

Category	Year	Purpose	Location(s)	Item	Description	Total Cost
a. Personnel	Year 1 and 2	Capacity	Columbus, Ohio	Salary and fringe benefits for a Community Relations Coordinator (staff position)	A full-time staff position (salary and benefits) with the City of Columbus to support existing sustainability and communications staff to help coordinate some of the new work detailed in this grant proposal. The position will be a bargaining unit position responsible for community engagement, communications efforts, and partner support.	\$ 230,000.00
a. Personnel sub-total:						\$ 230,000.00
f. Contractual	Year 1 and 2	Communications	Columbus, Ohio	RFP to develop and update an Online Reuse Directory	Develop and regularly update an online directory of organizations and businesses that engage in and support reuse accessible from multiple public facing websites	\$ 30,000.00
f. Contractual	Year 1 and 2	Outreach/Communications	Columbus, Ohio	RFP, bid, and contract to develop and rim an On to Off Campus Transition	This program will help educate those students on how to reduce, reuse, and recycle materials during their transitional move (e.g., recycling moving boxes, donating old furniture and clothes, and properly disposing of e-waste) and educate those new city residents how the existing recycling, food waste, and litter abatement programs of the city to encourage a culture of recycling early in their first off campus housing experience.	\$ 100,000.00
f. Contractual	Year 1 and 2	Outreach	Columbus, Ohio	RFP, bid, and contract to support, host, and create materials and engagement for Community Events	Host and join community events to educate residents on reduce, resuse, and recycling activities.	\$ 100,000.00
f. Contractual	Year 1 and 2	Communications	Columbus, Ohio	RFP, bid, and contract to develop and create Evergreen Reuse Materials	New and update materials will be designed, created, and distributed throughout the community with the goal to create a unified brand, awareness, and level of action from residents on reducing and reusing materials as part of their recycling efforts. All items will be designed to be sustainable through being evergreen and able to last multiple years without the need for a refresh, digital items instead of print or physical material (when applicable), and updateable and customizable to adapt to the growing needs and changes throughout the city.	\$ 200,000.00
f. Contractual	Year 1 and 2	Communications	Columbus, Ohio	Social Media Education Campaign	Create static images, videos, and other forms of media created to educate residents on reduce, reuse, and recycle and promote through social media channels.	\$ 300,000.00
f. Contractual	Year 1 and 2	Communications	Columbus, Ohio	Traditional Media Campaign	A campaign focused on radio (specficially looking at multi-lingual communitites) and television to reach and educate residents on reducing, reusing, and recycling materials.	\$ 500,000.00
f. Contractual	Year 1	Training and education	Columbus, Ohio	RFP and contract to develop and execute a Master Recycler Certification program	A program to educate residents on becoming citizen-experts on recycling and equip them with skills and tools to teach their neighbors and community members about the importance of recycling and how to Recycle Right.	\$ 50,000.00
f. Contractual	Year 1	Research	Columbus, Ohio	RFP, bid, and contract to conduct Online Surveys	Ongoing online surveys will track changes in behavior and test the effectiveness of messaging and programs. There will also be A/B testing of messages and content generated to determine if changes in language and/or graphics increase or decrease engagement and individual behavior throughout this work.	\$ 65,000.00

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f. Contractual	Year 1	Research	Columbus, Ohio	RFP, bid, and contract to conduct Focus Groups	A resident-based focus group will help refine opinions and feedback on the city's efforts and human behavior. There will be an emphasis on both the Somali and Latinx communities in the city so to develop programs that are better suited to engage those communities.	\$ 80,000.00
f. Contractual	Year 2	Outreach	Columbus, Ohio	RFP to develop and organize a Reuse Boot Camp	Host an annual Reuse "boot camp" to educate passionate and aspiring re-users about how to incorporate reuse strategies in their personal and home lives and build a network of local reuse leaders	\$ 25,000.00
f. Contractual	Year 2	Research	Columbus, Ohio	RFP and contract to conduct Post Program Polling	A final survey will be commissioned to compare changes from the initial baseline survey and track any changes in behavior, attitudes, or knowledge on recycling and composting.	\$ 45,000.00
f. Contractual	Year 2	Training and education	Columbus, Ohio	RFP and contract to develop and execute a How to Compost Training	A composting 101 class that will be available online and in-person with the goal of teaching residents the basics of composting and its importance to our city's organic waste reduction goals.	\$ 50,000.00
f. Contractual	Year 2	Outreach	Columbus, Ohio	RFP and contract to develop a Community Ambassadors program and train staff and volunteers to execute	Training volunteers, organizations, and community leaders will create organizers on who will become reuse ambassadors on the ground.	\$ 50,000.00
f. Contractual	Year 2	Outreach/Communications	Columbus, Ohio	RFP, bid, and contract to host an Artist In Residence	Host an artist-in-residence (contract position for one year) who addresses waste stream issues through hosting workshops in city recreation centers across the city and/or at a cultural hub	\$ 75,000.00
f. Contractual	Year 2	Training and education	Columbus, Ohio	RFP, bid, and contract to develop and execute a K-12 Reduce and Reuse Course	Building on the Ohio learning standards for science, technology, engineering, art, and math (STEAM), educational consultants, working with community organizations, we will create curriculum materials that speak to the economic, environmental, and human health need for reuse	\$ 100,000.00
f. Contractual sub-total:						\$ 1,770,000.00
<b>Project Total:</b>						<b>\$ 2,000,000.00</b>