



## **REQUEST FOR PROPOSALS: The Eco-Friendly Restaurant Initiative**

Amended January 10, 2012. Previously issued January 6 as “The Green Restaurant Initiative 2”

\*Note name and time frame changes\*

The New York State Restaurant Association Educational Foundation (NYSRAEF) aims to help restaurants in New York City implement profitable greening strategies through education and training about energy and water efficiencies and to assist restaurants to decrease the use of toxic chemicals while increasing their bottom line. NYSRAEF is the non-profit educational foundation of the New York State Restaurant Association (NYSRA), which represents approximately 5,000 of New York City’s 24,000 food service establishments.

NYSRAEF launched the New York City Green Hospitality Initiative in April 2010 with support from the Environmental Protection Agency (EPA). A major goal of the NYC Green Hospitality Initiative was to be a catalyst for NYC restaurants to begin the greening process for environmental and economic benefits in the four targeted EPA areas: 1) Pounds of hazardous material reduced; 2) MTCE (metric tons carbon equivalent) energy conserved; 3) Gallons of water saved and 4) Dollars saved.

**Interested and qualified organizations and/or individuals are invited to apply** to lead the Eco-Friendly Restaurant Initiative (EFRI). The EFRI will build upon the foundation of the Green Hospitality Initiative to help restaurants in NYC with a model that combines group training with one-to-one interaction, follow-up and accountability. Successful applicants will propose strategies and techniques to provide restaurants in New York City with easily adaptable eco-friendly ways of doing business that positively affect the four EPA threshold benchmarks mentioned above.

Such strategies may include, but are not limited to: conducting workshops; developing and maintaining partnerships with key local, state and national organizations; creating case studies of restaurants that increased the bottom line through green initiatives; developing support material (manual, workbook etc.) for restaurants that presents practical suggestions for “greening;” developing a model that could be adapted for use in other communities and working with NYSRAEF to maintain a project website (to see current efforts, please visit [www.nysra.org/greenhospitalityinitiative](http://www.nysra.org/greenhospitalityinitiative)).

**Geographic Focus:** Project design and strategies should focus on restaurants in New York City, Nassau County and Westchester County, New York.

**Time Frame:** Proposals are due by 4:00 pm on Monday, February 6, 2012. The **work plan should begin on or around April 2, 2012 and conclude no later than March 31, 2014**, encompassing no more than 24 months.

**Amount available:** Funding includes up to \$16,000 for personnel (interns, staff assistants et al); \$61,000 for contractual work (principal investigator, project implementation, workshops/seminars/ education efforts etc.), \$1,000 for travel, \$3,000 for marketing, \$1,000 for supplies and \$1,800 for website maintenance and updating. In-kind assistance available from NYSRAEF includes limited administrative assistance (200 hours for the duration of the project), Project Management/Oversight and limited supplies. Office space will not be provided; however, occasional space in the New York City offices of NYSRA may be arranged.

**Eligibility:** New York-based individuals and organizations are eligible to submit proposals. Applicants should have knowledge of and demonstrated experience in the restaurant industry; knowledge of and demonstrated experience with greening hospitality/restaurant issues, including implementation techniques/strategies and barriers to implementation; and outstanding verbal and written communication skills. Applicants must be willing to work with and communicate regularly with NYSRAEF, the designated Project Director, throughout the term of the project.

**Proposals:** Interested applicants should submit written proposals to:

New York State Restaurant Association Educational Foundation  
Attention: Monica Miller/EFRI  
409 New Karner Road  
Albany, NY 12205

Electronic submissions should be sent to [monicam@nysra.org](mailto:monicam@nysra.org). Subject line should state “EFRI Proposal.” Those submitting electronically should contact Monica Miller by phone (518-452-5522) to confirm receipt.

*Proposals must be received no later than 4 pm on Monday, February 6, 2012.*

**Proposal Format and content:**

Proposals should be typed in 12 point type using Times New Roman font with 1 inch margins at the top, bottom, left and right and should consist of:

**1-Applicant’s qualifications (“Organizational/Individual Competence”):** No more than two pages with detailed information about the applicant’s experience in the restaurant industry and knowledge of/experience with green initiatives, techniques, strategies and barriers.

**2-Letters of Support:** No fewer than two and no more than four letters of support from New York City restaurateurs documenting the applicant’s experience in/knowledge of the restaurant industry AND no fewer than two and no more than four letters of support documenting the applicant’s knowledge of and experience in greening hospitality/restaurant issues, techniques and strategies. Letters of Support must include the writers’ complete contact information: Name, affiliation (restaurant, organization etc.), mailing address, phone number and email address. Letters of support from employees of NYSRA, NYSRAEF and New York State Restaurant Services will not be accepted.

**3-Project Design Narrative:** No more than six pages outlining a proposal to achieve the goals of this initiative: 1) Implement greening strategies for New York City restaurants; 2) Create three case studies utilizing innovative, high-impact green technologies to promote greening in other restaurants; and 3) Develop a model and/or template for change that can be adapted by other communities interested in implementing a similar initiative. The narrative should identify quantitative and qualitative outcome and output measures associated with the Project Design and a time frame with a start date on or about April 2, 2012 and a completion date no later than March 31, 2014. The time frame for the project is to be no more than 2 years (24 months); progress reports must be provided to NYSRAEF for approval and submission to the EPA at least quarterly.

**4-Key Staff Roles and Responsibilities:** No more than two pages with information about roles and responsibilities of key staff involved in the Project Design. This information should include the name(s) and background of those individuals who have been identified and the role(s) they will play or, in the case of positions such as interns and staff assistants who may not yet be identified, a brief description of the role and responsibility of the position(s).

**5-Project Budget:** No more than two pages consisting of a project budget and budget notes consistent with the amounts noted above (“Amount Available”).

**Evaluation:** Proposals will be evaluated by NYSRAEF and NYSRA officials based on the following:

- 1) Organizational competence: 40% (four points out of 10)
- 2) Narrative Proposal (Project Design & Key Staff Roles and Responsibilities): 50% (five points out of 10)
- 3) Budget: 10% (1 point out of ten)

**Questions & Background Information:** Organizations and individuals who plan to submit proposals by the deadline may submit questions, in writing via email, to the NYSRAEF Project Director. All such questions and the resulting answers will be made available to others submitting proposals. No questions will be accepted by phone.

**Contract:** The successful applicant will enter into a contract with NYSRAEF for completion of the project. The contract must be signed prior to work beginning on this project and is conditioned on final approval of the project by the EPA.

**Contact:** Monica Miller  
NYSRAEF  
409 New Karner Road, Suite 202  
Albany, New York 12205  
  
Phone: (518) 452-5522  
Email: monicam@nysra.org