A-39071

GRANT APPLICATION SUMMARY SHEET

Grant Name: Recycling Education and Outreach 19-19

Department: PUBLIC WORKS

Grantor: TENNESSEE DEPT. OF ENVIRON. & CONSERVATION

Pass-Through Grantor (If applicable):

Total Applied $50,000.00
Metro Cash Match: $50,000.00

Department Contact: Sharon Smith
862-8715

Status: NEW

Program Description:
Funding for printing new recycling cart decals and oops decals for carts with contamination.

Plan for continuation of services upon grant expiration:
N/A

APPROVED AS TO AVAILABILITY OF OF FUNDS:

9/26
Director of Finance **Date**

APPROVED AS TO FORM AND LEGALITY:

9/28/18
Metropolitan Attorney **Date**

APPROVED AS TO RISK AND INSURANCE:

9/26/18
Director of Risk Management Services **Date**

9.28.18
Metropolitan Mayor **Date**

(This application is contingent upon approval of the application by the Metropolitan Council.)

4770

TN Department of Environment & Conservation

Application Summary

Sample Title VI Policies

Acknowledgement

I understand that the elements of Title VI compliance referenced in this survey satisfy the minimum requirements for Title VI compliance for eligibility of federal financial assistance. I certify that our agency has either adopted and implemented these elements of compliance or has agreed to adopt and implement TDEC's compliance resources as its own. I understand that our agency's eligibility for federal funding is contingent upon satisfaction of and adherence to these compliance requirements by our agency, any contractor or subcontractor associated with this project, I understand that if our agency is awarded a grant by TDEC, I will need to show evidence of completion of Title VI training when requested by the TDEC grant-administering program.

General Information

Organization Profile

Organization: Metropolitan Government of Nashville and Davidson County
Type:
Primary Contact:
Address: 100 Metro Courthouse,Nashville,TN 37201
Address Two:
Email: mayor@nashville.gov
Phone: (615) 862-6000
Fax:
Website:

Application completed by

Name: Kelly Tipler
Personal Address: 750 s. 5th Street,,Nashville,TN 37206
Personal Address Two:
Personal Email: kelly.tipler@nashville.gov
Personal Phone: 6154385538
Personal Fax:

Are you a 501(c)(3) Chartered Organization?

No

FEIN

620694743

Please specify which county the project will be located:

Davidson

Project Contact

If funded, this is the individual responsible for administering the grant.

Name:	Kelly Tipler	**Phone:**	6154385538
Email:	kelly.tipler@nashville.gov	**Fax:**	
Mailing Address:	750 South Fifth Street	**City:**	Nashville
State:	TN	**9 Digit Zip:**	37206

Narrative Questions

I. Project Description (40 points)

1. Describe your current education and outreach approach. How do you currently inform residents about proper utilization of your recycling program and where are the gaps in informing residents what, where, and when they can recycle?

Currently we educate in schools, at neighborhood group meetings, and at community festivals. We contract with a local non-profit, Turnip Green Creative Reuse, to deliver educational programming regarding our once per month curbside recycling program. We offer two types of programs:

• Curby's Recycling Roadshow - interactive presentation for classes or groups on how to reduce, reuse and recycle.

• Visit the Recycling Education Station program at the local MRF (Material Recovery Facility)- Participants learn about how to reduce, reuse and recycle. They see what happens to their recyclables when they put them in their residential recycling cart or take them to a recycling drop-off site.

We continue to have gaps in reaching the broader residents in Nashville, especially those hard to reach through schools, community gatherings or meetings. We also continue to struggle with very little funding or capacity to support education about recycling. There has been a lack of consistent education in our program since its conception. The lack of information and consistent education has resulted in residents not understanding how to properly recyclable and it led to contamination.

2. Describe the proposed project and need. What is your goal or expected outcome with this project and what is the primary message you intend to convey? If the requested material is intended to improve outreach and education at convenience centers or drop-off sites, also provide site layouts for locations of desired new signage. Also complete the timeline of grant deliverables below to be incorporated into your contract Scopes of Service (see Resources and Contact tab). You may insert other more specific milestones, if needed. Please submit a planned timeline of project deliverables from the execution of your grant to the implementation of your project.

As we move forward in our Solid Waste Master Plan, we will be implementing every other week recycling. It will take even more education to the community to get the word out. This project will focus on getting the word out to hard to reach residents through a broader public relations campaign. We will work with our contracted PR firm to reach residents that would not normally go to community gatherings. In tandem with getting the word out about every other week recycling, we will fight contamination by using tools that the Recycling Partnership has developed. We will implement a full campaign, including information cards, letters after truck audits, oops tags after foot audits, and cart stickers. We expect recycling tonnage to increase and contamination to go down.

3. How will you quantitatively measure success and change in public behavior toward achieving the project goal? How will this project improve upon your current education and outreach strategy or address the gaps identified in Question 1?

We will measure the effect of our project by tracking tonnage from the time we begin until the time the grant timeline is exhausted. We expect a greater amount of recycling (over 14,000 tons) with more frequent use of the recycling pick-up and a lower contamination rate (30%) because residents will know how to recycling correctly. The PR campaign will help us reach those that are unlikely to receive our current education method through face-to-face education and outreach. We will implement social media, use the NextDoor platform (over 100,000 households), put up billboards, and send out press releases to generate news coverage. We expect those that aren't getting to our programs will be consuming social media, television and/or radio. Using the Recycling Partnership strategy for rolling out increased frequency, coupled with our additional education we started with our previous grant (2017-8 Education and Outreach Grant), "Re-education on Recycling," we expect that contamination will go down as people begin to start recycling correctly, and those new to recycling will have the proper education from the beginning.

4. How will you prevent waste and use sustainable materials in the production and dispersal of education and outreach materials?

Using social media and PR, we expect there to not be material waste. We intend to use digital billboards instead of banner style. Any printing we do for mailers will have a notation to "please recycle." We use durable stickers on our older carts that do not need replacing, and have an in-mold label on the new carts we've ordered.

5. Please estimate the cumulative number of households your project will reach. What will be the frequency of exposure to your campaign or message? Who are the targeted demographics for your outreach effort (be specific)?

140,000 households. We will be doing widespread campaigning to educate the Nashville community about every other week recycling. We will use mailers including letters and postcards. We will be running the PR campaign at the same time, intending to get the message to the community on a weekly basis for the first two months.

6. Prepare a narrative that justifies the proposed materials or services benefit the local program and project goal. Include key benefits that support the 2025 Plan Objectives, such as: Increase material tonnages (Objective 1), Increase recycling access and/or participation (Objective 2), Promote material processing and end use in Tennessee (Objective 3), Expand and focus education and outreach (Objective 6)

Implementing a full campaign, including postcards, letters, oops tags, and cart stickers will allow us to fully reach and educate the community. We expect increased knowledge to directly correlate with an increase in household recycling, tonnage diverted from the landfill overall and a reduction in contamination. We will concentrate on areas of need when implementing our strategy, with the intention of starting a conversation within the micro-community about recycling. We envision this two pronged strategy coupled with grass roots outreach to be very effective in educating and encouraging people to start recycling or increase the amount of material they are recycling. We also expect that many will be diverting appropriate material from the trash to Curby carts (objective 2). We anticipate these behavior changes to increase recycling tonnage (objective 1). Beyond stickers and with the other parts of this project that don't require additional funding, our PR campaign will naturally fill the need of reaching more isolated adults, as well as the entire general services district area (objective 6).

2015-2025 Solid Waste and Materials Management Plan

7. How will your organization sustain the chosen public outreach effort beyond the funding of this grant?

We will be proposing funds in the FY 20 budget to support education for the every other week program after its launch. We also will continue to work with our contracted partners: Turnip Green Creative Reuse as well as Waste Management to help support our zero waste efforts. We anticipate they will continue to provide support either monetarily, in-kind or both. We also have started and intern program that is just getting off the ground and we expect greater capacity to provide education as that program matures.

8. Is the local match and additional local share included in the applicable agency budget?

Yes

If yes, provide a copy of the budget.

IV. Establishment of Priority – 10 points

9. Identify any formal partners (with written agreements). Select all that apply.

Public Sector/Local Government, Private Sector, Nonprofit

Upload written agreements.

Pages_from_Waste_Management_Recycling_Processing_Contract_FINAL_pdf_-_Adobe_Acrobat_Pro.pdf
745 KB - 09/24/2018 1:40pm

Turnip_Green_Contract.pdf
1,376 KB - 09/24/2018 3:31pm

Total Files: 2

For each of the partners checked above, list their name and their role in the proposed project. If not applicable, specify N/A.

Waste Management - match funds from our education dollars in our contract
Turnip Green Creative Reuse - education partners
TDOT - match funds from the Litter Grant

10. Is this project utilizing the templates provided in the Outreach Material Templates provided below? If yes, please indicate which templates you intend to use. (Please identify items as A-I as referenced in the templates)

Yes, we intend to us D, E, F, G and are already using C3. We are also using cart stickers based on the template for the mailer cards (E).

Download Outreach Material Templates

Budget and Attachments

Funding Conditions

Applicants shall be prepared to proceed with the project as soon as a fully executed grant is received. Local funding for costs in excess of the grant award shall be approved and available upon receipt of a fully executed grant to avoid unnecessary delays.

The local match shall be determined by the Department, using an economic index based upon factors which include, but are not limited to, per capita income and property values of the county applicant. Reimbursement may not exceed 50% of the approved total eligible project costs. A match of 10-50% is required as indicated in Education and Outreach Grant Match Requirement (See Match Requirements below). In-kind contributions will not be considered.

- Matching funds are required at the time of purchase.
- In-kind contributions will not be considered.

It is important that applicants research materials or programming needed to submit accurate price quotes with their application. Grant awards will be made based on the estimates included in the grant application.

The Department's intent with this grant offer is to promote environmentally preferable purchasing in support of the 2015-2025 Solid Waste and Materials Management Plan, Objective 3, by requiring purchased project materials to be made with recycled content when available and by only producing materials that can be used sustainably. Printed materials must be produced on mediums made from recycled content and must be labeled as such.

Promotional giveaways will only be funded if they are a part of a cohesive public education program and the local government already has each of the minimum suggested materials and measures in place. Other items will only be considered if they are part of a specific program and their use is justified in the Education and Outreach Technical Narrative Questions tab of the application. The Department is especially interested in avoiding giveaway items that quickly increase the flow of solid waste.

Grant awards will be made based on the estimates included in the grant application and will not be increased. It is important that applicants research the strategies and materials in which they plan to invest to obtain accurate price information prior to submitting their application. Only materials identified in the application will be funded. All educational/promotional materials must be pre-approved by the Department before being ordered, printed, and published, etc. Items that will **NOT** be funded include but are not limited to:

- Yo-yos
- Frisbees
- Litterbags
- Key Chains
- Toys
- Kitchen Utensils
- Temporary Tattoos
- Hand Fans
- Zipper Pulls
- Stickers
- Tote Bags
- Letter Openers
- Pens/Pencils
- Crayons
- Slinkies

Budget Resource

TN Department of Environment & Conservation

Application Summary

Budget Resource Acknowledgement

I have downloaded and read the Budget Resource to assist in completing the budget worksheet.

Budget Worksheet

Policy 03 Object Line-item reference	Expense Object Line-item Category (1)	Grant Contract	Grantee Match	Total Project
Enter Match % Requirement:	50%			
1.2	Salaries, Benefits & Taxes	$0.00	$0.00	$0.00
4, 15	Professional Fee, Grant and Award (2)	$5,000.00	$5,000.00	$10,000.00
5, 6, 7, 8, 9, 10	Supplies,Telephone, Postage and Shipping, Occupancy, Equipment, Rental and Maintenance, Printing and Publications	$45,000.00	$45,000.00	$90,000.00
11,,12	Travel, Conferences and Meetings	$0.00	$0.00	$0.00
13	Interest (2)	$0.00	$0.00	$0.00
14	Insurance	$0.00	$0.00	$0.00
16	Specific Assistance To Individuals	$0.00	$0.00	$0.00
17	Depreciation (2)	$0.00	$0.00	$0.00
18	Other Non-Personnel (2)	$0.00	$0.00	$0.00
20	Capital Purchase (2)	$0.00	$0.00	$0.00
22	Indirect Cost	$0.00	$0.00	$0.00
24	In-Kind Expense	$0.00	$0.00	$0.00
25	**Grant Total**	**$50,000.00**	**$50,000.00**	**$100,000.00**

Additional comments regarding the budget:

Education and Outreach Worksheet

Eligible Projects	Please Specify	Priority Order	Quantity	Location
New or Updated Facility Entrance Signs			0	
New or Updated Collection Container Labels			0	
New or Updated Safety Signage			0	
A-Frame signs (recommended 2-4 per site)			0	
Mailers/cart tags/fliers		1	0	
Paid Ads (trucks or bus signs and wraps, banners, billboards, etc.)		4	0	
Social Media Campaigns		3	0	
Public Access Television Communications			0	
Special Events			0	
Newspaper, Magazine, or Print Communications			0	
Radio Advertising			0	
Community or Staff Workshops			0	
Educational Booth/Kiosk Purchase or Update			0	
Professional Services (including graphic designers, advertising agencies, web developers, etc.)		2	0	
Other	Specify:		0	

Outreach Materials Attachments:

If you plan to use your own design for signage and printed materials, provide concepts of each outreach material.

Other Attachments (optional):

Attach other documents related to the grant proposal or equipment request, optional.