

### **CIF Project #272 – CIF REOI Uptake Survey**

#### **Background**

The CIF retained the services of Genivar Consultants LP to conduct a brief telephone survey following the release of the “Request for Expressions of Interest (REOI) CIF Funding for Priority Projects” on February 1, 2010. The purpose of the survey was to assess the degree of success in informing municipalities of this latest funding mechanism and to determine preliminary uptake for the CIF 2010 REOI.

An introductory email was developed and distributed to municipal contacts followed up by a phone call to conduct the survey. The survey consisted of four simple questions:

1. Have you seen or heard about the “REOI CIF Funding for Priority Projects”?
2. Are you planning to submit for funding prior to the March 22, 2010 deadline?
3. If yes, what type of funding will you be requesting or what type of project is it?
4. If not, why? If applicable, are you considering applying for CIF funding later this year or next year (which)?

The responses were recorded in a spreadsheet and some high-level observations were made.

#### **Summary of Results**

In the two weeks prior to the application deadline, Genivar made 80 calls and was able to connect with 51 programs. From the 51 surveys conducted, the following was learned:

- 45 were aware of the REOI, 6 were not;
- 24 said they were planning to submit applications by the deadline;
- 27 indicated they would not make the deadline, but 11 planned to apply in the future;
- 35 of the 51 respondents were planning to apply at some point (69% of the sample);
- 12 municipalities were not submitting due to time restrictions;
- 1 indicated there was too much paperwork;
- 3 listed impending EPR as a reason for not applying; and
- 28 were able to specifically indicate their plans, which included 26 best practices, 8 communications, and 2 innovations projects (36 total).

## **Financials**

The CIF approved funding of \$3,500 plus tax and the final cost of this project was \$2,244.

## **Learnings**

The telephone survey showed that most programs were at least aware of the CIF 2010 REOI and helped to identify barriers municipalities experience in making applications for funding.

Two observations were made for consideration of future surveys to improve the response rate. The telephone survey was conducted in the two weeks prior to the application deadline, which happened to coincide with March Break when a number of individuals were off. The surveyors also found several municipalities were still in the process of deciding what funding they would pursue, often in collaboration with their recycling contractor, and were unable to answer the survey questions at that time.