



GY 2023 APPLICATION FOR THE VIRGINIA LITTER PREVENTION AND RECYCLING COMPETITIVE GRANT

Grant Period: July 1, 2022 through June 30, 2023

Deadline for application: July 15, 2022

Single Locality or Co-Op Single Co-Op

Primary Agency: Town of Clifton, VA

Localities Represented: Town of Clifton, VA

1. Project Description:

Residential Resource Recovery - expanded curbside recycling program to include all resources except liquids, food & organics, and used medical supplies

2. Describe the purpose and need for the project:

- 1.) Reduce the amount of resources going to the landfill or WTE
- 2.) Return resources to the supply chain
- 3.) Change people's perception to trash, waste, and garbage into valuable resources

3. Describe the goals and objectives of the project:

- 1.) 25% household participation
- 2.) 96% recovery rate
- 3.) Showcase resource recovery at major town events

4. Describe who will implement the project (weightage will be given to localities who partner with other localities or regions):

Town of Clifton, VA in coordination with the Resource Recovery Project

5. Describe who will be the beneficiaries of the project and how they will be educated.

- 1.) Participating Households receive education via website, emails, social media, and videos.
- 2.) Public-at-large receives education via websites and social media.
- 3.) Northern Virginia Participants and Attendees of Town Events receive education during event planning and via in person collection activity at event booth.

6. Describe how this project will improve litter prevention and recycling efforts. Also, explain how other localities can implement this as part of their litter prevention and recycling programs:

The Resource Recovery Project focuses on developing a relationship with its customers combined with a simple process of resource collection, e.g. all resources are put in a single green bag. Through social media and the Resource Recovery web-site, recovery statistics are posted each week allowing its customers to participate in the success of the program. Since April 2021, the program has recovered over 30,000 lbs of resources which were hand sorted into 29 recovery streams. These resources were triaged for highest & best use and did not go to the landfill or waste-to-energy programs.

Other localities may contact Resource Recovery Project to be coached on establishing a project of their own.

7. Describe the time frame of the project:

The project is on-going but the grant funded portion of the project will commence as soon as the grant is awarded.

8. Additional information (to clarify anything not included above):

The Resource Recovery Project has provided services since April 2021. Currently, 40 households in the greater Clifton area participate. The grant will help defray the costs of the collection and sorting process enabling the Resource Recovery Project to target a larger geographic area.

9. Please provide a short summary of the overall project:

The Resource Recovery Project is a project that aims to provide a single-stream resource recovery service with a 96% recovery rate. This level of recovery transforms the positive environmental impact of recycling. Through education and continuous feedback, customers can see the impact of their efforts and are more attached to its outcomes. This emotional investment drives a higher level of recovery within each household and ultimately reduces customer churn.

The Resource Recovery Team feels this is a program that can be replicated in other jurisdictions and are excited about creating a template to do so.

Estimated Cost of Project: \$ 15,600

Amount of Grant Requested from DEQ: \$ 10,296

CERTIFICATION:

The Authorized Official certifies that the information provided in this application is correct and agrees to the terms and conditions contained herein and in the DEQ Guidelines for this competitive grant program.

Name of Organization: _____

Authorized Official:

Name of Authorized Official: _____ **Title:** _____

Authorized Signature: _____ **Date:** _____

Address: _____

Primary Phone: _____

Email: _____

Finance:

FIPS: _____

FIN: _____

Name of Organization: _____

Remit To Address: _____

DEPARTMENT OF ENVIRONMENTAL QUALITY USE ONLY

Signature of DEQ Official: _____ **Date:** _____

**DEQ
USE
ONLY**

AGENCY NUMBER	FUND NUMBER	PROGRAM NUMBER	COST CODE	PROJECT CODE	GRANT YEAR	GRANT AMOUNT
44000	0925	515009	502	900250000	2023	
INVOICE NUMBER				DESCRIPTION		
GRANTS				LITTER PREVENTION AND RECYCLING		

Note: All remaining unspent funds will be deducted from future non-competitive grants.