Mattress Recycling Council
Funding for Illegally Dumped Mattress Pilot Studies

Application Invitation

Release Date: July 23, 2020

Due Date: October 23, 2020

Mattress Recycling Council
Attn: Abbie Beane
abeane@mattressrecyclingcouncil.org
www.mattressrecyclingcouncil.org
BACKGROUND

The Mattress Recycling Council California, LLC (MRC) is soliciting applications for pilot studies to prevent or eradicate the illegal dumping of mattresses, box springs and futons (together referred to as mattresses) in communities identified as adversely impacted.

Based on the applications received in response to this request, MRC intends to award to 2-3 projects that:

1. establish or improve education about existing mattress collection channels (through no-cost retailer pickup and/or MRC drop-off sites)
2. establish or improve awareness or enforcement of illegal dumping laws for mattresses
3. establish or improve mattress drop-off programs

The deadline for submitting responses is October 23, 2020. All projects under the Illegally Dumped Mattresses Pilot Studies program (hereby referred to as “Program”), must be completed by December 31, 2021.

Additional funding may be released based on the results of the first round of awards under this Program.

ELIGIBLE RESPONDENTS

Program funding is limited to California-based entities that participated in the MRC Illegally Dumped Mattress Collection Initiative for the past 24 months and have been identified by MRC as having a high per capita rate of illegally dumped mattresses. MRC will contact eligible entities to assess their interest in the Program and associated funding.

Proposals must include data demonstrating how and if the pilot reduced illegal dumping of mattresses using baseline data from the past 24 months of illegally dumped mattress data.

ELIGIBLE PROJECTS AND USE OF FUNDS

• Education/Outreach
  o Community workshops, school programs or social media campaigns that educate and encourage residents, property managers and other entities to stop illegal mattress dumping from multifamily housing complexes, university off-campus housing and encampments
  o Programs that identify and tag illegally dumped items or hot spot areas with educational materials
  o Print or electronic collateral focused on education and outreach programs that discourage illegal dumping, including one-time marketing costs and/or promoting free bulky item collection programs
  o Projects that specifically address multilingual outreach
  o Implementing behavioral change strategies
• **Eradication**
  - Infrastructure for new or improved after-hours mattresses collection sites
  - Mattress collection infrastructure placed in non-traditional locations or unincorporated areas that serve several communities
  - Developing model contracts to increase access to convenient curbside bulky item collection
  - Beautification projects that deter illegally dumped units

• **Enforcement**
  - Surveillance equipment, signage, lighting or fencing to be installed in illegal dumping hot spots for mattresses

For more information on illegal dumping issues, please refer to the MRC Illegal Dumping Workshops [final report](#).

**FUNDING**

MRC has allocated up to $250,000 in 2020 and 2021 for this Program. Awards are limited to $100,000 per eligible and accepted project. Payment and reporting terms are described on page 5.

**TIMELINE**

The following timeline is subject to revision by MRC.

<table>
<thead>
<tr>
<th>Key Date</th>
<th>Actions Taken</th>
</tr>
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<tbody>
<tr>
<td>July 23, 2020</td>
<td>Program application solicitation released</td>
</tr>
<tr>
<td>October 23, 2020</td>
<td>Applications due</td>
</tr>
<tr>
<td>December 11, 2020</td>
<td>Notice of awards and contract execution begins</td>
</tr>
</tbody>
</table>

**SCORING CRITERIA**

MRC will rank applications based on a score of 0-100, according to the following set of criteria. All scoring criteria are subject to revision by MRC.
<table>
<thead>
<tr>
<th>POINTS</th>
<th>DESCRIPTION</th>
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</table>
| 10     | **Quality of Application**  
|        | • Application is complete and on time |
| 20     | **Respondent Qualifications**  
|        | • Respondent has a successful history in its industry  
|        | • Respondent has implemented similar projects with success  
|        | • Respondent has the resources necessary to complete the project |
| 45     | **Project Impact**  
|        | • Respondent has articulated how the project will prevent mattresses from being illegally dumped through proactive means  
|        | • Project can provide data to justify funding  
|        | • Project description is robust; clearly demonstrates need  
|        | • Project includes mechanism to measure success |
| 10     | **Project Work Plan**  
|        | • Work plan is logical, efficient and includes measurable outcomes and explicit deadlines  
|        | • Speed to delivery is high |
| 15     | **Project Budget/Cost Effectiveness**  
|        | • Project costs are justified, cost effective  
|        | • Respondent provides matching funds (optional) |

**Application Guidelines and Questions**

All applications must include the following, using MRC’s provided application template:

1. Respondent’s name
2. Respondent’s contact information — at least 2 contacts
3. A description of the respondent’s experience with illegal dumping mitigation, social based marketing and/or similar projects
4. A project description that clearly outlines the impact and methods for measuring success, and justifies why the project will be effective in terms of:
   a. Additional mattresses that could be prevented from becoming illegally dumped
   b. Improved awareness and enforcement of illegal dumping laws
   c. Improved education around proper disposal of mattresses
5. A project work plan
6. A project budget, any matching funds from the respondent (optional), and a clear request for a specific amount of funding
7. Quotes for equipment if equipment is being requested

Applications must be emailed by 5:00 PDT October 23, 2020 to Abbie Beane at abeane@mattressrecyclingcouncil.org. Comments and questions should also be emailed to Abbie Beane. Applications that do not follow the guidelines may be considered nonresponsive.

Respondents should describe in detail any potential conflicts of interest with MRC leadership or employees, or former employment in the mattress industry within their applications.

Funding recipients must agree to MRC’s Project Terms as well as complete regular reporting requirements that may require photos or other documentation. MRC will use project documentation for annual CalRecycle reporting and marketing purposes. Confidential information must be clearly marked as such and may be subject to regulatory disclosure requirements of CalRecycle or other state entities. Recipients will be reimbursed for costs based on achieving project milestones. Awardees may submit reimbursement requests monthly if the scope of work is complete for the period for which funds are requested.

MRC assumes no liability or ownership for infrastructure or equipment purchased with MRC funding. Costs incurred before the Notice to Proceed or after the end of the contract term are not eligible.

Respondents must have all permits (if necessary) in place before funds are disbursed.

Respondents are encouraged, but not required, to discuss in its application whether it will provide matching funds to the project.

Illegally dumped mattress clean-up projects or mattress collection events are not eligible. For those interested in undertaking this kind of MRC initiative, please visit MRC’s collection site and event host webpage.

Applications will be accepted from invitees only.