1. **How do we measure tons diverted?**
   
   You can start by looking at your service level (Recology’s # 415-330-1300), checking the volume serviced per week and converting it to weight. The [Waste Calculator](#) (excel file) can assist with that.

2. **When being evaluated, will the type of tons diverted be taken into account?**
   
   We understand certain materials are harder to divert from landfills than others, therefore the cost per ton may be higher on certain items, however all materials being landfilled are a priority.

3. **How do you measure waste “prevention” as opposed to diversion?**
   
   You can assign a weight to the material avoided over a certain time frame and report on those tons. The state is moving to a per capita disposal number as opposed to a diversion rate.

4. **What is the difference between funding streams for school ed. vs. zero waste?**
   
   Please review the RFP. There is one field trip grant of $20,000 over two years for a very specific project type. Zero Waste grants will be $10,000-$100,000 for up to two years, up to a total of $720,000 and we are looking for a variety of projects.

5. **Can we access generation studies and waste characterization studies for San Francisco?**
   
   a. [Characterization Study of Materials Handled by Recology](#)
   
   b. [Generation Study of all of San Francisco](#)

6. **Is there anything that you don’t fund?**
   
   We don’t like to fund vehicles or fuel costs, and we don’t fund projects that are replicating work the Department is already doing. Check our website [https://sfenvironment.org/zero-waste](https://sfenvironment.org/zero-waste)

7. **How do you establish at baseline before the project starts?**
   
   Rough calculations are acceptable when establishing baseline data. Looking at service level information and converting it from volume to weight is ideal.

8. **How are the applications reviewed?**
   
   The written portion of the application will be scored by a panel, (at least 2 internal and 1 external reviewer). Those scoring over 70 points will move onto the interview phase. If we are very familiar with your project and organization, we may opt for a phone interview.

9. **Is past performance on grants included in the scoring?**
   
   Yes, it is included in the evaluation process in the qualifications and experience section.

10. **How does the invoice system work?**

    Projects are funded on a cost-reimbursement basis.

11. **How much explanation needed for in-kind donations?**
In-kind donations or cash match are not required, however, funding from other sources is viewed favorably. You can explain the cell labeled “narrative”. It is probably better to give more explanation rather than less.

12. What kind of work is the Department doing to target new residents?  
   The Real Foodies Campaign targeted new residents. More campaign info is on our website.

13. Are there any geographic areas that the Department is focusing on?  
   Projects must divert material from within the geographic boundaries of the City of San Francisco. All neighborhoods need to reduce their disposal, however we are interested in projects that focus on underserved communities.

14. What is allowable indirect costs?  
   10-15% max of total expenses

15. Who needs to sign application?  
   The Executive Director, President of the Board of Directors, or an officially designated representative.

16. Can we apply to do policy work?  
   No. We are open to outreach and advocacy work relating to quantifiable diversion from landfill.

17. If we already have a grant, can we apply for a new project or apply to for an existing project.  
   Yes, but in order to be awarded your project must be in good standing and being implemented per your existing workplan. Be very clear on how the project is expanding. If you are awarded funding through this round, you would not be able to start accessing the new grant until you had satisfactorily completed the existing grant.

18. How many grants will you give out?  
   For Zero Waste projects, we can’t really say until we get proposals in and evaluate them. For the Educational Field Trips project we are awarding one grant.

19. For a Zero Waste grant, can we ask for the entire amount of funding available?  
   We probably would not give out the entire amount of funding to one project

20. What is the average grant size?  
   We can’t say until we get proposals in and evaluate them.

21. Will you be funding new projects and organizations?  
   Yes, if the proposals are competitive. We are very interested in new and innovative projects.

22. Do you have something specific in mind for the Zero Waste funding from SF's perspective?  
   I encourage you to read the attachment that describes some of our priorities. We were pretty broad about what we are looking for because we really want to see what gets proposed. We have funded pilot projects in the past to help get programs up and running or try and create a market for a particular part of the stream. SF will soon allow people to add thin film plastic and textiles to our blue bin and thinking about innovative ways to do outreach and education on that, so would entertain proposals in that area.

23. Where is this funding coming from?  
   The funding comes from the Impound account, which is funded directly from Refuse Rate revenue collected from SF resident and business ratepayers by Recology for recycling, composting and refuse collection services and processing.
24. Are we being scored on how cost effective our project is?
   No. We do look at a cost benefit analysis (cost of project/tons diverted) but are not necessarily going for the most cost effective projects.

25. When is the proposal due?
   Please review the RFP.

26. How many applications do you think you’ll receive?
   With the last round of Zero Waste funding we had approximately $800,000 available and received 16 proposals requesting a total of $1.9M. We funded 11 projects.

27. What kind of things will you be adding to the recycling stream?
   We are working with Recology to rollout textile recycling, where used textiles can be collected in a bag and put in the blue recycling bin. We will also start collecting thin film plastic bags in the blue bin.

28. For the field trip grant, does the site have in an Environmental Justice neighborhood?
   Yes, it should be.

29. Do the field trips have to be outdoors or can we schedule presentations in a classroom or other community space?
   One of the goals of our Educational Program is to help youth develop a love of nature and become environmental stewards, so activities should be done outdoors. Ideally the hands-on component contributes to the community in some manner.

30. Would a project to maintain and improve a community garden to use it as a teaching tool fit your goals for the educational field trip grant?
   The project needs to serve youth from several schools, so it depends on where the garden is, how accessible it is to schools and how it integrates environmental justice curriculum into activities.

31. What kind of zero waste components need to be included in the field trip?
   Whether it’s addressing the zero waste concepts of: reduce, reuse, recycle or compost, it’s important to make connections to zero waste through the hands-on activities.

32. If we are applying for the field trips do we have to recruit schools to participate?
   No, our educational program staff does that.

33. Can we apply for the field trip grant to provide afterschool programming?
   No, it is for field trips during the school day.

34. We have an idea for curriculum for the Environmental Justice field trips, but haven’t identified a space yet. Could we still submit a proposal and find a site later?
   We would not be inclined to fund a program if all of the components are not in place.

35. Do we have to have an agreement in place with a site?
   As noted, we are not inclined to fund a program if all of the components are not in place.

36. Can we provide the field trip activities for elementary school?
   As noted in the RFP, we are targeting 6th-12th grade.
37. In the Narrative you say “Grant recipients are required to work with the Department to promote grant-funded activities and take advantage of shared outreach opportunities”, what does that mean?

We see our grantees as partners and want you to see us as an avenue to promote your work—we can tweet, post on our calendar, etc. We want to amplify your message and your story. We want you to do the same for us (as appropriate). We require that you recognize us on your website, in materials, etc. While we don’t have anything calendared at the moment, we very often have opportunities to do shared outreach. For example, a few years ago, we worked on a big press conference to highlight our work to re-use textiles. Several of our grantees participated in the event and supported the campaign.

38. In the workplan budget, it says “As necessary, please allocate funds for participation in Department-sponsored activities” What does that mean?

We have an annual grantee meeting you would attend. And, we may have opportunities to do shared outreach. We don’t want to ask you to participate in those activities without ensuring that your staff time is covered.

39. Under Project Summary, you refer to "major partners and collaborators." Does having a partner strengthen a proposal? Do you encourage collaboration?

We love projects that involve collaboration, but it is not required. If you have a project that will be successful with no partners that’s fine. If your project does involve partners, we want to know that these partners have committed. Sometimes we get proposals saying things like “X, Y and Z might be good partners and we plan on approaching them.” A plan to find partners is probably not going to make as strong a proposal as a project that already has a commitment from partners.

40. What is the difference between a goal and objective?

The goal is a description of a destination. It is the purpose toward which an endeavor is directed.

An Objective is a measure of the progress that is needed to get to the destination. You could use the SMART structure to articulate your objectives:

- S stands for specific, clear and focused so that there's no misinterpretation.
- M is measurable, they can be quantified and compared to other data.
- A is attainable, achievable, reasonable, and credible.
- R is realistic, it fits into the organization's constraints and is cost-effective.
- T is timely, it's doable within the time frame given.

41. When would projects start?

As soon as grant agreements are signed, but not before 7/1/17. Depending on how long it takes grantees to complete the paperwork required to become a Certified City Vendor, it can take 2-6 months after the award.