

Washtenaw County Waste Reduction Sponsorships



Sponsorship Process:

Washtenaw County Solid Waste sets aside \$100,000 annually in matching sponsorships to advance the goals of the 2017 Solid Waste Plan. Small sponsorship applications requesting \$4,000 or less are reviewed by the Washtenaw County Public Works Division. Medium and Large sponsorship applications are screened by the Plan Implementation Advisory Committee (PIAC), sending those approved through to the Board of Public Works for final review. Prior to incurring expenditures, awardees are required to sign a contract detailing financial and metrics reporting requirements and other obligations in fulfillment of the sponsorship.

Projects which significantly expedite progress towards the goals of the 2017 Solid Waste Plan, such as a regional Materials Recovery Facility or Drop Off Stations can be eligible for additional funds. In these cases, contact the Public Works Manager using the contact information at the end of this form to discuss the project prior to submitting for a sponsorship.

Application Requirements:

- Completed application form
 - Boxes from form
- Scope of work document and any associated technical documents;
- Projected timeline for implementation;
- Total project cost estimate, breakdown of budget;
- Cost-sharing (match) proposal
- Letter of support from impacted stakeholders or organization head (if applicable, medium and large sponsorships only)
- Metrics collection method
- Summary of the project's anticipated benefits, summary must explicitly relate to the 2017 Solid Waste Management Plan Goals and Objectives; please read the [Executive Summary](#) found on our Washtenaw County Public Works Website

Matching and Financing Information:

<u>Minimum match requirements</u>	<u>Sponsorship Amount</u>	<u>Total Project</u>
Small, 50% of project costs	\$4,000 or less	\$8,000 or less
Medium, 50% of project costs	\$4,000.01 to \$9,999.99	\$8,000.01-\$19,999.99
Large, 50% of project costs	\$10,000 to \$200,000	\$20,000 and above

- Note: Staff time will be considered for up to 50% of the awardee's match for Small sponsorships, 25% of the match for Medium sponsorships and 0% for Large sponsorships. Volunteer time can be accounted for using the Independent Sector National Value of a Volunteer hour. Overhead and fringe will not be considered for reimbursement.
 - Example: For an \$8,000 project requesting a sponsorship of \$4,000, an organization must match with \$4,000 equivalent. A \$2,000 match can be in cash expenditures and \$2,000 can be staff and volunteer time.
 - Matched funds can be provided through other grants or sources, such as the [Sustaining Ann Arbor Together Neighborhood Grant Program](#).

- Expenditures made prior to the sponsorship agreement cannot be counted towards the match requirement
- All funding sources must be revealed in your application, including grants (anticipated or received)
- Include projected maintenance costs and party responsible for future maintenance costs if any

Washtenaw County Public Works will NOT consider reimbursement for:

- Ongoing annual operating expenses
- Sponsorships to individuals
- Projects not serving Washtenaw County residents
- Political parties, campaigns, or candidates
- Organizations/associations redistributing funds to other groups. This does not include contracts required to complete the project. Redistributing the funds or acting as a pass-through is not permitted under this agreement.

Sponsorship Recipient Requirements:

Businesses, municipalities, authorities, 501(c)(3) non-profits, community organizations, formally organized neighborhood groups, and other organizations are encouraged to apply. Applications must specify the entity responsible for the project and how the match requirements will be met. Applicants must be a Washtenaw County-based organization or an organization that serves Washtenaw County residents.

Recipients will be required to sign a contract with Washtenaw County prior to accruing expenditures. Reimbursements for expenditures will occur quarterly. Invoices, proof of payment, and brief summary will be required.

Awardees make a commitment to report quarterly on sponsorship progress and post project impact. Depending on the project, awardee may be requested to make a presentation to the PIAC or BPW. Applicant may be requested to appear before the PIAC for project Q&A.

Evaluation Criteria:

Projects that meet the application requirements will be evaluated based on the following

- Percent match
- Extent to which the proposal meets the goals and objectives laid out by the [2017 SWP](#)
- The quality of the responses given by application materials summary and metrics plan
- Organization capacity and communication; additional information demonstrating capacity such as P/L statement, audits, and other information may be requested for medium and large sponsorships
- Public Works and the review committee will also take into consideration economic and geographic diversity in its evaluation

Timeline for applications:

Small and medium sponsorship applications are reviewed on a rolling basis.

Large sponsorship applications must be received between December 1st and Dec 31st at 11:59pm to be considered for the following year. Large sponsorships received during the current year will be considered if funds allow.

Small sponsorships should apply at least two months in advance of their anticipated project or program. Allow two to three weeks for questions about your application. A further three to four weeks is needed for the contract to be signed, to register as a vendor through the County, and to comply with insurance requirements.

Medium and large sponsorships should apply approximately three months in advance of their anticipated project or program for all the reasons above in addition to needing to be reviewed and approved by two Washtenaw County committees.

Applicants will receive a confirmation of receipt prior to review. Applicants will be contacted with further information after their application has been screened and reviewed.

*Organizations interested in sponsorships over \$20,000 should contact Public Works at 734-222-6864.

Links:

- [Sponsorship Webpage](#)
- [Application Form](#)
- [2017 Solid Waste Plan](#) (248 pages)
- [Solid Waste Plan Executive Summary](#) (10 pages)
- [Washtenaw County Public Works Homepage](#)

