste reduction activities, leading to long-term behavior change.

Changes to this document will be posted to [www.rethinkrecycling.com/grants](http://www.rethinkrecycling.com/grants) by March 1, 2010.

**Application Deadline:  
Noon, Monday, March 15, 2010**

**Community POWER contact person:**

**Laurie Gustafson  
Community POWER Project Manager  
Phone: 651-252-1487  
Email: [CommunityPower@RethinkRecycling.com](mailto:CommunityPower@RethinkRecycling.com)**

## Program Background

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### Solid Waste Management Coordinating Board

The Solid Waste Management Coordinating Board (SWMCB) is the issuing agency for the Request for Applications. The SWMCB, formed in 1990, is a joint powers board comprised of two county commissioners each from Anoka, Carver, Dakota, Hennepin, Ramsey and Washington Counties. The Minnesota Pollution Control Agency also serves as an ex-officio member. The mission of the SWMCB is to increase the efficiency and environmental effectiveness of the region's solid waste management system.

### Community POWER Program

The SWMCB began the Community POWER grant program in 2001 as a way partner with non-environmental, nonprofit organizations to promote [www.RethinkRecycling.com](http://www.RethinkRecycling.com) (the SWMCB's public information website) and to educate residents about waste reduction, toxicity reduction, and recycling.

Since 2001, Community POWER has completed nine grant rounds, which have provided funding to over 100 community organizations. Community POWER is now entering its tenth year. Results of past Community POWER grantees can be found at [www.RethinkRecycling.com/grants](http://www.RethinkRecycling.com/grants).

## Solid Waste Management Coordinating Board Rights

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The SWMCB may require confirmation of information furnished by applicants. The SWMCB reserves the right to:

1. Reject any or all applications if such action is in the public interest;
2. Cancel the entire Request for Applications;
3. Issue a subsequent Request for Applications;
4. Remedy technical errors in the Request for Applications process;
5. Appoint evaluation committees to review applications;
6. Establish a short list of eligible applicants to request a written proposal; and
7. Negotiate with any, all, or none of the Request for Application respondents.

The Request for Applications does not commit the SWMCB to enter into a contract, nor does it obligate the SWMCB to pay for any costs incurred in preparation and submission of applications or in anticipation of a contract.

## Available Funding

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In 2010, \$168,000 is available to fund approximately fourteen projects of up to \$12,000 each. It is anticipated that a minimum of one project will be funded in each SWMCB county.

## New Applicant Eligibility

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**Organizations that possess the following characteristics are eligible:**

**Geographical Service Area:** Organizations that involve or serve residents in one or more of the six SWMCB counties: Anoka, Carver, Dakota, Hennepin, Ramsey or Washington.

**Organizational Status:** Organizations that possess a **501(c)(3) non-profit** status.

**Public and private K-12 schools** and programs sponsored by school districts. School projects must involve collaboration and education with others in the community beyond the school who will have a stake in the success of the project.

**Organizational Focus:** Community POWER is geared for organizations with a **"non-environmental" focus**. If the organization's primary mission includes an environmental focus, the organization must partner with one or more non-environmental organizations and propose to reach new audiences beyond their traditional audiences.

Organizations that are ideal Community POWER partners possess:

- A direct line of communication to their members, students, constituents or new audiences
- An existing framework and established audience to implement community projects

**Examples of past recipients:** (For a list of past grantees visit [www.RethinkRecycling.com/grants](http://www.RethinkRecycling.com/grants))

- Neighborhood associations
- Schools and parent organizations
- Arts organizations
- Block nurse programs
- Social service providers
- Congregations
- Youth organizations
- Immigrant organizations

## **Eligibility of Past Community POWER Grantees**

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- Successful past grantees of Community POWER, who have received funds for only ONE grant cycle, may reapply to build on their previous Community POWER accomplishments.
- Past recipients who have received Community POWER funds for two or more grant cycles are ineligible.
- Past grantees are strongly encouraged to contact the Community POWER Project Manager to discuss the options as a past recipient.
- A list of previously funded organizations can be found at [www.rethinkrecycling.com/grants/grantee-projects](http://www.rethinkrecycling.com/grants/grantee-projects).

### **Additional eligibility criteria for past Community POWER grantees:**

- Proposed project must involve a higher number of people than the first project.
- Proposed project must reach people who were not reached through the first project.
- Past grantee applicants must commit to sustain project elements after the funding period.
- Past grantee applicants must include a detailed plan for disseminating results of the project to other organizations that could replicate it.
- Past grantee applicants must have an excellent track record of completing goals, activities, and required reports.
- Past grantee applicants must contribute a match of at least 100% (cash or in-kind) of the requested amount to the project. Documentation of the match will be required in all reporting documents.

## **Non-Eligible Groups**

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- City, county, and state agencies (aside from school districts); or cities, townships, and counties.
- For-profit businesses and organizations.

Non-eligible groups are encouraged to be involved in Community POWER projects as a partner with an eligible organization. In addition, individual counties may have ways to support groups that are not eligible for Community POWER projects; contact the Project Manager for more information.

## **Selection Criteria**

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The following criteria will be used to evaluate applications:

**Project Focus:** Priority will be given to applicants that focus on one or more of the following topics:

**Waste Reduction:** Helping residents reduce the amount of garbage created at home.

**Toxicity Reduction:** Helping residents reduce the toxicity of items thrown away.

**Recycling\*:** Helping residents increase recycling at home.

\*If "Recycling" is selected as a focus, applicants must also include a focus on waste reduction and/or toxicity reduction.

**Project Activities must include:**

**Action:** Activities that actively engage the residents in waste reduction, toxicity reduction, and recycling.

**Education:** Activities that educate residents on the topics of waste reduction, toxicity reduction, and recycling.

**Sustainability:** Activities that could extend beyond the grant period without grant funding, and activities that could be used or replicated by other organizations.

**Audience:** Applicants must focus on helping RESIDENTS change their waste reduction, toxicity reduction and recycling behavior at home.

- Applicants are encouraged to focus on existing networks and audiences.
- Community POWER also seeks projects that engage ethnic minority groups.

## **Appropriate Use of Funds and Restrictions**

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Funds may be used to for the following:

- Materials
- Supplies
- Printing
- Dissemination of information
- Salaries
- Outreach expenses
- Limited promotion and/or paid advertising
- Other items as agreed to by the SWMCB and its representatives

Funds may **NOT** be used to purchase:

- Recycling bins
- Computers
- Sewing Machines
- Dishwashers
- Digital cameras
- Video cameras
- DVD players
- Projectors
- Gardening tools and supplies (unrelated to composting)
- Event performances
- Creation of original musical recordings
- Durable equipment with a value of over \$1000

## **Projects That Do NOT Fit Community POWER**

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The following may be valuable, but are not a good fit for Community POWER.

- Projects focused on improving a business', organization's, or school's own internal waste systems.
- Projects that include collection of hazardous materials.
- Projects focused on energy or energy conservation.

## **Review Process**

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- All applicants must submit a completed application by noon, March 15, 2010.
- Applicants whose project ideas in the application are a good match for the program will be invited to complete a Full Proposal.

- The Request for Full Proposal document will be provided to selected applicants by April 7, 2010.
- Full Proposals are due by noon, May 5, 2010.
- A site visit to the applicant's office or program delivery location may be requested during the review process for Full Proposals.
- Full Proposal applicants will be contacted by June 11, 2010, for on the status of their application.

## Support and Resources for Completing the Application

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### Community POWER Project Manager

Applicants are strongly encouraged to contact the Community POWER Project Manager while preparing the Application. Laurie Gustafson, Community POWER Project Manager can provide feedback, evaluation guidance, and information on resources.

### Informational Meetings: February 8 and 23

Two informational meetings, with opportunities for questions and answers, will take place in February. Applicants are encouraged to attend one of these sessions prior to submitting an Application. You do not need to register for the informational meetings.

**Meeting #1:** Monday, February 8 — 6:30 pm to 7:30 pm

Hennepin County Environmental Services, 417 North 5<sup>th</sup> Street, Minneapolis, MN 55401

**Meeting #2:** Tuesday, February 23, 2010 — 12:00 pm to 1:00 PM

Neighborhood House, 179 Robie St. East St. Paul, Room 212. For directions: [www.neighb.org](http://www.neighb.org).

This information session is being held *immediately after* a meeting of current Community POWER grantees. Prospective applicants are welcome to attend the grantee meeting to learn more about the program. Please contact Laurie Gustafson 651-252-1487 or [CommunityPower@RethinkRecycling.com](mailto:CommunityPower@RethinkRecycling.com) to register for the entire meeting. You do not need to register if only attending from 12:00 pm – 1:00 pm.

## Tentative Program Timeline

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### Application Process

Release of Request for Application	Jan. 28, 2010
Information meeting #1	Feb. 8, 2010
Information meeting #2	Feb. 23, 2010
Applications due	March 15, 2010 by 12:00 p.m.
Application review	March 16-31, 2010
Announcement of selected applications	April 7, 2010
Release of Request for Full Proposals to selected applicants	April 7, 2010
Full Proposals due	May 5, 2010 by 12:00 p.m.
Review of full proposals	May 6-June 10, 2010
Site visits (if requested)	May 6-June 10, 2010
Announcement of selected proposals	June 11, 2010

### Contract Process

Contract negotiation	June 14-July 30, 2010
Contract duration	Aug. 1, 2010-Aug. 31, 2011

### Project Timeline

Projects begin	Aug. 1, 2010
Individual grantee meetings (required)	Aug. 1, 2010-Sept. 30, 2010
New grantee orientation (required)	Aug. 2010
Grantee fall training	Oct. 2010
Progress reports due (required)	Jan. 2011
Grantee winter training	Feb. 2011
End of project celebration (required)	Aug. 2011
Projects ends	Aug. 31, 2011

## Definitions & Project Resources

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Community POWER grantees are strongly encouraged to use previously developed resources. Below are definitions of key terms and where to find project resources. Examples of past Community POWER projects are posted at [www.rethinkrecycling.com/grants/grantee-projects](http://www.rethinkrecycling.com/grants/grantee-projects).

### Waste Reduction and Re-Use

When we avoid making garbage in the first place, we don't have to worry about disposing of waste or recycling it later. Stop waste before it starts.

<http://www.rethinkrecycling.com/residents/throw-buy>

<http://www.reduce.org/> (click "Educational Toolbox" at the top of the page.)

### Toxicity Reduction

Some household products found in kitchens, basements and garages may contain materials that are hazardous to people and the environment and need to be disposed of properly. More information can be found at the following websites:

[www.rethinkrecycling.com/residents/throw-buy](http://www.rethinkrecycling.com/residents/throw-buy)

<http://www.rethinkrecycling.com/residents/throw-buy/household-hazardous-waste-collection-sites>.

<http://www.reduce.org/>

### Wasting Less Paper

Production of recycled paper uses 65% less energy than paper production using raw materials. Metropolitan Area residents can recycle more paper than we think – 21% of our household garbage is recyclable paper!

[www.rethinkrecycling.com/grants/grantee-resources/rethink-recycling-campaign-resources](http://www.rethinkrecycling.com/grants/grantee-resources/rethink-recycling-campaign-resources)

[www.rethinkrecycling.com/residents/throw-buy/materials-name/junk-mail](http://www.rethinkrecycling.com/residents/throw-buy/materials-name/junk-mail)

### Composting

Composting is easy and cheap! Residents can reduce their garbage by hundreds of pounds each year and create a mixture that improves the soil.

[www.rethinkrecycling.com/residents/throw-buy/materials-name/food-waste](http://www.rethinkrecycling.com/residents/throw-buy/materials-name/food-waste)

[www.rethinkrecycling.com/residents/throw-buy/materials-name/compost-bins](http://www.rethinkrecycling.com/residents/throw-buy/materials-name/compost-bins)

<http://www.reduce.org>.

### Recycling

*Projects that include recycling activities must also include other waste or toxicity reduction activities.*

Approximately one-third of what residents in the Twin Cities area throw away could be recycled.

[www.rethinkrecycling.com/residents/rethink-recycling](http://www.rethinkrecycling.com/residents/rethink-recycling)

<http://www.rethinkrecycling.com/grants/grantee-resources/rethink-recycling-campaign-resources>.

## Application Submission Guidelines

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Prospective applicants must submit an application found on pages 8-10. Applications will be reviewed and some applicants will be invited to submit a full proposal to be considered for funding.

Applicants should strive to be as accurate and complete as possible when describing their plans; however, it is understood that some details may change as plans develop.

Applicants may submit more than one application for different projects; however, no more than one project per fiscal agent will be funded. School districts, however, may serve as a fiscal agent to more than one applicant, such as projects submitted by different schools or community education programs.

### **Hard Copies Submission-REQUIRED**

Submit one (1) original application and eight (8) copies (please print and copy double-sided) to:

Solid Waste Management Coordinating Board

Attention: Joy Miciano

477 Selby Avenue, St. Paul MN 55102

Call 651-222-7227 for driving directions

### **Email Submission-REQUIRED**

Email an electronic copy of the application (either as a PDF or Microsoft Word document) to  
CommunityPOWER@RethinkRecycling.com

*SWMCB reserves the right to reject late submittals. Faxed applications will not be accepted.*

## **Application Checklist**

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**Hard copies and email submission required by 12:00 p.m. CST, Monday, March 15, 2010.**

All applications must be:

- Complete – answering all requests for information on the application form (pages 8-10 of this document).
- Signed by an authorized agent such as the executive director, principal, board chair, or lead staff.
- Brief and, where indicated, follow word limits.
- Copied double-sided.

# Community POWER 2010 Application

Print this document double-sided to reduce waste.

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**Organization Name:**

**Address:**

**City:**

**Zip:**

**County:**

**Phone:**

**Website:**

**Please check the appropriate box:**

- Our organization **has never received** funding from the Solid Waste Management Coordinating Board's Community POWER grant program.
- Our organization **has received** funding from the Solid Waste Management Coordinating Board's Community POWER grant program. Please list the year(s) that funding was received: \_\_\_\_\_.

To check if your organization has received funding in the past, visit

[www.RethinkRecycling.com/grants](http://www.RethinkRecycling.com/grants)

## **PROJECT INFORMATION**

**Project Title:**

**Waste Issue(s) Addressed** (check all that apply):

- Waste Reduction       Toxicity Reduction       Recycling

**Executive Summary:** (summarizes the main goal and activities of your project; 50 words or less)

## **GEOGRAPHIC AREA SERVED**

SWMCB serves the six metro counties of Anoka, Carver, Dakota, Hennepin, Ramsey and Washington.

**Check the county that your project will primarily reach** (at minimum 25% of your audience).

- Anoka                       Carver                       Dakota  
 Hennepin                       Ramsey                       Washington

## **FUNDING REQUEST**

State the amount of funding you are requesting (up to \$12,000 maximum): \$\_\_\_\_\_

## **INSURANCE REQUIREMENTS**

SWMCB requires general liability insurance coverage of at least \$1,500,000; automotive liability coverage of at least \$1,500,000; professional liability insurance coverage of at least \$1,500,000; and workers' compensation coverage or certification of excluded employment from workers' compensation requirements. If applicants do not have the insurance coverage listed above, SWMCB may be willing to

provide waivers. For questions on insurance coverage contact Joy Miciano at 651-222-7227 or via email at [jmiciano@rranow.com](mailto:jmiciano@rranow.com).

**Check one of the following:**

- Our organization holds all the required insurance policies at the required coverage limits.
  - Our organization will seek a waiver from the SWMCB for one or more of the required insurance policies. List which policy(ies) you will be seeking a waiver:
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**CONTACT INFORMATION**

**Primary contact/Project Manager for project:**

Name:

Address:

Phone:

Email:

**Fiscal agent (if different from above):**

Name:

Address:

Phone:

Email:

**Contact person for insurance verification:**

Name:

Address:

Phone:

Email:

**Partnering organization(s) name (if applicable):**

Name(s):

Address:

Phone:

Email:

**PROJECT DESCRIPTION**

Describe the project you would like to accomplish with grant funding; 300 words or less. Include the following information:

- What is (are) the project goal(s)?
- Briefly outline grant activities and plans for education.
- Describe the audience and estimate the number of people to be reached.
- Describe how the project will be evaluated. (What will your audience learn and how will you know?)
- Describe how the project will be sustained after the grant period.
- Provide a tentative project timeline.
- **For Past Community POWER grantees:** Include a rationale for additional funding, including details about reaching new people.

**PROJECT JUSTIFICATION**

Using 300 words or less, please describe the following:

Why is this project of interest to your organization?

How will the funds be used?

List the key staff responsible for the project; include a short description of qualifications for each staff person.

Signed by\*: \_\_\_\_\_

Print name: \_\_\_\_\_

Date: \_\_\_\_\_

\*Signature must be an authorized agent such as the executive director, principal, board chair, or lead staff