

Phase 2 – Proposal Scoring Criteria
Beverage Container Recycling Grant (BCRG)
Fiscal Years 2014/15 & 2015/16

Applicants must score a minimum of 70 points of a possible 120 points to be considered for funding. Grant Narrative Proposals and documents will be evaluated and scored by a CalRecycle review panel.

GENERAL CRITERIA

Points	Description
25	<p>PROJECT DESCRIPTION, NEED, GOALS AND OBJECTIVES</p> <ul style="list-style-type: none"> • The description must be detailed, clear, and identify the target audience (includes documentation of commitment from target audience) and regions where activities will take place. • Thoroughly explain why the project is needed. Grant proposal clearly and convincingly describes and demonstrates why the project should be funded. Local jurisdictions should include their AB 341 Mandatory Commercial Recycling (MCR) plan, if applicable. • Explain how the project will increase collection rates and identify how the community and environment will benefit. • Describe the existing beverage container collection program, including volume collected (or potential volume) in the area (if any), and include how the project will improve the existing program. • Identify challenges the project will address and how the project will provide a solution. • Describe the research for the project and include documented data to support that this project is the most effective system for capturing California Redemption Value (CRV) material in the targeted area. • The goal(s) and objective(s) must be clear, measurable, and support the grant focus. Demonstrate the extent to which these goals and objectives address need and overcome identified barriers. • Provide baseline data and relevant objectives for achieving the goals and objectives.
20	<p>PROJECT SUSTAINABILITY</p> <p>Demonstrate how operation and maintenance costs of the project will be sustained beyond the term of the grant.</p> <ul style="list-style-type: none"> • Identify necessary resources, including specific funding sources and costs, for ongoing operation (after the grant term ends) and how those costs will be covered without additional CalRecycle funding. • Provide letters from partners and /or financial resources for continuing the project after the grant term ends. • Describe how the project will continue to be monitored and evaluated. Identify who will be responsible for monitoring and evaluating the project after the grant term ends. • Identify how materials and equipment purchased by grant funds and project systems will be retained and secured (to prevent theft/damage). • Provide a copy of land use or permitting policy on recycling opportunities, if applicable.
15	<p>BUDGET</p> <p>Provide a clear accounting of all costs associated with all activities necessary to complete the project. Use the Budget template.</p> <ul style="list-style-type: none"> • Provide a complete, itemized cost breakdown consistent with project activities included in the Work Plan. All line items must be clearly identified, necessary, reasonable, justified, and cost effective. • All budget back-up documentation, including estimates, bids, or other costs to support the requested amount, must be uploaded, clearly marked, and support proposed budget costs. • Clearly identify and include budgetary contributions and/or matching funds (other than CalRecycle) and cost savings from leveraging other funding, in-kind services, and volunteers. • Include letters of support identifying financial contributions
10	<p>EDUCATION AND OUTREACH</p> <p>Identify education and/or outreach activities, if applicable to your project. May include activities supporting the MCR plan for local jurisdiction applicants.</p> <ul style="list-style-type: none"> • Identify and describes the strategies in implementing education and/or outreach activities to assist in achieving your project goals. • With existing education and/or outreach programs/activities, identify different strategies (if any), to further expand these efforts. Identify current deficiencies (if any), with the current education and/or outreach program/activities.

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Points	Description
	<ul style="list-style-type: none"> Identify the target audience, venue(s), type of media, and tools/resources to implement an education and/or outreach program/activities to the project.
10	<p>WORK PLAN</p> <p>Provide a specific list of all grant eligible activities and tasks that will be undertaken to achieve the goals and complete the project. Use the Work Plan template.</p> <ul style="list-style-type: none"> Include a detailed Work Plan that clearly and concisely describes the major tasks and activities required to achieve the goals/objectives in the proposed project narrative. The Work Plan must effectively identify committed partnerships with other agencies, organizations, or entities and deliverables required to successfully complete the project within the grant term and with available resources. Delineate activities and tasks. Provide a logical timeframe for accomplishing the activities with start and completion dates, including 12 months of CRV volume collection. Demonstrate that the applicant (including its contractors) and cooperating organizations have sufficient staff resources, technical expertise, and experience to successfully complete the proposed project.
10	<p>PERFORMANCE MEASURES</p> <ul style="list-style-type: none"> Identify methodologies for providing baseline and collection data. Describe how interim progress and final outcome/success of the project will be measured and evaluated. Describe how evaluation findings will be used to modify/improve the project.
10	<p>QUALITY OF PROPOSAL & PARTNERSHIPS</p> <ul style="list-style-type: none"> The proposal must be clear, concise, and provide adequate detail and data. The project must be well planned from beginning to end and identify resources required. Demonstrate multiple, committed partnerships and extensive coordination with other agencies, organizations, and entities to include but not limited to, school districts, non-profits, etc. Partnerships are evidenced by letters which explain the relationship and outline contributions.
100	TOTAL POSSIBLE GENERAL CRITERIA POINTS
BONUS POINTS	
Points	Description
10	<p>Multi-Family Projects</p> <ul style="list-style-type: none"> Up to ten (10) points may be awarded to effective and sustainable multi-family projects supporting local jurisdictions in complying with AB 341/Mandatory Commercial Recycling requirements. Multi-family dwellings consisting of five or more units are included in the Mandatory Commercial Recycling requirements and required to implement recycling programs. (For additional information refer to CalRecycle’s website http://www.calrecycle.ca.gov/Recycle/Commercial/.)
5	<ul style="list-style-type: none"> Identify (if any) underserved area or areas having limited beverage container recycling capacity or infrastructure. Explain why the area/location is underserved. Identify gaps and/or barriers to beverage container recycling opportunities.
5	<ul style="list-style-type: none"> Applicant did not receive a BCRG Grant in the 23rd, 24th and 25th grant cycles (FYs 2011/12, 2012/13 and 2013/14).
120	TOTAL POSSIBLE GENERAL CRITERIA AND BONUS POINTS