



Oregon Department of Environmental Quality Solid Waste Program

Application for Solid Waste Grant Funds, 2009

Name of local government applying: City of Portland	Federal taxpayer ID #: 93-6002236
Address: 721 NW 9th Ave Portland, OR 97209 Attn: Laura Haggi	State Legislative Districts: House: _____ Senate: _____
Contact person: Laura Haggi	Title: Project Manager
Telephone: 503-823-6111	E-mail: lhaggi@ci.portland.or.us
Name of project: Green Residential Remodel Video Series	Will you use a subcontractor? (if so, fill out contractor information below: yes <input checked="" type="checkbox"/> no <input type="checkbox"/>
Amount requested from DEQ: \$20,737.50	Total cost of project: \$30,554.00
Matching funds: Source: Lab/IDEQ, Green Hammer Inc., Earth Advantage Inc. Amount: \$4,954.00 Source: Services (Reliable Films / Gearhead) Amount: \$4,862.50	Other outside funding (list all): Source: Amount: Source: Amount
Is this a commercial waste prevention or reuse project? yes <input checked="" type="checkbox"/> no <input type="checkbox"/>	
Subcontractor name: Reliable Films / Tabor Consulting Group	Contact person: Joel Stirnkorb / Holly Stirnkorb
Subcontractor mailing address: Reliable Films 3357 SE 22nd Ave. Portland, OR 97202	Contact person title: Producer / Co-Producer
Phone: 503-235-2083	Subcontractor e-mail address: joel@gearheadgrip.com / holly@taborgroup.net
	Web address: reliablefilms.net

1. Briefly state the specific purpose and environmental benefit of the project. (Use questions 2-11 for the details).
Include here the geographic area or number of people served. (limit 250 words)

We are requesting funding to produce a series of five short videos illustrating specific activities to reduce the amount of materials produced and disposed during residential remodeling. The videos will raise awareness and promote behavior change among average homeowners and professionals involved in remodeling.

The videos focus on achievable actions that have a positive environmental impact including the use of salvaged materials, the selection of materials/methods for durability, and activities that directly reduce material use and disposal such as wood salvaged through urban forestry, fiber-cement siding, metal roofing, rain-screen system, advanced framing techniques, and alternatives to disposal including deconstruction and recycling.

The videos focused on waste prevention are part of a comprehensive series that includes actions to reduce carbon emissions. Additional funding is being pursued for that aspect of the project.

The intended audience is the residential homeowner, contractor, or others associated with residential remodeling. The entire Portland metropolitan region will be served, with broader statewide applications in the future.

The videos will be produced in partnership with the City of Portland Bureau of Planning and Sustainability and other parties to assure the message is clear, concise, and effective in achieving the goal of behavior change. The videos will be made available on the internet and for use in public and professional forums.

We have a knowledgeable and experienced project team able to provide a variety of in-kind services and expertise in the areas of sustainable building and film making.

Project Budget

Complete all sections of the budget. "Matching Resources" includes cash or in-kind contributions used to support the grant project. "In-kind contributions" include any documented contributions, such as real estate, goods or services, and labor and should be valued using a defensible method. For example, rates for volunteers should be consistent with those paid for similar work in other state or local government activities; donated supplies should be assigned a reasonable value not to exceed lowest fair market value. Providing matching resources is not mandatory but is a measure of the cost effectiveness of your proposal.

(A) PERSONNEL SERVICES List principal personnel by name. Include salaries and costs of benefits, such as quoted payments for insurance, retirement, social security, etc. Be sure to give subtotals of funds requested, matching resources, and total costs in the spaces provided. Then, state the source of the matching resources.

(A) List Project Personnel	Hourly Rate	Est. Hours on Project	DEQ Grant Funds Requested	Matching Resources	Total Costs
1. City of Portland - Vinh Mason	\$37.60	20	0	\$756.00	\$756.00
2. Metro - Bryce Jacobsen	\$50.35	8	0	\$402.80	\$402.80
3. DEQ - Jordan Palmeri	\$31.90	8	0	\$255.20	\$255.20
4. Green Hammer, Inc. - Stephen Aiguier	\$100.00	8	0	\$800.00	\$800.00
5. Earth Advantage, Inc.- David Heslam	\$105.00	8	0	\$840.00	\$840.00
6.					
SUBTOTAL			0	\$3,054.00	\$3,054.00

Source of matching resources: _____

In Kind Contributions: City of Portland, Green Hammer Inc., Earth Advantage Inc., Metro, & DEQ (Consultation and content development)

(B) PROFESSIONAL SERVICES List consultants, contractors, etc. Be sure to give subtotals of funds requested, matching resources, and total costs in the spaces provided. Then, state the source of the matching resources.

(B) List Consultants or Contractors	Hourly Rate	Est. Hours on Project	DEQ Grant Funds Requested	Matching Resources	Total Costs
1. Tabor Consulting Group - Holly Stimkorb (Facilitation Services)	\$95.00	40	\$1,900.00	\$1,900.00	\$3,800.00
2. Reliable Films - Joel Stimkorb & all other production personnel	\$47.00 (average)	270	\$14,100.00	\$1,100.00	\$15,200.00
3. Morgan Post - Alden Morgan (Editorial services)	\$75.00	40	\$3,000.00	0	\$3,000.00
4.					
SUBTOTAL			\$19,000.00	\$3,000.00	\$22,000.00

Source of matching resources: _____

In-Kind Contributions: Tabor Consulting Group, Reliable Films

(C) CAPITAL OUTLAY List all items to be purchased with a value greater than \$100. Include equipment, land, structures, and items pertaining to them. Be sure to give subtotals of grant funds requested, matching resources, and total costs in the spaces provided. Then, state the source of the matching resources. For items costing \$1,000 or more, provide a bid or spec sheet that demonstrates the anticipated cost.

(C) List Capital Outlay Items	DEQ Grant Funds Requested	Matching Resources	Total Costs
1.			
2.			
3.			
4.			
SUBTOTAL			

Source of matching resources: _____

(D) SERVICES AND SUPPLIES - Include items not itemized in "Personnel Services," "Professional Services," and "Capital Outlay." Examples are computer services, duplicating, materials/supplies, postage, publication charges, telephone, fuel, automobile mileage, travel, etc. The need for services and supplies should be clear from your answers to the questions on page 2. If you need to clarify further, you may attach additional information here. For example, if you include costs for travel, be certain to explain who will travel, where they will go, the purpose of the travel, and specific expenses (mileage, accommodations, meals, etc.). Be sure to give subtotals for funds requested, matching resources, and total costs. Then, state the source of the matching resources.

(D) List Services and Supplies	DEQ Grant Funds Requested	Matching Resources	Total Costs
1. Camera Rental	\$687.50	\$687.50	\$1,375.00
2. Lighting Rental	0	\$2,500.00	\$2,500.00
3. Dolly Rental	0	\$325.00	\$325.00
4. Voice-Over Recording	\$550.00	0	\$550.00
5. Production Supplies	\$500.00	\$250.00	\$750.00
6.			
7.			
8.			
9.			
10.			
SUBTOTAL	\$1,737.50	\$3,762.50	\$5,500.00

Source of matching resources: In-Kind Contributions: Gearhead Grip & Electric, One-Eighty Films (Camera rental)

(E) PROJECT BUDGET SUMMARY - Fill in all applicable spaces. Be sure to total grant funds requested, matching resources, and total costs.

(E) Project Budget and Summary	DEQ Grant Funds Requested	Matching Resources	Total Costs
A. Personnel Services	0	\$3,054.00	\$3,054.00
B. Professional Services	\$19,000.00	\$3,000.00	\$22,000.00
C. Capital Outlay	0	0	0
D. Services and Supplies	\$1,737.50	\$3,762.50	\$5,500.00
E. Total DEQ Grant Funds Requested	\$20,737.50		
F. Total Matching Resources Committed to the Project		\$9,816.50	
G. Total Project Cost			\$30,554.00

Attachment #1

Supplemental Questions

2. Project personnel. List of all people who will be involved in the project and the roles they will play. If you have a subcontractor, include subcontractor personnel. What related experiences and qualifications do they bring to this project?

The City of Portland is the grantee on this project and the team of *Reliable Films* and Tabor Consulting Group are the subcontractors. Video production services will be provided by Reliable Films with *Joel Stirnkorb* acting as the producer and director for the project. Mr. Stirnkorb has nearly 20 years experience in film and video production as a freelance technician, producer, and cinematographer. Mr. Stirnkorb is also the managing partner of *Gearhead Grip & Electric*, Portland's fastest growing motion picture equipment rental house. Gearhead will be providing in-kind support for the project in the form of equipment rental.

Holly Stirnkorb with *Tabor Consulting Group* will provide consulting and research services to aid in content development. Ms. Stirnkorb has over 18 years of experience in the areas of waste prevention, recycling, and sustainable building. She is skilled in program planning, implementation, evaluation, media relations, and public education. She will serve as the project manager, primary point of contact, and facilitate all meetings with the project's Advisory Committee. The Stirnkorb's own the home that will be subject of the video series, eliminating any concerns regarding access to project information and location.

Editorial services will be provided by *Morgan Post*. The primary video editor will be *Alden Morgan*. Alden has been the editor on a wide variety of commercial, corporate, educational, and narrative film projects. Most recently he and Reliable Films collaborated on a series of fundraising videos for the Juvenile Diabetes Research Foundation.

An Advisory Committee of experts in the area of waste prevention, construction and demolition recycling, and sustainable building will guide the content development of the video series to assure the message of each piece is timely, clear, concise, and effective to motive behavior change. Committee members include:

- Vinh Mason, Policy Analyst, Green Building Team, City of Portland Bureau of Planning and Sustainability;
- Bryce Jacobson, Senior Planner and Construction Industry Recycling Program Manager, Metro Sustainability Center Resource Conservation and Recycling;
- Jordan Palmeri, Waste Prevention Specialist, Green Building Program, Oregon Department of Environmental Quality
- Stephen Auguier, President and Founder of Green Hammer Inc.
- David Heslam, Remodeling Program Director, Earth Advantage, Inc.

Vinh Mason will serve in a lead position on the Advisory Committee to design the video content. He will also manage the distribution and use of the final product for the City. Mr. Mason is involved in the development and implementation of the City of Portland's High Performance Green Building Policy. He is knowledgeable in all areas of sustainable building.

Bryce Jacobson is responsible for a number of resources, services, and regional programs focused on construction and demolition salvage and recycling. He is active in developing and participating in partnerships with associations and organizations that support salvage and recycling of construction and demolition debris including the ReBuilding Center, Associated Builders and Contractors, and Oregon Remodelers Association.

Jordan Palmeri is responsible for leading the green building component of DEQ's Waste Prevention Strategy. He is currently managing a project to evaluate the environmental benefits of a number of building and design practices that are intended to prevent solid waste. The goal of the project is to identify which practices have the biggest environmental benefit over the lifecycle of a residential home.

Stephen Auguier is the owner and founder of Green Hammer Inc. He and his crew have established Green Hammer Inc. as one of the premier green building contractors in the Pacific

Northwest. Stephen is involved with a number of non-profit and government boards that work to advance the local market for green building and combat global climate change. These include the Build Local Alliance, which he co-founded in 2005 and the Western Columbia Chapter of the Northwest EcoBuilding Guild, where Stephen has served as the committee chair since January of 2008. Further involvement includes serving as a committee member for both the Bureau of Development Services Technology Advisory Group (TAG) and the city of Portland's High Performance Green Building Policy steering committee, established by Commissioner Saltzman.

David Heslam is the Remodeling Program Manager for the Earth Advantage Institute. His current projects include the development of the Energy Performance Score (EPS) and a certified green building program for existing homes. David also owns and manages the residential general contracting firm Coho Construction Services, Inc., the first company to build a net-zero-energy home in Portland, Oregon. David is a national award winner for green custom home construction and a certified professional of the Earth Advantage Building Performance Institute.

The design and building team for the residential remodel that will be the subject of the video includes *Nathan Good Architect PC* and *Green Hammer Inc.* Nathan Good Architect PC is an award-winning architectural design firm specializing in residential and select-commercial design commissions that synthesize character and aesthetics with the highest level of environmental responsiveness. The commitment of the architect and contractor to sustainability will serve as an invaluable resource for illustrating the concepts presented in these videos.

3. If your project is a commercial waste prevention or reuse project, explain how you will prevent or reuse waste. Estimate how much of the project focuses on waste prevention or reuse.

The video series will be an effective communication tool to raise awareness and motivate the adoption of practices to prevent waste and reuse materials. According to McKenzie-Mohr and Smith (see *Fostering Sustainable Behavior: An Introduction to Community-Based Social Marketing*, 1999 and other information posted at www.cbsm.com, for example), effective communication includes information that is:

- vivid, personal, and includes concrete images,
- tailored to specific audience,
- comes from a credible source, and
- well-framed.

In addition, what has been shown to motivate people the most is what their neighbors are doing. Modeling the behavior we want others to adopt is one of the most effective methods for increasing adoption of sustainable behaviors.

The video series employs many of these methods. The video will capture the audience's attention using vivid images to tell the personal story of average homeowners working through the process of remodeling their house. The architect and contractor on the project are experts in the area of sustainable building and will bring additional credibility to the video.

The message will be well-framed, relevant, and concise. Each video in the series will be three to five minutes long and focus on one aspect of sustainable building. We will work with the Advisory Committee to define and craft the message of each piece to ensure the actions taken are described in clear, straightforward steps. For example, rather than simply showing the salvaged materials to be used in the project, we will clearly show the steps of determining what materials are good candidates for reuse, sourcing the materials, and the process of modification (if necessary) and installation.

The intention is to make the videos available on the internet, allowing the video to reach the widest audience possible. The video format is also versatile and can be used in a variety of

situations including presentations to the public and remodeling professionals, conferences, and educational events.

Roughly 80% of the content of the videos funded by this grant will focus on waste prevention and reuse. Topics will include the use of salvaged materials, the selection of materials/methods for durability, and activities that directly reduce material use and disposal such as wood salvaged through urban forestry, fiber-cement siding, metal roofing, rain-screen system, advanced framing techniques, and alternative disposal methods including deconstruction. The remaining 20% will focus on recycling.

4. What is the environmental need for the project? How was the need determined? Who helped determine the need?

Oregon law calls for total waste generation to be stabilized by 2009. According to published Oregon DEQ statistics, total generation of solid waste increased by 70% between 1993 and 2005. Building-related waste is recognized as one of the largest contributors to the recent growth in waste generation. Furthermore, design considerations, material choices, and construction and remodeling practices have a significant impact on material use. In response to the need to slow waste generation and address the upstream impacts of materials, DEQ identified the design, construction, remodeling, and demolition of buildings as one of the focus areas of its 2007-2017 Waste Prevention Strategy.

DEQ is currently conducting a study to evaluate the environmental benefits of a number of building and design practices that are intended to prevent solid waste. The study is one of the actions identified in the Waste Prevention Strategy. The study also evaluates other environmental benefits of each practice, such as greenhouse gas reductions through material savings and operational energy conservation. The results of the first phase of the study suggest that electricity and energy use during the home occupancy are major contributors of climate change impacts. Materials production and transportation are also significant contributors to climate change impacts combining to account for 16% of the climate change impact.

The 2009 City of Portland and Multnomah County Draft Climate Action Plan also points to the impact of emissions from existing buildings as well as the contribution the production, transportation, and use of goods make to carbon dioxide (CO₂) emissions (EPA estimates that non-food goods are responsible for 35% of CO₂ emissions). One action proposed in the Plan is to provide residents and businesses with resources and incentives to encourage actions to reduce energy use in existing buildings and the resulting carbon emissions.

This video series will address the state-wide goal of reducing building-related waste generation and support the DEQ Waste Prevention Strategy (specifically related to the environmental benefits of specific building practices) and the City of Portland and Multnomah County Draft Climate Action Plan. The videos will motivate the general public, as well as contractors, architects, and others in the remodeling sector to use materials that have fewer upstream impacts and are more durable, reduce the use of materials, use salvaged materials, and recycle demolition materials. All of these actions support goals to reduce carbon emissions.

The videos are also part of a comprehensive series that includes additional actions to improve energy efficiency. The relationship between energy use and carbon emissions is well understood. However, the same connection has not been made between waste prevention and greenhouse gas reduction. This video series will serve as an important outreach tool to illustrate and communicate the link between waste prevention and climate change.

5. Describe your project's specific objectives and desired results. How will your project contribute toward meeting the need described in #4?

Project objectives are to motivate and educate audiences about the adoption of achievable construction practices that have a positive environmental impact through the creation of five,

three-to-five minute educational videos. Each video will focus on a specific construction issue. Topics will include:

- the use of salvaged materials
- the selection of materials/methods for durability, and
- activities that directly reduce materials use and disposal.

The objective will be achieved through the production of a series of videos to be made available on the internet and for use in public and professional forums. Each video will focus on one aspect of sustainable building and the message will describe actions to be taken in clear, straightforward steps. The audience is the residential homeowner, contractor, and others associated with residential remodeling.

Successful implementation of the project will result in the creation of five instructional videos. More broadly, success will be measured by an increase in sustainable construction practices being practiced in the Portland metro area, and greater community awareness about construction waste prevention. An increase in sustainable construction practices will help to reduce the upstream impacts of materials production and transportation, and will slow the creation of solid waste in Oregon described in question #4.

See question #3 for further information.

6. What performance measures will you use? How will you measure results and how often?

The videos will be made available on the internet and may be posted on the City of Portland's Green Building Team's website. A performance measure will be the number of views per year. The City currently gets roughly 100,000 hits on the green building website per year. Based on this number, the goal for the video series is 10,000 views per year. The goal will be tracked in two ways: 1) If the videos are posted through a YouTube link, the number of views will be recorded by YouTube, and 2) the City will link the videos from the green building website to its own website and then track the number of hits per year on the video website.

The video format is versatile and could be shown in a number of venues including situations where people are likely to see it in context with the building process such as permit centers and educational events. The performance measure in this situation would again be the number of views per year. For example, if the videos are used for the City of Portland's ReThink courses, approximately 250 to 500 people may view videos each year. The videos will also be available for use by other organizations and the performance would be tracked in a similar manner.

7. Why do you need funding for the project? What other sources of funding are available? Have you applied for or received other grants for this project? If so, specify.

Funding is needed to produce videos of professional quality, in order to make the videos as versatile as possible for use in a wide variety of settings. The videos will be of professional quality, shot on High Definition video and will have extremely high production values. While the primary venue for these pieces will most likely be the internet, they will be suitable for public and professional presentation and will also be broadcast quality. Project leaders are also committed to paying the skilled professionals involved for their work. Professional video production personnel will be used in every step of the process and, whenever possible, prevailing market rates will be paid for those services.

We are currently working with Film Action Oregon to seek other sources of funding. Film action Oregon was founded by the Governors office in 1992 to foster the growth and development of film and video in the state of Oregon. While we have not yet received other funding for the project, we have commitments of in-kind work and equipment described in question #8.

8. How will your project be cost effective? Provide examples of cost savings, such as use of volunteer labor, in-kind services, use of existing materials, etc.

In addition to the generous time commitment of our Advisory Committee, we will be able to take advantage of substantial in-kind contributions in the form of donated production equipment rentals. Gearhead Grip and Electric will be donating the rental of all lighting and camera support equipment. The camera package will also be provided free of charge. Holly Stirnkorb with Tabor Consulting Group will provide her facilitation services free of charge.

Perhaps the greatest asset to the production will be unfettered access to the construction project that will be highlighted in the videos. Since the filmmakers are also the homeowners we will be able to document every aspect of the construction project.

9. What plans do you have for your project beyond the grant period? Will some or all project activities continue after the grant period? If so, which ones and for how long?

The goal is to create timely, well crafted videos that will be useful for years to come. Once produced, the videos can be made available to a number of organizations who can post them on their websites or use them in other venues. The City of Portland Bureau of Planning and Sustainability has committed staff time to facilitate the distribution of the final video series. Internal distribution options for the City include the Green Building Team's website and as support for existing and future outreach such as the annual Fix-It-Fair home remodeling workshops and ReThink classes.

The series will also be made available through the members of the Advisory Committee to regional and local government, associations and organizations that support and promote sustainable building, and building contractors and other industry professionals.

10. How will you build on the project's success? Identify anticipated future funding sources and the level of commitment you have received from them.

The videos focused on waste prevention are part of a comprehensive series that includes actions to reduce carbon emissions. A number of actions to improve the energy efficiency of the home will be documented. The project also includes many of the waste prevention actions with the greatest potential to reduce climate change as indicated by the first phase of the DEQ study mentioned in question #4. The video series can serve as an important outreach tool to illustrate and communicate the link between waste prevention and climate change.

Film Action Oregon has partnered with us to produce this project under the Film Action's nonprofit umbrella. As part of the Film Project Partner Agreement, Film Action Oregon will create a restricted fund designated for the project and assist with fundraising.

11. What community partners do you have for your project? What role will they play?

Our community partners include Film Action Oregon and all the members of the Advisory Committee listed previously. Film Action Oregon will partner with us to produce this project under Film Action's nonprofit umbrella. They will provide assistance with fundraising, distribution strategies, screening venues, and other support. Film Action Oregon is a non-profit organization whose mission is to engage in any activities designed to foster the growth and development of film and video in the state of Oregon, including sponsorship of non-commercial film and video projects. Besides the role described previously, the members of the Advisory Committee will help identify opportunities and facilitate the distribution of the finished video series.

Letters of Support are attached from the following: City of Portland Bureau of Planning and Sustainable Development, Green Hammer Inc., Earth Advantage, Inc., and Film Action Oregon.

Attachment #2

Project Work Plan and Schedule

Project Work Plan and Schedule

Task Activity	Beginning Date	Ending Date	Person responsible
Advisory committee / Content development	6/1/10	6/30/10	Reliable Films, Tabor Consulting Group, Advisory Committee
Writing: Script, interview questions	6/21/10	7/5/10	Reliable Films, Tabor Consulting Group, Advisory Committee
Review scrip, evaluate against project goals, revise	7/5/10	7/16/10	Reliable Films, Tabor Consulting Group, Advisory Committee
Pre Production / Video Project Coordination	7/5/10	7/19/10	Reliable Films
Pre-Construction videography	7/19/10	7/26/10	Reliable Films
Construction Project	8/1/10	2/7/11	Green Hammer Construction
Construction Videography	8/1/10	2/7/11	Reliable Films
Post Production / Editing	8/1/10	2/7/11	Reliable Films / Morgan Post
Content review (includes periodic review by Advisory Committee for usefulness and quality)	8/1/10	2/7/11	Reliable Films, Tabor Consulting Group, Advisory Committee
Review rough cut of video, evaluate against environmental goals, usefulness, and quality	2/7/11	2/14/11	Advisory Committee
Final Editorial and duplication	2/21/11	3/7/11	Reliable Films / Morgan Post
Distribute finished video series	3/7/11	4/4/11	Reliable Films, Tabor Consulting Group, City of Portland, Advisory Committee
Measure Performance	9/5/11	9/19/11	Reliable Films, Tabor Consulting Group
Measure Performance	3/5/12	3/12/12	Reliable Films, Tabor Consulting Group
Submit Monthly Progress Reports and Payment Request/Expenditure Report	Ongoing beginning 7/1/10	Ongoing ending 3/12/12	Reliable Films, Tabor Consulting Group
Submit Final Report and Payment Request/Expenditure Report	3/19/12	3/19/12	Reliable Films, Tabor Consulting Group

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