

ATTACHMENT 1

Framework for the Waste Reduction Community Investment Program: Pilot Phase

1) Goal

To identify, develop and initiate community-led actions that reduce residential waste and increase participation in the City of Toronto's waste diversion programs.

2) Annual Funding and Size of Grants

A total of \$150,000 is available for community-led projects beginning in 2018. The Waste Reduction Community Investment Program will be an annual program with funding of \$150,000 per year in 2018, 2019 and 2020 (subject to yearly budget approval by City Council). An applicant may request an investment of \$5000 to \$25,000 in any one year.

3) Program Promotion

The Waste Reduction Community Investment Program will be advertised and promoted as part of the Live Green Toronto marketing/communications strategy and will be featured prominently on the Live Green Toronto website. The goal of the communications strategy will be to advertise in as many diverse media as possible in order to attract a wide range of applications from different socio-economic and cultural backgrounds. Staff from the Environment and Energy Division will be available to support potential applicants in the preparation of their application.

4) Application

The application process and requirements were designed based on those successfully used by the Live Green Community Investment Program. All applicants will be first asked to submit an Expression of Interest. Applicants who submit a complete application and meet the program eligibility requirements will be invited to submit a full application. Applicants can only submit one application per round. Successful applicants cannot submit a new application until their existing grant is completed. Starting in 2018, the program will begin accepting applications in January of each year.

4a) Applicant Eligibility

All applicant organizations must be incorporated and have non-profit status. Applicants without these prerequisites may apply if they enter into a trusteeship agreement with an incorporated non-profit organization. Satisfaction of these conditions does not guarantee eligibility. Table 1 details the groups eligible and ineligible for funding through

the Waste Reduction Community Investment Program; however, this listing is not exhaustive.

Table 1: Organizational Eligibility for Waste Reduction Community Investment Program

Eligible	Ineligible
Resident, tenant, neighbourhood, and business associations	Building managers and property owners
Service clubs	For-profit businesses
Ethnic community organizations	Individuals
Registered charitable organizations and environmental organizations	Grant making organizations
School groups, clubs and councils	Organizations allied with political parties
	Organizations without a clear demarcation between religious and community service functions at the program and budget levels
	Academic institutions
	School Boards
	Organizations with an active or incomplete project funded by the Waste Reduction Community Investment Program

4b) Project Assessment Criteria

Proposed grant projects must be located in the City of Toronto and satisfy one or more of the following objectives:

- directly result in a reduction in the amount of residential waste produced or an increase in the amount of residential waste diverted from landfill;
- directly enhance the ability of individuals or the community group to engage in activities that will result in the reduction and/or diversion of residential waste; and
or
- foster long-term changes in behaviour that result in waste reduction or increased participation in the City of Toronto's diversion programs.

In addition, the City is interested in projects that meet the objectives through:

- directly enhancing the knowledge and abilities of communities to engage in waste reduction and diversion behaviours;
- fostering long-term behavioural change;

- providing measurable results; and
- serving as a role model and inspiring others to make a positive change.

Priority is given to projects that:

- are community-based initiatives;
- display innovation in terms of program design, audience reached or delivery mechanism;
- include local community partnerships;
- can clearly demonstrate that all activities can be measured;
- provide a clear benefit to equity-seeking communities;
- do not duplicate a program being delivered in the community by another organization or the City of Toronto;
- include plans to keep the project sustainable long-term;
- are not wholly reliant on the Waste Reduction Community Investment Program for funding;
- have a strong communications plan that will let the community know about the project from start to finish;
- present opportunities to increase community engagement of people of all ages, abilities, economic levels and cultures;
- obtain all necessary approval and/or permits before submission of the grant application;
- address waste reduction in one of three priority areas:
 - multi-residential buildings,
 - multi-lingual communities, and
 - Neighbourhood Improvement Areas; and
- can be completed in a one-year period.

Applications submitted by eligible organizations will be assessed against additional eligibility criteria to ensure that funds will flow to new waste reduction initiatives that will have an impact on residents of the City of Toronto. To this end, the Waste Reduction Community Investment Program will not fund the following activities:

- Ongoing operating expenses;
- Projects focused on industrial, commercial, and institutional waste;
- Projects that extend beyond Toronto's borders;
- Existing projects, programs, and/or events;
- Unproven technologies;
- Research or scientific studies;
- Conferences;
- Advertising campaigns;
- Lobbying or advocacy on behalf of for-profit entities;
- Purchase or rental of vehicles; and
- Disbursement of funds to provide additional grants to other parties.

4c) Application Assessment and Investment Allocation

Applications to the Waste Reduction Community Investment Program will be assessed in two stages:

- Stage 1 – Expression of Interest:

The Waste Reduction Community Investment Program will first accept Expressions of Interest from applicants. At this stage, applicants will be required to complete a form with details about the organization, the proposed project, rationale, funding request and expected project outcomes.

Environment and Energy Division staff will assess all Expression of Interest(s) to ensure they are complete, meet the eligibility requirements, and show clear alignment with the program goals. Only those applications that meet these criteria will be invited to submit full applications.

- Stage 2 – Full Application:

The full application will include the project background and outcomes, a work plan and measures of success, a communications plan, a project budget, and other supporting documentation.

The Waste Reduction Community Investment Program administrator will assist applicants by providing a detailed application guide. This guide will include a budget template and a description of evaluation data and deliverables expected from funding recipients.

Full applications will undergo a technical review by Solid Waste Management Services and Environment and Energy Division staff. The technical review is a detailed evaluation of the proposals, including verification of eligibility, identification of irregularities and/or missing information and feasibility of the proposed project.

The Review Panel, comprising three senior representatives of City of Toronto Divisions, Agencies or Corporations, will make funding recommendations to the General Manager, Solid Waste Management Services based on their assessment of the following elements of each application:

- Organizational history and track record;
- Proposal's ability to meet the goals and objectives of the grant program;
- Organizational readiness to undertake the proposed work;
- Likelihood of generating measurable results and likelihood of success;
- Long-term sustainability of the project; and
- Use of strategies and tools to engage and educate the community, including new audiences who have not been targeted by previous initiatives.

Pending authorization from City Council, the General Manager, Solid Waste Management Services will enter legally binding Funding Agreements with successful applicants. Successful applicants will be required to sign a legally binding Funding Agreement in order to receive funds in June 2018.

5) Evaluation

In the year that they receive funding, each funding recipient will be required to submit a mid-project interim report and a final summative evaluation of their project. Evaluations will determine whether funding recipients have:

- 1) adhered to the project plans submitted during the application phase; and
- 2) made progress toward or achieved the Waste Reduction Community Investment Program goals and objectives.

While Solid Waste Management Services staff are still developing metrics and key performance indicators for the Waste Reduction Community Investment Program, funding recipients will likely be asked to provide documentation of the following:

- Number of community members engaged through funded projects;
- Project participants' awareness of and intention to engage in waste reduction;
- Visual waste composition audits; and
- Quantity of waste diverted (where applicable).

Solid Waste Management Services will provide funding recipients with standardized evaluation forms. This will ensure the comparability of projects funded through the Waste Reduction Community Investment Program. Funding recipients will also be asked to provide photo or video documentation of their project.

6) Administration

Environment and Energy Division, will be responsible for administering the program given their previous experience operating the Live Green Community Investment Program. Solid Waste Management Services will liaise with the Environment and Energy Division to conduct technical reviews of applications and make final funding recommendations to the General Manager, Solid Waste Management Services.

With City Council approval, the General Manager, Solid Waste Management Services will have delegated authority to distribute a total of up to \$150,000 among successful applicants each year of the pilot. The General Manager, Solid Waste Management Services will report on the outcomes, issues of concern and recommendations on continuing any aspect of the Waste Reduction Community Investment Program in 2021 as part of the Long Term Waste Management Strategy 5-year review.