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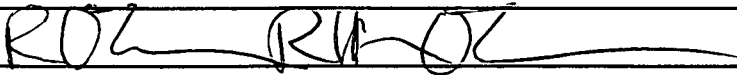
FORM A

COVER PAGE

SOLID WASTE ALTERNATIVES PROGRAM

CON 12-17-11

Doc ID# 11890

Project Title: Compost Lawn Application		
Applicant Name: Metro Waste Authority		
Street Address: 300 E. Locust Suite 100		
City/State/Zip: Des Moines, IA 50309		
Mailing Address (if different):		
P.O. Box:		
City/State/Zip:		
County: Polk		
Contact Person: Rhonda O'Connor		
Telephone Number: 515-323-6524		
E-mail Address: roc@mwatoday.com		
Applicant Type:		
<input checked="" type="checkbox"/> Local Government	<input type="checkbox"/> Private For Profit	<input type="checkbox"/> Private Not For Profit
Primary Project Type:		
<input type="checkbox"/> Best Practices	<input type="checkbox"/> Education	<input checked="" type="checkbox"/> Market Development
Amount of Funding Requested:		\$ 13,328
Amount of Applicant Match Committed:		\$ 13,328
Total Project Cost:		\$ 26,656
Facility Location: Metro Waste Authority		
Project Service Area Description: Promote and create a competitive market for compost lawn application.		
Signature: 		
Printed: Rhonda O'Connor		
Title: Program Manager		Date: 10/1/12

FORM B

PROJECT NARRATIVE – NOT TO EXCEED 8 PAGES OF TEXT

SOLID WASTE ALTERNATIVES PROGRAM

1. Project Description

Compost lawn application is not a competitive alternative to fertilizer, a toxic lawn product which is found in compost and can affect water quality. Local landscapers and landscape suppliers report that when residents make extra effort to maintain their lawn, they often choose the less costly fertilizer applications to compost application. By providing compost spreaders to local landscapers and/or landscape supply companies already committed to promoting the use of compost over fertilizer, we can reduce the rental cost and application cost for residents to choose compost over fertilizer. The use of compost over fertilizer will also have a positive impact on water quality.

2. Service Area

Metro Waste Authority serves all the cities and the unincorporated area in Polk County; the cities of Carlisle, Hartford, and Norwalk in Warren County; the cities of Mingo and Prairie City in Jasper County; the city of Jefferson in Greene County and the cities of Adel, Dawson, Linden, Minburn, Perry, Redfield, and Waukee and the unincorporated area in Dallas County.

Targeted Population - The targeted population is residents and businesses served through local landscapers and/or landscape supply companies. The compost spreaders would be available to residents to rent and "do-it-themselves" or residents and businesses wishing to hire a landscaper to complete the work. Businesses with sustainability plans and objectives would be targeted.

Type, Source & Amount of Waste - This project's objective is to create market demand for a recycled material. Our service area recycles yard and garden waste through the curbside collection program, Compost It! Businesses recycle it through landscape companies. However, we do know that both residents and businesses often "hide" it in their trash carts or dumpster despite Iowa's statewide ban. Creating market demand helps raise awareness among residents and businesses in regards to the life-cycle of yard waste and ensure this material is not improperly landfilled.

Current Waste Management Method -- This material is currently being diverted, but not all of it. This project aligns with Metro Waste Authority's integrated solid waste management program. By placing the compost spreaders in the hands of the private sector, we hope to keep the rental and service costs down to better compete with fertilizers. In the Spring of 2012, Metro Waste Authority's compost was approved for organic input due to the low amount of herbicides found in it. The compost will undergo testing annually to achieve this approval. As more residents and businesses forgo fertilizer in lieu of compost, it increases our chance of meeting this annual objective and sustain another targeted population, organic farming.

It also aligns because increased understanding that yard/garden waste is a viable recycled material helps residents and businesses make the right choice to recycle it vs. landfill it improperly.

3. Project Objective - Increase market demand of compost over the use of chemical products

Project Goals

(1) Identify qualified partners to ensure objective is achieved.

(a) Obtained - Create an RFP process to loan compost spreaders to four landscapers and/or landscape supply companies. The RFP will identify companies with a willingness to promote the use of compost and provide the service at a feasible cost to compete with fertilizer application. The companies will be required to describe how they plan to market the program to residents and businesses. Location and service area of the company will be a factor as well.

(b) Measured - We would monitor the amount of compost purchased by our partners and set a goal of 20% and 40% increase for the Spring and Fall of 2013, respectively.

(c) Sustained - Based on measurements, Metro Waste Authority will determine if the loan agreement terms will be renewed with partners or an annual RFP process is more sustainable in creating market demand.

(d) Justified - This goal is necessary as our partners must be as equally committed to this project. And Metro Waste Authority, in turn, must ensure we select viable businesses who can sustain the project.

(2) Increase public awareness about the benefits and lifecycle of compost.

(a) Obtained - Develop marketing campaign using news pitches, social media, e-newsletters, presentations, city newsletters and leveraging partnerships with Iowa Organics Association and the Iowa State University Extension. Develop marketing materials for our four partners to sell and educate the residents and business on the value of the compost lawn application and ensure repeat business every spring and fall.

(b) Measured - Using Google Analytics, Facebook Insights and our e-Newsletter analytics, we can track web visitors and if they click to our selected partners, post views and email opens. We plan to require our partners survey customers to share how they heard about the program to improve our promotion.

(c) Sustained - Tracking these measurements, as well as an increase in compost sales, we can adjust and improve our marketing campaign and determine if we and our partners are promoting the use of compost successfully.

(d) Justified - By informing the public of the benefits of compost, we improve proper use of the yard waste collection program, thus increase diversion of these from the landfills, and we deter residents and businesses from the use of fertilizer, thus decreasing the herbicides found in the compost, improving water quality and reduce the amount of hazardous waste.

Tangible & Non-Tangible Deliverables - By increasing the use of compost application on lawns, we intend to see a reduction in herbicides in our compost. For the 2013 season, the identified grass clippings would not be tested until the Spring of 2014. This would be a non-tangible deliverable until then. We might also see an increase in compost use by residents who never used fertilizers to begin with.

Project Participants - Metro Waste Authority oversees the yard waste collection program and manages the Metro Compost Center and the sales of compost. These two programs rely on each other to sustain successful yard waste collection. Rhonda O'Connor, program manager, will serve as point person for this project and has experience managing the yard waste collection program, currently promotes compost sales and serves as the Public Affairs liaison to the Metro Compost Center.

She has developed relationships with our current compost buyers and can leverage that to ensure a successful RFP process to select qualified partners for this project.

4. Project Impact

Amount of Solid Waste Diverted - This program does not directly divert more waste, but through public awareness and understanding of the composting process, will increase proper recycling of yard waste and not have it landfilled with trash. This program will also ensure the recycled material has value by increasing market demand.

In the 2011-12 fiscal year, our service area recycled just under 33,000 tons, while 30,950 tons were sold. We intend to see both numbers increase in 2012-13. However, weather does play a factor in these figures.

Targeted Population - If we can continue to sell this material and build awareness about its life-cycle, it keeps collection cost down and increases the number of residents and businesses choosing to recycle vs. "hide it" in their carts and dumpsters.

Toxicity Reduction - Compost lawn application reduces the use of hazardous lawn care products, which improves water quality and helps reduce the amount of herbicides found in our compost, making it more viable as an approved input for organic farming.

Market Effects - The increased demand for this service creates a new market for landscapers and landscape supply companies. These companies make a profit on lawn care, including fertilizer application. This alternative would ideally open a new market for them as well -- residents and businesses who already avoid fertilizer application and would pay for a green alternative to improve their lawn.

Project Replicability & Sustainability - By investing in this equipment that landscapers currently don't feel they can make a return on investment, we'll create a market which ideally can sustain itself once the demand increases. The compost spreaders would be rented or used at a high rate every spring and fall for lawn application. This could lead to landscapers and landscape companies investing in a second spreader on their own. It could also lead the unsuccessful proposer to consider making the investment on their own.

FORM C

PROJECT TIMETABLE

SOLID WASTE ALTERNATIVES PROGRAM

Applicant Name: Metro Waste Authority

Project Beginning Date: 12/3/2012 or once awarded

Project Ending Date: 12/31/2013

This timetable should account for planning and if applicable, construction phases of the project as well as the first year of project implementation. If applicable, applicants should plan that repayment of loans will begin within six months after the first claim for funds has been approved by the Department. **If any or all awarded funds are to be repaid, include proposed first and last loan repayment dates.**

Task or Activity	Beginning Date For Each Task	Ending Date For Each Task	Group/Person Responsible
Order 4 Ecolawn Applicators	12/3/2012 or once awarded	45 days from order	Metro Waste Authority Rhonda O'Connor
Complete a RFP process to award equipment to local landscapers	12/3/2012 or once awarded	1/7/2013 or one month after awarded	Metro Waste Authority Rhonda O'Connor
Create a tracking/reporting process for landscapers to determine increase in compost use; Requirement for selection.	11/1/2012	11/30/2012	Metro Waste Authority Rhonda O'Connor
Determine if compost spreader loan program is annually awarded, every 2-3 year or a permanent loan agreement.	10/1/2013	10/30/2013	Metro Waste Authority Rhonda O'Connor
Develop Marketing & Public Awareness Campaign on Benefits - New Release - Website - Social Media - Develop posters, surveys for partners	1/7/2013	1/28/2013	Metro Waste Authority Rhonda O'Connor
Develop Tracking & Reporting process for compost sales and campaign success	1/7/2013-2013	1/28/2013	Metro Waste Authority Rhonda O'Connor

FORM D

BUDGET SUMMARY SHEET

SOLID WASTE ALTERNATIVES PROGRAM

Applicant Name: Metro Waste Authority

ITEM AND QUANTITY	DNR REQUEST	LOCAL SHARE	TOTAL COST
Ecolawn Applicators - 4	\$13,328	\$8,328	\$21,656
Marketing & Administration	0	\$5,000	\$5,000
Totals	\$13,328	13,328	\$26,656
**Applicants <u>must</u> submit a budget narrative that details specific expenditures and their role in the project.			

Note: Follow guidelines closely regarding the maximum amount of funding assistance possible for each expenditure involving program funds. All eligible expenses will be funded at not more than 75%. Applicants are also required to provide a 50 percent match of the **total** project cost. Meeting the total project cost, applicants may use cash or in-kind items (i.e. value of existing applicant owned equipment, vehicles, building, etc. that will be directly be used in the implantation of the proposed project.

When completing Form D, clearly identify **existing** local match items directly related to the project from local match items where financial assistance will not be requested.

FORM D

BUDGET NARATIVE

SOLID WASTE ALTERNATIVES PROGRAM

Metro Waste Authority is committed to the staff resources to promote and coordinate this project. Creating a successful RFP process and developing a marketing campaign to promote the use of compost lawn application will take considerable staff time and resources.

Most of the marketing campaign will rely on "free" advertising that takes staff time: media pitches, internal design and printing of posters and handouts for our partners to use, social media, etc. We estimate it the cost around \$5,000 but will exceed that cost if necessary to fully promote and support our partners efforts.

If awarded grant, DNR Request would be broken down as follows:

\$13,328	Forgivable Loan
\$ 8,328	Metro Waste in-kind support for equipment
\$ 5,000	Metro Waste in-kind support for staff and marketing resources
\$26,656	Total Project Cost

FORM E

RESPONSIBLE AGENCY REVIEW AND COMMENT FORM

SOLID WASTE ALTERNATIVES PROGRAM

See Page 3 For Appropriate Contacts

Applicant Name: Metro Waste Authority

Date Application Received: 10/1/12

Responsible Agency Name: Metro Waste Authority

Signature:



Title: Executive Director

Date: 10/1/12

1. Is the proposed project consistent with the solid waste comprehensive plan or subsequent plan? Please elaborate. Metro Waste Authority is committed to resident and businesses recycling yard waste and reducing the use of hazardous products. This program does both. It also provides work for the private sector vs. Metro Waste Authority providing the rental service from its location, which would not be conveniently located for the residents and businesses. This allows us to serve our targeted population and create economic opportunities for local businesses (landsapers and landscape supply companies).
2. Is the Agency aware of competitors for the targeted solid waste materials identified in the application? If yes, will the proposed project adversely affect the operations of the competing entity and how? There is not a high demand for compost lawn application. One company in the area does provide this service, but it is very costly and is mostly used for large commerical projects or new home construction. Providing this upfront equipment investment does allow residents and smaller businesses to choose a better alternative to fertilizers.
3. Is all or a portion of the targeted solid waste materials currently landfilled? If not, please elaborate. According to the DNR's 2011 Waste Sort, organics made up 25% of the waste overall and of that 20% is yard waste. By promoting public awareness of compost use and how it is a recycled product, we hope to decrease the 20% that is being improperly landfilled.
4. Can the project, as proposed, be considered to have a regional impact on the targeted solid waste stream? If not, is there the potential for it to be expanded to have a regional impact and how? The market demand we create locally could spread beyond our targeted population and service area. If the demand is there, the private sector would make the upfront investment and the compost facility (public or private) would sell more compost and yard waste collection would become more cost effective and viable.
5. Are the landfill diversion figures proposed in the application consistent with the solid waste comprehensive plan figures? If not, how are they inconsistent? We have no tracking mechanism to determine if yard waste is

diverted. The DNR's Waste Sort would be one way, but we could track an increase in yard waste. However, that figure has several other factors that affect it: rainy season vs. dry season, for example.

6. In the Agency's opinion, does the applicant's project staff have the experience and knowledge to successfully implement the proposed project? Please elaborate. Rhonda O'Connor has extensive experience in responding to RFPs in her previous job at Weitz. She can translate that knowledge to writing a solid RFP to ensure we partner with the landscapers and landscape supply companies committed to promoting compost lawn applications. As a staff member in the Public Affairs department, she can design and write all of the collateral materials required to create a successful marketing campaign. Since last fall, she's worked closely with the compost facility staff and our wholesale buyers to understand this market.
7. Does the responsible agency feel the project is viable as proposed, given current and projected populations, the available solid waste stream, and current and proposed landfill diversion activities? Please elaborate. This project is very viable. As long as we are seeing yard waste being landfilled, raising awareness of the benefits of compost and how it is a recycled material should assist in diverting this useful material from the landfill.
8. Other Comments:

Minority Impact Statement

Pursuant to 2008 Iowa Acts, HF 2393, Iowa Code Section 8.11, all grant applications submitted to the State of Iowa which are due beginning January 1, 2009 shall include a Minority Impact Statement. This is the state's mechanism to require grant applicants to consider the potential impact of the grant project's proposed programs or policies on minority groups.

Please choose the statement(s) that pertains to this grant application. Complete all the information requested for the chosen statement(s).

- ☐ The proposed grant project programs or policies could have a disproportionate or unique **positive** impact on minority persons.

Describe the positive impact expected from this project:

Indicate which group is impacted:

- | | | | |
|--------------------------|---------------------------|--------------------------|--------------------------|
| <input type="checkbox"/> | Women | <input type="checkbox"/> | Pacific Islanders |
| <input type="checkbox"/> | Persons with a Disability | <input type="checkbox"/> | American Indians |
| <input type="checkbox"/> | Blacks | <input type="checkbox"/> | Alaskan Native Americans |
| <input type="checkbox"/> | Latinos | <input type="checkbox"/> | Other |
| <input type="checkbox"/> | Asians | | |

- ☐ The proposed grant project programs or policies could have a disproportionate or unique **negative** impact on minority persons.

Describe the negative impact expected from this project.

Present the rationale for the existence of the proposed program or policy.

Provide evidence of consultation of representatives of the minority groups impacted.

Indicate which group is impacted:

- | | | | |
|--------------------------|---------------------------|--------------------------|--------------------------|
| <input type="checkbox"/> | Women | <input type="checkbox"/> | Pacific Islanders |
| <input type="checkbox"/> | Persons with a Disability | <input type="checkbox"/> | American Indians |
| <input type="checkbox"/> | Blacks | <input type="checkbox"/> | Alaskan Native Americans |
| <input type="checkbox"/> | Latinos | <input type="checkbox"/> | Other |
| <input type="checkbox"/> | Asians | | |

- ☒ The proposed grant project programs or policies are **not expected to have** a disproportionate or unique impact on minority persons.

Present the rationale for determining no impact. We will not include minority as an aspect of being awarded the compost spreaders.

I hereby certify that the information on this form is complete and accurate, to the best of my knowledge:

Name:

RITA O'CONNOR

Title:

Program Manager