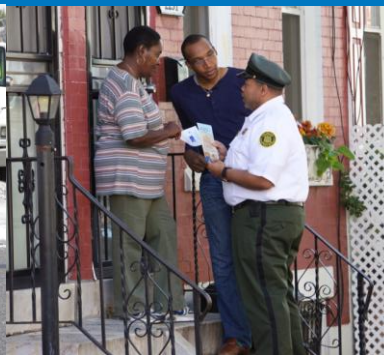


CITY OF PHILADELPHIA DEPARTMENT OF STREETS

ZERO WASTE AND LITTER FY18 ENGAGEMENT PLAN

ZWL ENGAGEMENT OVERVIEW

- The City of Philadelphia Zero Waste and Litter Cabinet (ZWL) was created to achieve a zero-waste goal by 2035
- The goal is to reduce the amount of waste generated and diverted from landfills and incinerators – by 90% – at every opportunity
- The ZWL Cabinet will implement a number of zero waste strategies that focus on reducing, reusing, recycling and recovering waste across three broad sectors or *partner program* areas:
 1. Business
 2. Community
 3. Residents



PARTNERSHIP PROGRAM AREAS

- 1. Large Scale Industry and Business:** associations, manufacturing industries, commercial businesses, schools, colleges and universities, government agencies, hospitals, cultural/arts institutions, entertainment complexes, etc.
- 2. Community-Based Organizations:** churches, community development corporations, business improvement districts, civic and neighborhood associations and non-profit organizations
- 3. Residents:** households including single family and multifamily homes, apartment complexes and condominium associations

BUSINESS PARTNERSHIP PROGRAM

1-BUSINESS PARTNERSHIP

How It Works

- Create partnerships for large commercial businesses and industry associations to be recognized as leaders in zero waste
- The City of Philadelphia Zero Waste Partnership Program will be designed to support a local business or organization's efforts to:
 - Reduce waste
 - Increase recycling and composting
 - Adopt green purchasing practices
- The City of Philadelphia Zero Waste Partnership Program will recognize businesses and associations who optionally report / chart their progress. A recognition program, highlighting partners for best practices across industries, sectors and communities will be developed

1-BUSINESS PARTNERSHIP

Optional Reporting/Partnerships Considerations

- Business Outreach Responsibilities and Goals
- Outreach Support
- Intake Goals, Target Sectors and Tiers
- Offerings and Tiers

1-BUSINESS PARTNERSHIP

Optional Reporting/Partnerships Considerations

- Business Outreach Responsibilities
 - Initial outreach to be performed by City Officials
 - Streets Department and agency support can be layered in to manage ongoing partnership program relationships and executions once initial connections/agreements are made

1-BUSINESS PARTNERSHIP

Optional Reporting/Partnerships Considerations

- Outreach Support – Materials
 - Overview presentation (Why, National Context, 101, Philadelphia Issues, Sectors, Compliance/Desired Actions, Next Steps, Acknowledgements)
 - Partnership Packet/Toolkit:
 - Folder/Overview
 - Letter from Mayor/City Official Leader
 - Expectations and Offerings Overview
 - Decal/Letter/Recognition Piece
 - Owned asset support:
 - Website integrations (Streets, CleanPHL)
 - Social channels
 - Paid Support Layers optional
 - Direct and/or email marketing
 - B2B Ads

1-BUSINESS PARTNERSHIP

Optional Reporting/Partnerships Considerations

- Intake Goals, Target Sectors and Tiers
 - Limitation of offerings/business promotion requires some appropriate leveling of engagements and associated partner thresholds
 1. Title Partner (1)
 2. Leadership Partners (3-4)
 3. Participating Partners (unlimited?)
 - Goal number of FY18 business partners in total?
 - Sectors for consideration:
 - Sports Franchises/Entertainment Complexes
 - Large Corporations
 - Meds, Eds and Cultural Institutions
 - Associations (Chambers)
 - Manufacturing
 - Municipal/Government Agencies
 - Commercial Business

COMMUNITY GRANTS

2-COMMUNITY GRANTS

How It Works

- Create partnerships with community-based organizations to develop and implement education and outreach programs designed to promote zero waste within communities
- Establish Zero Waste and Litter Community Grants, encouraging community organizations to submit their zero waste and litter initiatives for financial assistance and support
- Community education and outreach will be utilized to ensure quality applicants from qualified organizations

2-COMMUNITY GRANTS

Funding Considerations

- Budget: \$80,000
 - \$50k FY17 contract rollover funds
 - \$30k FY18 contract funds
- Allocation options
 - Structured/Set Tiers:
 - Tier 1: \$5,000 (5)
 - Tier 2: \$2,500 (14)
 - Tier 3: \$1,000 (20)
 - Flexible/Need based (first come, first serve – subject to Department's discretion)

2-COMMUNITY GRANTS

Evaluation Process/Intake

- One-time vs. ongoing?
- Eligibility (501 c3 status, serving defined geographic locations within Philadelphia county)
 - Registered Community/Religious Organization, Business District, Aligned Non-Profit organizations are the focus
- Projects with the strongest ROI for organization/City/partners will be first considered
- Projects most related to City's zero waste goals will be first considered
- Timing (application cut off, evaluation/approvals, notifications, implementation, reporting and ending periods)

2-COMMUNITY GRANTS

Project/Program Types

- Eligible initiatives could include:
 - Zero Waste and Litter Education and Outreach Programs
 - Neighborhood Improvement Plan Projects
 - Beautification Projects
 - Litter Abatement Tools (cleaning programs, litter baskets/big belly units)
 - Community Composting Bins and Gardens
 - Recycling Initiatives

2-COMMUNITY GRANTS

Requirement Thoughts

ADMIN:

- Projects must be scalable and sustainable
- Projects must submit mid-term and final reports
- Applications must include budget and timeline templates
- No more than 10% of budget can be allocated for admin costs
- Organization must be more than 12 months old, provide proof of active membership base and recent positive community impact
- Project must begin within 6 weeks of being awarded
- Must provide proof of material purchases
- Organization must take on all liability and indemnify the City of Philadelphia

2-COMMUNITY GRANTS

Requirement Thoughts (continued)

DEPARTMENT VALUE ADDS:

- Partner/community buy-in must be demonstrated to ensure longevity and community cooperation
- Encourage recruitment of PMBC Block Captain on staff and recruit three (3) additional/new PMBC Block Captains in community organization serves
- Must approve organization personnel/likeness/story, etc. for features on CleanPHL and Department websites
- Organization must share progress via 6 social media (tagging Streets Department and Philadelphia Clean Streets) or regularly host/attend community meeting to share and document progress

2-COMMUNITY GRANTS

Outreach/Support

GENERAL:

- Application layout, evaluation rubric, guidelines and FAQs
- Website, e-blast and social messaging

CMC:

- Community organization outreach and grant workshops will be conducted for interested parties to learn requirements
- Initial application screening for applicant vetting
- Roll up of favorable applications for Departmental consideration
- Approved applicant management: reporting and tracking

RESIDENTIAL

Recyclebank TBD

NEXT STEPS

Business Partnership Program

- Informal recognition
- Goals and offerings
- Support and rollout budget

Community Grants

- Tiers and project types
- Eligibility requirements, City legal
- Support and outreach budget

- **Timing**

THANK YOU!