

**Florida Department of Environmental Protection
FY 2007-08 INNOVATIVE GRANT APPLICATION FORM**

Project Information (on applicant letterhead)

- 1) **Applicant Name:** Brevard County
- 2) **Primary contact person:** Pam Shoemaker
- 3) **Complete Address:**

2725 Judge Fran Jamieson Way, Building A

Viera, FL 32940-6601
- 4) **Telephone Number(s)
(including SunCom number):** 321-633-2043
- 5) **E-mail address:** pam.shoemaker@brevardcounty.us
- Project Title:** Development of a Pilot Lo-Cost Educational Campaign for Recycling Awareness
- 6) **Grant Request Amount:** \$55,000.00
- 7) **Length of project (months):** 12 months

Authorizing Signature

Title

PROJECT ABSTRACT

(No more than 20 lines. Every word over 20 lines will constitute a one point deduction.)
(do not delete the instructions on this page)

This proposed project would develop a low-cost educational campaign for recycling awareness. The state has eliminated Recycling Education Grants to the Counties in the state. As a result, many communities are starting to notice a decrease in the recycling rate. One of the problems is a lack of community education as it relates to recycling. This project will focus on continuing and educational campaign on a shoestring budget and serve as a model for the rest of the state to use.

PROJECT DESCRIPTION

(1 page)

This Project is based on a cooperative effort between Brevard County, the Southern Waste Information Exchange, with input from the Aluminum Association, and the Glass Packaging Institute.

This proposed project would develop a low-cost educational campaign for recycling awareness. The state has eliminated Recycling Education Grants to the Counties in the state. As a result, many communities are starting to notice a decrease in the recycling rate. One of the problems is a lack of community education as it relates to recycling. This project will focus on continuing and educational campaign on a shoestring budget and serve as a model for the rest of the state to use.

Criteria 1: TECHNOLOGIES or PROCESSES

(1 page)

(do not delete the instructions on this page)

(20 points) The range of scoring is between 0 and 20 points, with up to 10 points for meeting one of the following sub-criteria, up to 15 points for meeting two, and up to 20 points for meeting all three. Note: applicant may adjust space used to address each sub-criteria.

Sub-criteria 1 – Not in common use in Florida

There is currently no statewide recycling grants for communities to use as it relates to recycling awareness. This project focuss on developing an innovative use of newspaper inserts for providing quarterly educational reminders.

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

This project focuss on developing an innovative use of newspaper inserts for providing quarterly educational reminders.

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

The obstacles being addressed by this project include:

- Demonstrating the technical soundness of creating a low-cost educational campaign to foster the continued education as it relates to recycling.
- The general difficulty of developing and implementing a recycling program on a shoestring budget.

The project helps to overcome the above outlined obstacles by:

- Providing valuable information on the development and implementation of a recycling campaign that can be shared in other counties across the state.
- The reports outlining results associated with this project will be public documents and available to other communities for their review and use.

Criteria 2: TARGETS

(1 page)

(do not delete the instructions on this page)

(10 Points) Demonstrate innovative processes to collect and recycle or reduce these targeted materials/sectors: Construction and Demolition Materials, Commercial/Institutional Sectors, Hurricane Debris, Pay-As-You-Throw and Waste Tires. Note: if the proposed project also includes materials/sectors other than those targeted by this criteria, the project will receive less than the maximum 10 points allocated for the criteria.

Though this project does not specifically focus on the target materials/sectors specified in the innovative grant requirements, we feel this proposed project will help increase recycling rates across the state if used as a model program.

Criteria 3: BENEFITS/ COST-EFFECTIVENESS

(1 page)

(do not delete the instructions on this page)

(25 points) Demonstrate the potential economic, environmental, and cost-effectiveness of the program's approach. Note: applicant may adjust space used to address each sub-criteria.

Sub-criteria 1 - Environmental Benefits (5 points)

- Methodology

There is currently no statewide recycling grants for communities to use as it relates to recycling awareness. This project focus on developing an innovative use of newspaper inserts for providing quarterly educational reminders.

- Toxicity

Low Value.

Sub-criteria 2 – Economic Benefits (5 Points)

The economic benefit for this project is that it would allow for continued educational wareness as it relates to recycling on a shoestring budget.

Sub-criteria 3 – Cost Effectiveness (15 Points)

The main benefit of this project is that it provides for continued educational awareness at relative very low cost.

Criteria 4: SUSTAINABILITY:

(1 page)

(do not delete instructions on this page)

(25 points) Demonstrate the sustainability of the proposed program.

There is currently no statewide recycling grants for communities to use as it relates to recycling awareness. This project focus on developing an innovative use of newspaper inserts for providing quarterly educational reminders. This project will focus on continuing and educational campaign on a shoestring budget and serve as a model for the rest of the state to use.

Criteria 4: TRANSFERABILITY

(1 page)

(do not delete the instructions on this page)

(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)

This project can be used as a “model” for other local jurisdictions in Florida and elsewhere as it relates the dissemination of valuable information as it relates to the recycling awareness.

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

Upon request, Brevard County, the Southern Waste Information Exchange, the Aluminum Association, and the Glass Packaging Institute will team up to provide presentations and written materials about the project to interest groups like FDEP, Florida Sunshine Chapter of SWANA, Recycle Florida Today, Inc., and local/regional economic development councils.

Essential to technology transfer will be a compilation of a case study designed to outline the steps taken in establishing this particular public/private partnership as well as suggested resources that would benefit such a program in other areas. In addition, web sites will be targeted to assist with program dissemination and to provide links to the primary site that will have detailed information about the project. Potential partners in the web site information sharing will include Leon County, SWIX, RFT, SWANA, FDEP, Florida Chamber of Commerce and regional or local economic development councils throughout the State.

In addition, information exchange will be encouraged through the pursuit of article placement in solid waste publications in the state such as the RFT newsletter, national trade journals and publications, and appropriate business and economic development journals.

Summary of project transferability activities:

- Two presentations after project completion.
- Case study compilation for use in workshops, presentations, and web sites.
- Web site posting of all information / reports related to this project by SWIX, FDEP, Florida Chamber of Commerce, Leon County, local and regional economic development councils, RFT, SWANA.
- Trade journal articles about project

Criteria 5: LOCAL SUPPORT

(1 page)

(do not delete the instructions on this page)

(10 Points) Demonstrate local support for the proposed project in commitment of cash or in-kind matching funds. Please provide the name, address and phone number of ALL contributors.

- **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 requested grant funding for this project is \$55,000. The project will generate matching (i.e., cash and in-kind contributions) of \$12,500 or 18% of the total project costs of \$67,500.

Project Contributors and Contact Numbers

Brevard County	Pam Shoemaker	321-633-2043
SWIX	Gene Jones	850-386-6280

BUDGET

(1 page using Budget Table Template)
(do not delete the instructions on this page)

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/InnovativeGrants2007-08.htm).