

2004-05 INNOVATIVE GRANT APPLICATION FORM

Project Information (on applicant letterhead)

- 1) Applicant Name:** St. Lucie County
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- 5) E-mail address:** Wardj@co.st-lucie.fl.us
- 6) Project Title:** Recycle Art, Awareness and Action!
- 7) Grant Request Amount:** \$100,000
- 8) Length of project (months):** 18 months

Authorizing Signature

County Administrator

Title

PROJECT ABSTRACT

(No more than 20 lines)

Recycle Art, Awareness and Action is an exciting project that will benefit St. Lucie County and many counties in the State of Florida. Although the new St. Lucie County Bale Facility has increased the recycling of many items significantly, only 30% of St. Lucie County residents recycle and there is no formal commercial program for the recycling of C&D, waste tires, and C/I sectors with the exception of cardboard and paper recycling programs. This project proposes to professionally create a sculpture out of C&D materials and possibly waste tires and C/I materials. Placing the sculpture and an educational kiosk in front of the Civic Center and entrance to the county offices (permit, tag, utilities), over 200,000 people will be informed of our goal to increase recycling of these materials. Representatives from four Florida counties will be invited to tour the Bale Facility, the sculpture site and the Habitat for Humanity ReStore to demonstrate how many ways recycling can benefit the community. Educational information including two kiosks, brochures and Public Service Announcements will be produced to inform builders, homeowners and the general public on how they can be part of the solution. Numerous opportunities for press releases will highlight this multi-faceted program and the grant dollars that made it possible.

Grant dollars will cover 50% of the cost of the sculpture, pay for travel for four interested groups from other Florida counties, two educational kiosks, educational materials to promote recycling of C&D, and many items (shelves, cash register, fork lift) for the Treasure Coast's first Habitat for Humanity ReStore. Cash and in-kind match will assist with 50% of the sculpture cost; staffs time to maintain the sculpture, prepare the educational materials; coordinate the tours and Art in Public Places committee time to ensure that the sculpture is completed in a cost-effective, professional standard. Habitat for Humanity volunteers and county building officials will provide information to the public on how they can participate in this exciting reuse program.

PROJECT DESCRIPTION

Recycle Art, Awareness and Action!

The goal of this project is educate the public of the benefits of recycling and encourage contractors and community members to recycle construction and demolition (C&D) materials, commercial / institutional (C/I) sectors and waste tires. Since many counties have trash pick-up, residents rarely go to the landfill. In addition, contractors usually spend more time at the county permitting offices than dumping their construction waste materials at the landfill. Since most people in the County visit the County offices to renew their tags, pay their property taxes or attend an event at the Civic Center, we propose to place a sculpture made from recycled materials at the central entrance to the Civic Center and County offices.

Made from recycled construction and demolition materials, the sculpture will be noticed by all visitors to the county buildings. The sculpture will be at least 15 feet tall and symbolize man's monumental role in conserving and recycling the earth resources. On an average year, over 150,000 people from the Treasure Coast's four-county area attend events at the Civic Center and over 50,000 people come to the County offices to handle their home or business issues. These people will first see the sculpture and then an educational kiosk explaining the economic values of recycling C&D, C/I and tires. A small flyer will also be produced and placed in the Building Permit Department encouraging contractors to recycle their C&D materials at the landfill or with the Habitat for Humanity ReStore. Thus, the visitors will see art made from recycled materials and they will become more aware of the issues from the sculpture, kiosks and the brochure.

The project also proposes to educate other counties in the state on the economic benefits of recycling C&D, C/I and tires. St. Lucie County has recently opened a \$10 million dollar bale facility and is the only one like it in the world. Due to its unique operation of separating out recyclable materials and compacting the non-recyclable waste, interested officials from all over the world have toured this facility. As part of this grant, St. Lucie County proposes to host at least four tours from interested counties to the bale facility and to see the completed sculpture and educational materials. Invitees to the tours will include the following mix of representatives from four Florida counties: public officials, solid waste staff, non-profit representatives, and students from area high schools. Since students are also looking for sustainable fund raising projects and will be the future leaders, it is important to include them on the tour. The grant dollars will be used to pay for a bus or vans to transport the groups from the different counties and food will either be donated or purchased by the guests at one of the local restaurants.

The tour will also take interested individuals to see the Treasure Coast's first Habitat for Humanity (HFH) ReStore. Although ReStores are found throughout the United States, this will be new for our region. The Broward County ReStore made over a million dollars last year making it possible to build six new homes. Broward County ReStore's success is directly related to HFH staff and volunteers meet one on one with businesses to encourage them to donate materials from their shops or to encourage the homeowners to donate their items that they are replacing. The cabinets, tile, tub or other item could be sold in the ReStore for a reduced price or used in one of the new homes that HFH will build in our area. The grant dollars will assist in purchasing a number of items for the ReStore while HFH has borrowed \$450,000 for the property and ReStore. Since the Broward ReStore brings in over \$40,000 a month, they will be able to cover the \$2,000 mortgage. In addition, Public Service Announcements and a professional hand-out will be produced that can be given to the businesses or home owner regarding the tax and community benefits associated with donating the product. Thus, this is the Action part of the grant proposal because it gives people a way to participate in recycling.

Grant dollars will be used to bring Awareness through a professionally created sculpture, educational kiosks (one at Civic Center and one at bale facility), PSAs, tours and brochures and Action will occur when people and business donate to the HFH ReStore and reduce items going to the landfill.

Criteria 1: TECHNOLOGIES

Sub-criteria 1 – Not in common use in Florida

Creating a professionally-produced sculpture from recycled materials is not in common use in Florida. Placing this sculpture in a prominent public place that is visited by over 200,000 people a year is also quite unusual. Throughout the state, sculptures are usually placed in front of art museum and some public buildings but are rarely made out of recycled materials. Sculptures rarely have interpretive signage and there is probably none that have signage that explains the economic benefits of using recyclable material in art, or tires for mats or C&D materials for new homes.

The bale facility is the only facility of its kind in the United States. Although there is a smaller scale bale facility in Florida, it does not compete with the multiple benefits of this facility. Although the tours will demonstrate the economic benefits of our bale facility, it will also show them that a smaller scale version of separating waste benefits their community in many ways. Most tours to the bale facility are either students or local officials but in this case we will bring all of them together on one tour to encourage enthusiasm for the current and future leaders.

Habitat for Humanity ReStores are located in many areas in the US and in Florida, Broward and Volusia are the closest ReStores to St. Lucie County. Thus, our target businesses could include Brevard, Indian River, Okeechobee, Martin and Palm Beach counties. By meeting with the Chamber of Commerce in these counties, we could target businesses to assist St. Lucie County's ReStore or encourage those counties to open a ReStore for their area. Although ReStores are somewhat common in Florida, it is not common in our region.

Sub-criteria 2 – Novel application of an existing technology or process.

The St. Lucie County Bale facility is a very unique processing plant, completely state of the art and the first of its kind in the State of Florida. There is no comparable baling facility in the United States. As quoted from *American City and County* magazine's May, 2000 issue, "EPA's 40% mandate looms before hundreds of local governments." The EPA required that by the end of 2001, local governments had to achieve recycling rates of 40% or higher. St. Lucie County comfortably achieved this challenge by implementing the Bale Facility, showing over a 160% increase in recycled metals. Prior to the facility, no plastics were recovered, but now, over 350 tons per year are accessed. Corrugated cardboard was minimally dealt with prior to the facility, recovering just 840 pounds of the material daily, but now over 4000 pounds of cardboard are recycled every day of operation. A virtual tour of the baling facility is available on the solid waste website: www.co.st-lucie.fl.us/recycling/Vtour/vtour_lo.htm. The tour will demonstrate that this is a novel reuse application.

Sub-criteria 3 – Overcoming obstacles to recycling/waste reduction in new or innovative ways

Since this project is a partnership of many organizations (Art in Public Places committee, Habitat for Humanity, St. Lucie County Cultural Affairs, St. Lucie County Media, Solid Waste and Building Departments), we can overcome any obstacle that may arise with this project. If the problem is associated with permit issues or waste disposal, we have experts on the committee to help find a solution. The Habitat for Humanity has a goal to increase the number of homes built to ten a year from the current number completion rate of two a year. Since this project will provide supplies for the ReStore and some of the new homes, they have a strong incentive to make this project work and to ensure its long-term sustainability.

Criteria 2: TARGETS

The goal of the Recycle Art, Awareness and Action project is to focus on Construction and Demolition materials, commercial / institutional sectors and waste tires. Three of the four components of the project will focus on these three areas.

During the call for artist to create the sculpture, the announcement will request that a sculpture be created from C&D, C/I sectors and waste tires. The call for artist will include a press release that explains our goal to bring awareness and education on the benefits of recycling these items. Depending on the proposals submitted to the Art in Public Places committee and quality of the design, the final product may or may not have representatives of all three categories. But it will defiantly have C&D materials or it will not be produced with grant dollars.

The educational kiosks adjacent to the sculpture and at the bale facility site will discuss the multiple advantages of conserving, recycling and reusing C&D, C/I sectors and waste tires. Already located in St. Lucie County is a tire recycling facility that grinds the tires into a powder that is used to make mats. This and other methods of reusing the materials will be highlighted on the kiosks.

The four tour groups brought in from other Florida counties will educate on the benefits of recycling all of these items. The St. Lucie County bale facility has made incredible strides in separating out these materials and thus makes them available for public use. At this time, the County solid waste department is making / saving over a million dollars a year with this program. This includes the saving of landfill space and selling of scrap metal and tires.

Although the fourth area of this grant will primarily focus on C&D materials, it will benefit the community in many ways. The Habitat for Humanity (HFH) ReStore will utilize the professionally printed materials to meet with business owners in four counties (St. Lucie, Martin, Indian River and Okeechobee) to discuss our goal to accept the C&D materials before they take it to the landfill. The ReStore will provide an area where the community can come and purchase items. The funds generated from the ReStore will assist HFH in funding the construction and restoration of area homes. Also, the products collected could be used in the restoration or construction of the new homes. Thus, there will be a long-term educational component to all of these areas which will help sustain the project forever.

Pictured below is an example of a sculpture that shows an “Earth Man” walking on a tight rope. We vision that a similar sculpture made from C&D materials and other recycled materials be at least 15 feet tall and represents man’s monumental role in conserving and recycling our limited resources.



Criteria 3: BENEFITS

Sub-criteria 1 - Environmental Benefits (15 points)

- Methodology – The educational portion of the project proposes to discuss the concept of source reduction and resource conservation in the PSAs, brochures and kiosks. By reusing the C&D materials in the ReStore, source reduction will occur since people do not have to buy new items. Since we do not have the option to purchase these items from a ReStore, customers are forced into purchasing new items. The sculpture will also reuse C&D materials to demonstrate that there is value and beauty in these items. In addition, the life of the landfill will be extended if more people reuse or recycle these resources.
- Toxicity – N/A

Sub-criteria 2 – Economic Benefits (10 Points)

This project has many economic benefits. Living in St. Lucie County will be one of the requirements of the artists submitting proposals for the recycled sculpture project. Since having public art is known to attract businesses to relocate to a community, potential businesses moving to the area will see this when they visit the County building to find out about zoning or other issues. The most concrete economical value will come from saving land fill space and generating dollars at the Habitat for Humanity ReStore. Since the Broward County HFH ReStore has five employees and brings in over a million dollars a year which translated into six new homes, HFH will also have employees and generate income to build additional homes. People shopping at the ReStore will save money on their remodeling jobs. St. Lucie County and the City of Ft. Pierce has many older homes that need remodeling and this store will make it possible for low-income families improve their home or business which will increase the overall property and aesthetic values of the area.

Sub-criteria 3 – Cost Effectiveness (10 Points) Includes, but not limited to cost reduction, payback period, sustainability, and cost-effectiveness.

The Habitat for Humanity (HFH) has a goal to increase the number of homes built to ten a year from the current number completion rate of two a year. Since this project will provide supplies for the ReStore and some of the new homes, they have a strong incentive to make this project work and to ensure its long-term sustainability. Since the sculpture will be made from recycled materials, the cost of the sculpture is much less than a sculpture made from bronze or other material that had to be purchased.

The program will focus on getting the reused items to HFH ReStore first which will save time and gasoline compared to being delivered first to the landfill and then transported to the ReStore. By working directly with the vendors and sub-contractors, cabinets removed for a remodel job could be dropped off at the ReStore in a good condition compared to if it was just dumped from a truck at the landfill. The educational materials produced will show that there is a tax incentive to donate to the facility benefiting the businesses and homeowner considering this option. The 5000 sq. ft. ReStore will be completely constructed by the summer of 2004 and ready for the items proposed to be purchased with grant dollars. The plans already completed have the final size of the ReStore as 20,000 sq. ft. showing that there is a long-term goal to increase the reuse rate significantly. The computerized cash register and inventory system will ensure that time is not wasted and items are properly inventoried like a professional business. The Broward store is known to sell 10% to 30% of the inventory in one day making it essential that this system be accurate and dependable.

Criteria 4: TRANSFERABILITY

(10 Points) Demonstrate transferability of technology and processes and specify how the project will promote transferability. Note: applicant may adjust space used to address each sub-criteria.

Sub-criteria 1 – Transferability of technology and processes (5 points)

The Recycle Art, Awareness and Action program has included a transferable component. All of the educational materials produced including the Public Service Announcements, kiosks, small brochure for the building department and the more formal hand-out to bring to businesses will be made available for duplication. The steps the county has gone through to set up an Art in Public Places Ordinance and committee process will also be made available to those individuals who want to find a way to fund recyclable art in their community. This will also explain how to solicit artists for the project and ensure that their work is attractive, has the recycling message and can withstand hurricane strength winds. Photographs of the artist preparing the sculpture will show others the techniques to weld the recycled materials together into a beautiful statement on man's conservation role. The project's end products (HFH ReStore, educational materials and pictures of the sculpture's creation process) will be added to the St. Lucie County Solid Waste web site to ensure that this program can be transferred to other areas in the world.

Sub-criteria 2 – How project will promote transferability (5 points)

The project will promote transferability in at least two methods. First there are tours that will be scheduled for four interested counties. A letter announcing the free tour will be sent to county governments and the first responders will be invited to the tour. The tour group will include government officials, solid waste staff, students from area high schools and non-profit groups like Habitat for Humanity. The tours will include a visit to the bale facility that will show a very high technological method to reduce landfill space and separate out recyclable materials. Although the County invested \$10 million dollars for the bale facility, we save and make \$1 million dollars every year by extending the life of the landfill and selling metals and tires for recycling. The tour will also stress that a simple set-up to separate out the materials when it is delivered to their landfill could still save their community money and landfill space. The tour will take them to the sculpture to see how we bring awareness to those visiting the Civic Center or county buildings. The educational information will be made available to all counties interested in producing educational hand-outs, Public Service Announcements and kiosks. Finally, the tour will include a visit to the Habitat for Humanity ReStore where they can discuss with HFH staff on how this program benefits the community and information on how to set up their own store.

Since this HFH ReStore will be the only one on the Treasure Coast, HFH will target businesses outside of St. Lucie County. Through the PSAs and meeting one on one with businesses, the recycled items can be collected from the other counties. If HFH in any county is interested in setting up a similar program, HFH will be glad to explain the process of setting up a store to other interested organizations. Their national web site lists seminars that also help train people in starting a ReStore so that information will also be provided to interested parties.

Criteria 5: LOCAL SUPPORT

(1 page)

(10 Points) Demonstrate local support for the proposed project in commitment of cash or in-kind matching funds.

- **00 points** **0% up to and including 1% of total project cost**
- **01 points** **Greater than 1% up to and including 10% of total project cost**
- **02 points** **Greater than 10% up to and including 20% of total project cost**
- **03 points** **Greater than 20% up to and including 30% of total project cost**
- **04 points** **Greater than 30% up to and including 40% of total project cost**
- **05 points** **Greater than 40% up to and including 50% of total project cost**
- **06 points** **Greater than 50% up to and including 60% of total project cost**
- **07 points** **Greater than 60% up to and including 70% of total project cost**
- **08 points** **Greater than 70% up to and including 80% of total project cost**
- **09 points** **Greater than 80% up to and including 90% of total project cost**
- **10 points** **Greater than 90% up to and including 100% of total project cost**

The total grant request is for \$100,000. The total cash match is \$50,000 and in-kind match from St. Lucie County staff (Solid Waste, Building and Media Departments) and the Art in Public Places committee is \$16,000. On November 4, 2003, the St. Lucie County Board of County Commissioners approved the \$50,000 cash match for this grant request from the Art in Public Places account #665-7310-563000-700.

The Habitat for Humanity has invested over \$450,000 to purchase the property for the ReStore and has recently contracted with local business to construct our first ReStore site in St. Lucie County. Since there is not a ReStore in Martin, Indian River or Okeechobee counties, all of the businesses in these counties will be personally contacted to discuss their participation in donating materials to this working reuse facility.

Habitat for Humanity has spent over two years planning and permitting the region's first ReStore. Construction begins in November 2003 with a goal to open in the summer of 2004. Many businesses and community member have volunteered their time to assist on this project. Habitat for Humanity is very excited that this grant could help them purchase the final items to make this ReStore run like a successful business. ReStores are very successful in raising dollars to fund their long-term program of building homes.

Thus, the grant request is for \$100,000 and cash match is \$50,000 from the County and in-kind County match is \$16,000. The Habitat for Humanity has invested \$100,000 to construct the ReStore. The total project cost is \$266,000 which makes the match 62.41%.

BUDGET

Describe the project's budget allocated by task and budget categories per the Budget Table Template available from DEP's Innovative Grants web site in Microsoft Excel digital format (www.dep.state.fl.us/waste/categories/recycling/pages/InnovativeGrants2004-05.htm).

The professionally produced sculpture would bring awareness to those individuals visiting the Civic Center and county offices. The Art in Public Places Ordinance was passed in St. Lucie County in 2002 which allows 2% of the funds used for public building to be used to construct art projects in the community. A new Utilities addition will be added in this location facilitating the match dollars and long-term maintenance of the sculpture. The Art in Public Places committee will provide in-kind time to review the potential artists and sculpture proposals to ensure that the end product is high quality. On November 4, 2003, the St. Lucie County Board of County Commissioners approved the cash match of \$50,000 for this project. The \$5,000 in-kind time will be the Committee and staff time involved in contracting a professionally-produced sculpture and long-term maintenance of the sculpture.

Grant dollars will also cover the travel costs associated with four tours to St. Lucie County from other Florida counties interested in starting a C&D recycling program and producing a sculpture to bring awareness and education to their community. The in-kind match of \$2,000 will include arranging the tour program (travel arrangement and schedules) and hosting the tour events by several employees. The \$2,000 grant request will cover the cost of bus rentals of four tours from Florida counties. The visitors will be in charge of funding their own lunch or the county will seek donations of food from local businesses. The tour will stop at the bale facility, the sculpture and Habitat for Humanity ReStore.

The \$34,000 in grant dollars will buy the following items for the Habitat for Humanity ReStore to ensure that the store functions as a successful business: \$10,000 computerized cash register and inventory system; \$12,000 forklift and hand carts (dollies); \$10,000 shelving and storage units; \$2,000 shopping carts. The Habitat for Humanity has invested over \$450,000 to purchase the site and construct the first ReStore in St. Lucie County. ReStores are a very successful way to recycle C&D materials and make enough dollars to build homes in the area out of some of these products. A minimum of \$100,000 will be match for the ReStore.

The two educational kiosks proposed to be purchased with grant dollars will be placed at the Bale Facility and adjacent to the sculpture located at the Civic Center. The kiosks will explain the many benefits of recycling and encourage everyone to take action and donate items. The \$1,000 in-kind match is for staff time to develop the information for the graphics and the grant request of \$5,000 will cover the cost of producing the kiosks.

The \$4,000 for printing includes \$1,000 for printing flyers to go in the Building Department to inform contractors, homeowners and others about the program to recycle C&D and C/I items and sell them at a discounted price at the Habitat for Humanity ReStore. The remaining \$3,000 of the grant request is to assist in layout and printing of a more detailed packet that HFH and other volunteers can take to cabinet shops and other businesses to explain the program to make wise use of their waste. The \$5,000 in-kind time will assist with the draft layout of this material and volunteer time to meet with the Chamber of Commerce and other business groups to convince them of how their donation benefits the community. In addition, St. Lucie County's media staff will assist in the development of three Public Service Announcements explaining the economic benefits of recycling and how people can participate in the ReStore or other recycling programs in the County.

