



CARPET AMERICA RECOVERY EFFORTSM
**Developing market-based solutions for the recycling & reuse
of post-consumer carpet**

Notice of Funds Available for California Carpet Stewardship
Grant Program (Cycle 4M)
Micro Grants Program for Collection/Reuse

March 3, 2021

Cycle 4M Outline

Purpose

Carpet America Recovery Effort (CARE) serves as the Carpet Stewardship Organization for the California Carpet Stewardship Program. The purpose of the **Micro Grants Program for Collection/Reuse – Cycle 4M** (Program) is to promote the additional collection and reuse of California post-consumer carpet (PCC). The definition of “additional” under this program is PCC that was previously sent to landfill, alternative daily cover, waste-to-energy, kiln or used for carpet-as-alternative-fuel. Cycle 4M funds will be awarded for the infrastructure projects and/or purchase of equipment that supports the operational logistics of properly collecting and/or reusing California PCC under a new or established program.

Applications will be accepted and reviewed on a continuous basis through 2021. Grantees must achieve project completion by December 31, 2022, or within one year of the project’s Notice to Proceed, whichever comes first. The precise focus of each solicitation cycle is subject to adjustment by CARE, consistent with the overall goals of the Program. Cycle 4M grant awards will be based upon available funding. Cycle 4M funds will be awarded on a first-come, first-served basis.

Eligible Applicants

Eligible applicants may be adjusted for each solicitation release, consistent with the objectives of the funding cycle and goals of the Program. Eligible applicants for Cycle 4M include:

- Public entities, such as California cities, counties, public school districts, public colleges and universities, special districts, parks and recreation districts, and state agencies (including offices, departments, bureaus and boards).
- Joint Powers Authorities (JPA) if the JPA Agreement includes solid waste responsibilities.
- Public or private businesses such as transfer stations, recycling centers and disposal sites.
- CARE drop-off sites, Collector Sorter Entrepreneurs and Processors.
- Carpet retailers and flooring contractors.
- Nonprofit entities such as reuse stores.

Project Requirements (Use of Funds):

- Only one application per eligible PCC collection site will be accepted. One entity operating multiple sites may apply for multiple awards as long as not more than one award is given per site.

- Current and future CARE drop-off sites that accept a Cycle 4M grant must remain in the program for at least two years after receiving the grant-funded equipment.
- Grantees awarded mobile equipment must affix a “We Recycle With CARE” decal to both sides of each piece of qualifying equipment at the grantee’s expense.
- Application must specify, itemize and quantify additional PCC pounds collected for diversion or diverted directly via recycling, remanufacturing, reuse or other strategies as a result of the project. Sources of new pounds projected must also be listed. All grant applicants must verify that all pounds collected or reused are 100% California-generated PCC.
- Projects must document additional improvements in collection and reuse. Preference will be given to projects that increase the total number of CA-generated PCC pounds collected or reused in 2021.
- Applicants are encouraged to, but not required to, provide matching funds for the grant-funded project.
- Projects that have already obtained all necessary permits will be preferred.

Plans and specifications may be reviewed by CARE staff or its contractor(s) prior to commencement of work. However, CARE makes no warranty, express or implied, and assumes no liability for any infrastructure or equipment funded by this grant. It is the applicant’s responsibility to determine the appropriateness of the product(s) for its purposes.

Eligible Projects

- Projects that establish, increase or improve proper collection or reuse of CA-generated PCC.
- Equipment/infrastructure for implementation of new, or improvement to existing, collection and reuse activities.
- Minor improvements to existing collections or reuse facilities/operations. (Examples include but are not limited to: trailer ramps or stairs, awnings or coverings to stage PCC and keep PCC clean/dry, water-tight cargo containers or bins, rain cover retrofits for collection containers for localized hauling, cement pads to stage PCC and keep PCC clean/dry, hydraulic trailers).
- Multiple pieces of equipment or other infrastructure may be combined into a single application. Partnerships between entities must designate one entity as the Lead Grantee.
- Program education and outreach materials. Costs in this category must not exceed 20% of the total project budget, and materials must include the CARE California logo.

Ineligible Costs

- Costs incurred prior to the Notice to Proceed letter or after the end of the Grant Term.
- Costs associated with landfilling, waste-to-energy, kiln, carpet-as-alternative-fuel and incineration for the purpose of sending ash to landfill. Projects must adhere to the California waste hierarchy; non-reusable or recyclable portions of PCC should be prioritized for other diversion prior to disposal by landfill.
- Administrative costs, overhead and salaries.
- Projects installed outside of the State of California.
- Costs deemed unreasonable by CARE.

Funding (total allocation, min/max amounts)

The Stewardship Planning Committee (SPC) has approved **\$100,000 for Cycle 4M (2021/22) Micro Grants Program for Collection/Reuse**. Maximum grant awards for Cycle 4M will be limited to \$15,000 for each grant awarded under this Program. Continuation or modification of the grant program will be based on available funding and the needs of the California Carpet Stewardship Program.

Timeline

Cycle 4M will accept applications throughout 2021, and applicants who can achieve an impact in 2021 will be preferred. All projects must be complete by December 31, 2022, or within one year of the project’s Notice to Proceed, whichever comes first. Application process and submission instructions are outlined throughout this notice. Proposals that do not follow application instructions may be considered non-responsive. Applicants can expect an award decision approximately one month after submission of an application.

Evaluation & Scoring Criteria:

The criteria presented below are based on similar grant solicitations by CalRecycle, modified by CARE. A technical committee will be formed by CARE at the direction of the Executive Director or SPC; the technical committee will review Program applications using the criteria listed below. These criteria may be subject to further revision by CARE.

% or Points	Criteria
10%	Applicant Qualifications & Experience – <ul style="list-style-type: none"> Description of successful agency history; track record Implementing collection, reuse or projects of similar size and complexity Experience, capacity and staff resources necessary to successfully implement and maintain the program
30%	Project Description and Impact – <ul style="list-style-type: none"> Project supports new or improved collections and/or reuse operations; quantifies the tonnage and sources of additional CA-generated PCC currently collected and/or reused and how the project may increase that number; size of the impact is significant; calculations to estimate additional tonnage collected/reused is supported by data Description of the project; description of equipment and/or infrastructure to be purchased and its utility in establishing, increasing or improving additional PCC collection and/or reuse
15%	Work Plan – <ul style="list-style-type: none"> Reasonable, logical and ambitious outline of key activities, milestones and due dates during the grant term Speed to delivery is high; projects are “shovel ready” Includes measurable targets and indicators of success
20%	Need – <ul style="list-style-type: none"> Clearly describes any existing program, program history and strengths/weaknesses Describes any existing program gaps and why the project is needed Describes how it will benefit the CA Carpet Stewardship Program Provides sufficient evidence and reliable data to support the need If this program has received past grants, explain why additional grant funding is needed

25%	Budget and Cost Effectiveness – <ul style="list-style-type: none"> Project costs are reasonable, justified, cost effective use of funds; line items are clearly defined and justified Budget clearly identifies any matching contributions Quantifies expenditures already incurred and how program will be maintained after grant term
10 Bonus Points Available	Other Evaluation Criteria – <ul style="list-style-type: none"> Applicant has specialized certifications such as meets CAL Green building standards, has LEED certified buildings, has Environmentally Preferable Purchasing Policy New California jobs are created Project is located in CA disadvantaged community Project is submitted by a Regional Jurisdiction (joint proposal from two or more eligible applicants)
100%	TOTAL

Coordination with CalRecycle:

The Micro Grant program for Collection/Reuse is a strategy recommended by the CA Council (Council) on Carpet Recycling in 2016. CARE will provide CalRecycle with quarterly data on Program performance, and solicit input from CalRecycle as needed or desired in evaluating Program applications.

Application – Proposal Requirements

Applications must include the components listed below and clearly communicate the manner in which their proposed project meets the criteria listed above. The proposal must be submitted using the online [CARE Micro Grant Portal](#) unless a PDF form is requested from Abbie Beane, CARE Grants Manager, at abeane@carpetrecovery.org. Trade secrets and any other confidential information must be clearly marked as such and may be subject to regulatory disclosure requirements of CalRecycle or other state entities.

- Applicant Name
- Key Project Contacts (2 required) with phone number and email information
- Project Title
- Applicant/Team Qualifications and Experience
- Project Description and Impact
- Project Need
- Project Work Plan (Timeline and Deliverables)
- Proposed Budget
- Notification of any pending or outstanding judgments or enforcement actions against the company or its products.
- Creation of California Jobs, Environmental Certifications, benefit to Disadvantaged Communities
- A quote for the equipment that the applicant desires to purchase

Questions - Submission

All questions on the Cycle 4M Micro Grant solicitation should be directed to Abbie Beane, CARE Grants Manager, at abeane@carpetrecovery.org.

Conflicts of Interest

Applicants should acknowledge any potential conflicts with any CARE leadership committees, and current or prior employment in the carpet and recycling industries. CARE Technical Committee members evaluating grant applications are not eligible for grant funding. Applicants who lobby technical committee members, the CARE Stewardship Plan Committee, the CARE Executive Director and/or the CARE Grant Manager for funding may be disqualified.

Grant Funding Awards

Program grant awardees will be required to agree to grant agreement terms and conditions, which will include procedures and monitoring requirements, such as the submission of regular progress reports to CARE, and using the grant-funded equipment for its approved purpose for at least two years. Grantees may be asked to provide documentation referencing their readiness for work, status of project implementation, etc. CARE may visit the project and use information and photos for communication and reporting purposes. Funds will be disbursed on a reimbursement basis only.

DEADLINE FOR SUBMISSIONS: DECEMBER 31, 2021 at 5pm PDT