



## Madison Metropolitan Sewerage District Chloride Reduction Innovation Grants

Madison Metropolitan Sewerage District is seeking applications for projects that facilitate permanent chloride (salt) reductions to the District's sewer system. These grants aim to spur changes to business practices, behaviors, and norms that will result in reduced chloride contributions to the sewer.

### Background

Too much chloride (mostly from salt) goes down the drains that lead to the District's Nine Springs Wastewater Treatment Plant. The treatment plant is not designed to remove chloride from wastewater, so the salt ends up in local water bodies, threatening freshwater life. Faced with regulatory requirements to reduce chloride, the District has two options: Build treatment technology at the plant, or reduce the amount of chloride discharged to the sewer. Building treatment technology would be significantly expensive and result in much higher sewer bills for customers, so the District has focused on reducing chloride at the source.

To this end, the District is offering funding to support projects that reduce chloride to the sewer from sources like water softeners and other systems that use salt. This funding is flexible and may be a single salt reduction project or multiple projects. Funding may also be considered for projects that result in data or education that will advance District chloride reduction goals.

### Project Requirements

- Projects must focus on efforts to reduce chloride within the [District's service area](#).
- Projects must generate results that will advance or inform the District's efforts to reduce chloride contributions to the sewer system. Such results may include, but are not limited to:
  - Documented reductions in direct chloride contributions to the sewer system.
  - Data that increases understanding of the proportion and location of chloride contributions to the sewer system.
  - Technology and/or methodology that facilitates measurement and tracking of salt use and reductions.
  - Data that demonstrates the ability of various technologies, including new technologies, to use relatively little or no salt to effectively prevent scale buildup on appliances and fixtures.
  - Non-commercial outreach that spurs residents and businesses to reduce their salt contributions to the sewer system. That is, this funding may support a general outreach

campaign related to salt reduction but may not be used to market particular commercial products or businesses.

- Projects must constitute a change to the grant recipients' practices related to chloride as before the grant's award.
- Any ion-exchange water softeners installed under this grant must meet all the softener criteria defined in the District's [water softening best practices guidelines](#).

## Eligible Applicants

This funding is available to entities that can meet the relevant project requirements above. Potential applicants include but are not limited to water treatment companies, plumbing companies, municipal agencies, and researchers. Applications will be evaluated in part by the demonstrated ability of applicants to meet project goals.

## Award Amount

These grants will cover a portion of the total cost of funded projects. The requested award amount may not exceed the project's total cost to the applicant. Eligible project costs include equipment, supplies, and staff time devoted solely to the funded project. Ineligible project costs include commercial marketing and political lobbying.

The award amount determined by the District will take into account factors such as total project cost, estimated chloride reduction due to the project, and the District's assessment of the project's overall value for the District's chloride reduction program. Depending on these factors and available funding, the District may decide to award an applicant partial funding.

Individual awards will generally be capped at \$15,000. However, the District may decide to increase the funding amount for a given project at the District's sole discretion on a case-by-case basis.

## Timeline for Applications

The District will consider applications as they are received as long as District funding is available. However, the District encourages applicants to submit applications as early in the year as possible.

## Application Evaluation

Submitted applications will be evaluated by District staff. Applications will be evaluated based on:

- Demonstrated expertise and experience of applicant related to achieving stated project goals.
- Scale of chloride reduction. Priority will be given to projects anticipated to result in a quantifiable reduction in chloride to the sewer system, with projects reducing a larger amount of chloride given higher preference.
- Cost per pound of chloride reduction. Priority will be given to projects with a lower cost to the District per pound of chloride reduced.
- Strength of application in demonstrating the value of the project to the District's chloride reduction program, itemized project costs, a clear project strategy, and the ability of the applicant to implement the strategy.
- Any other information that demonstrates how the project will align with District chloride reduction goals.

- Willingness of applicant to work with the District to develop and promote case studies of the funded project.

Awards will be granted to applicants that, in the sole judgment of the District, demonstrate the ability and strategy in their application to successfully complete a project that will benefit the District's chloride reduction initiative. The District reserves the right to deny any or all applications in part or in full for any reason.

## Payment Schedule

Reimbursement will be provided to grant recipients on the following terms:

- Up to the first 50% of the total award will be paid when the recipient submits the following to the District:
  - Copies of receipts for project expenses incurred by the recipient
  - An invoice from the grant recipient to the District for 50% of the project expenses incurred
- The remaining portion of the award will be paid when the recipient provides final reporting information to the District, including copies of invoices for remaining costs incurred and a final project report (see below).

## Rolling payment

For projects that encompass many individual projects over time (such as multiple high-efficiency softener installations by the grant recipient), it may be appropriate to reimburse funds on a rolling basis as projects are completed. If projects are structured in this way, the District will work with the applicant to develop an appropriate reporting and reimbursement structure.

## Reporting

Grant recipients are required to submit a final report to the District before receiving the final award installment. This report, which will have an associated template for grant recipients to fill out, will require information including a narrative summary of the project, approximate chloride reductions achieved due to the project, challenges encountered, lessons learned, and recommendations for the future. Alternatively, grant recipients may choose to provide this information via a final grant debrief meeting with District staff instead of a written report.

# APPLICATION

## Chloride Reduction Innovation Grant

Organization \_\_\_\_\_

Contact person \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_

Address \_\_\_\_\_

1. **Narrative description of project. Please include key project activities and a project timeline.**
  
  
  
  
  
  
  
  
  
  
2. **Will this project take place within the District's service area? If not, how will this project result in reductions in chloride to the District's sewer system?**
  
  
  
  
  
  
  
  
  
  
3. **Describe your organization's qualifications to successfully carry out this project, such as experience, expertise, staff training, client/community relationships, and/or other attributes.**
  
  
  
  
  
  
  
  
  
  
4. **How will this grant award change your organization's current practices related to salt/chloride?**

5. **How will your organization track and measure the salt reduction associated with this project?**  
*(For simplicity, this application refers to salt reduction associated with projects, but projects may also reduce a different form of chloride. If your project involves reduction of a different form of chloride, specify how chloride will be tracked and measured.)*

6a. **If your project does not directly reduce salt contributions to the sewer, how will your project foster salt reductions to the sewer or otherwise advance District chloride reduction goals?**

6. **Estimated total salt reduction as a result of project(s):** \_\_\_\_\_ pounds per month

6a. **How was this amount estimated? Include calculations or a citation to how this figure was reached.**

7. **Total project cost:** \$ \_\_\_\_\_ *Please attach an itemized project budget with this application.*

8. **Amount requested from the District:** \$ \_\_\_\_\_

8a. **Will you accept partial funding?**  Yes  No

9. **Project start date** \_\_\_\_\_ **Project end date** \_\_\_\_\_

10. **Are you willing to share elements of your project in District outreach?**  Yes  No

## Certification

***The person noted below certifies that the information contained in this application is true and correct to the best of their knowledge.***

Responsible Party:

Name \_\_\_\_\_ Date \_\_\_\_\_

Signature \_\_\_\_\_

Attach any other supporting documentation or extended answers to the questions above. Return completed applications by email to Emily Jones, [emilyj@madsewer.org](mailto:emilyj@madsewer.org). Please use the subject line "Application for Chloride Innovation Grant."