



Oregon Department of Environmental Quality Solid Waste Program

Application for Solid Waste Grant Funds, 2009

Name of local government applying: <i>City of Portland, BPS</i>	Federal taxpayer ID #: <i>93-6002236</i>
Address: <i>721 NW 9th Ave #350 Portland OR 97209</i>	State Legislative Districts: House: _____ Senate: _____
Contact person: <i>Laura Haggi</i>	Title: <i>Project Manager</i>
Telephone: <i>503 823-6111</i>	E-mail: <i>LHaggi@ci.portland.or.us</i>
Name of project: <i>Fill Minds, Not Landfills</i>	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: \$38,170	Total cost of project: \$51,108
Matching funds: Source: _____ Amount: _____ Source: _____ Amount: _____	Other outside funding (list all): Source: See separate document Amount: _____ Source: _____ Amount: _____
Is this a commercial waste prevention or reuse project? yes <input checked="" type="checkbox"/> no <input type="checkbox"/>	
Subcontractor name: <i>SCRAP (School and Community Reuse Action Project)</i>	Contact person: <i>Kelley Carmichael Casey, PsyD</i>
	Contact person title: <i>Executive Director</i>
Subcontractor mailing address: <i>2915 NE MLK Blvd. Portland, OR 97212</i>	Subcontractor e-mail address: <i>kelley@scrapaction.org</i>
Phone: <i>503-294-0769 x3</i>	Web address: <i>www.scrapaction.org</i>

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. (approximately 250 words)

See separate document.

Answer questions 2-11 separately in a document of no more than five pages, not including letters of support or bids or specifications for equipment to be purchased (required for purchases of \$1,000 or more).

2. **Project personnel.** List all of the 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?

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. (worth up to 10 points; see instructions for more information on how applications are evaluated)
NOTE: Waste reduction is not waste prevention. Waste prevention means that waste is not created.

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

5. Describe your project's specific objectives and desired results. How will your project contribute toward meeting the need described in #4? Include information such as:
 - The amounts of natural resources, water, and/or energy conserved;
 - The amounts, types, and sources of materials reused, recycled, or composted;
 - The audience, methods, and behavior changes targeted for education/outreach programs.
 - If project is a solid waste management plan: How you will set goals, conduct planning activities, do periodic plan reviews, and make future updates to the plan.

6. What performance measures will you use? If you have specific numeric goals, state what they are. How will you measure results and how often? (Include in the Project Plan and Schedule.) (questions 4-6 worth up to 30 points)

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

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. (questions 7-8 worth up to 25 points)

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?

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.

11. What community partners do you have for your project? What role will they play? Include letters of support or other documentation from your partners to demonstrate their involvement and/or commitment to the project. (questions 9-11 worth up to 35 points)

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. Driver/Presenter	\$10 plus taxes @ 10%	1,040	\$11,080		\$11,080
2. Administrative	\$9 plus taxes @ 10%	500	\$4,950	500 Volunteer hours	\$10,950
3.					
4.					
5.					
6.					
SUBTOTAL			\$16,030	\$6,000	\$22,030

Source of matching resources: 500 volunteer hours valued at \$12/hr.

(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. Diesel Mechanic	\$75	3	\$225		\$225
2. Professional Creative Services - CMD	\$136	32	0	\$4,339 (pro bono)	\$4,339
3. Print Production - Poster			0	\$599 (pro bono)	\$599
4.					
SUBTOTAL			\$225	\$4,938	\$5,163

Source of matching resources: CMD Advertising - pro bono professional creative services

(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. 14' Diesel Cube Van - used	\$11,585		\$11,585
2.			
3.			
4.			
SUBTOTAL			\$11,585

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. Biodiesel conversion kit	\$2,000		\$2,000
2. Storage unit for barrels	\$2,400		\$2,400
3. Biofuel for one year	\$2,730		\$2,730
4. 200 - 55 gallon fiber barrels	\$2,000	\$2,000	\$4,000
5. 1,000 instructional posters	\$691		\$691
6. 1,000 tri-fold brochures	\$509		\$509
7.			
8.			
9.			
10.			
SUBTOTAL	\$10,330	\$2,000	\$12,330

Source of matching resources: The Reuse Consortium - in kind barrel donation

(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	\$16,030	\$6,000	22,030
B. Professional Services	\$225	\$4,938	\$5,163
C. Capital Outlay	\$11,585		\$11,585
D. Services and Supplies	\$10,330	\$2,000	\$12,330
E. Total DEQ Grant Funds Requested	\$38,170		
F. Total Matching Resources Committed to the Project		\$12,938	
G. Total Project Cost			\$51,108

Project Work Plan and Schedule

Please make sure that you identify all major activities required for project completion. Be as specific as possible. Include dates for progress reports and the final report. You may attach additional pages as necessary. Assume that grant funds will be available after January 1, 2010.

Planned Project Beginning Date: 6/01/10

Planned Project Ending Date: 6/30/11

Task or Activity	Beginning Date for Each Task	Ending Date for Each Task or Activity	Person/Group Responsible for Completion
Phase 1: Create educational materials including trifold, signage, flyers, electronic advertising.	06/01/10	06/30/10	Mat'l Donation Committee/ CMD
Identify process for new volume of materials	06/01/10	06/30/10	Sales staff/Driver
Purchase cube van and convert to biodiesel, barrel acquisition, prep storage area	06/01/10	06/30/10	Driver/Educator/Volunteers
Identify and contact prospective participants	07/01/10	ongoing	Scheduler/ Volunteers
Presentations and materials to prospects. Secure the first 40 participants	07/01/10	09/30/10	Scheduler/Driver/Volunteers/Committee
Kick off and PR/Marketing Campaign	07/01/10	10/31/10	Committee/CMD
Train sales staff and volunteers to process new volume of materials	06/15/10	ongoing	Volunteer Manager/Sales Staff/ Volunteers
Phase 2: First surveys to participants out. First quarter data compiled and reported.	10/15/10	11/30/10	Scheduler/Volunteers/Committee
Analysis and course correction.	11/30/10	12/15/10	Committee/Board/ ED
Develop and secure 20 new participants to the program	10/01/10	12/31/10	Driver/Scheduler/ Committee/CMD/ Volunteers
SEE SEPARATE DOCUMENT FOR COMPLETE SCHEDULE			

Signatures

The **authorized representative** of the local government applying must sign the application. This is an official who has the authority to obligate the applicant's resources and is usually an elected official such as chair of the county commission, county executive, mayor, city manager, or chair of the city council. For multi-jurisdiction applications, you must have signatures of authorized representatives from each jurisdiction applying.

I certify that, to the best of my knowledge, the information provided in this application and attachments is correct and true. I understand and agree that if grant money is awarded as a result of this application, I will comply with all applicable statutory provisions and with applicable terms, conditions, and procedures of the DEQ grant agreement.

Signature of Applicant's

Authorized Representative (Applicant #1) Laura L. Haggi Date 8/26/09

Title Project Manager Telephone Number 503 823-6111

Signature of Applicant's

Authorized Representative (Applicant #2) Bar Wally Date 8/26/09

Title Solid Waste & Recycling Mgr Telephone Number 923-7772

Signature of Applicant's

Authorized Representative (Applicant #3) _____ Date _____

Title _____ Telephone Number _____

Project Summary - SCRAP

The **Fill Minds, Not Landfills** pilot project is proposed by SCRAP (School and Community Reuse Action Project). The project will provide education and a process by which Portland businesses and manufacturers can donate waste materials for (re)use creatively by the community rather than deposit them into the landfill. SCRAP will provide local businesses with convenient, on-site containers, an educational presentation, pick-up and drop-off service via SCRAP's biodiesel-fueled van. Companies will then deposit materials otherwise slated for the landfill into the on-site containers. These containers will be collected by a SCRAP "account" representative. Examples of accepted materials include wooden spools, vinyl, linoleum and carpet samples, wallpaper books, electronic components, printer overruns, and many other items. Materials are then deposited, sorted, priced and sold at a low cost to the community in SCRAP's Creative Reuse Center and used for arts and crafts projects. This results in a positive impact to the environment by reducing commercial waste and increased awareness of creative reuse. The project is planned to develop the ongoing participation of approximately 100 business and manufacturing facilities within the city limits.

SCRAP (School & Community Reuse Action Project) is a non-profit organization in Portland, Oregon that inspires creative reuse and environmentally sustainable behavior by providing educational programs and affordable materials to the community.

Unlike organizations that simply collect and resell unused materials, SCRAP helps transform peoples' attitudes toward art, consumption, and the environment through educational programs, original events, and an innovative retail store.

Other Outside Funding:

CMD Advertising: \$4,938 in pro bono professional creative services

500 hours of Volunteer time: Valued at \$6,000

The Reuse Consortium: donation of 100-55 gallon barrels valued at \$2,000

Estimate on Cube Van

Diesel Cube truck/van approx. cost: \$11,585 (average cost of 7 ads)

Craigslist Ads, Sunday 6-28-09:

'98 GMC \$3995

'05 Isuzu \$15,950

'04 Ford \$12,900

'04 Ford \$17,950

'02 Ford \$9000

'04 Ford \$8,800

'04 Chevy \$12,500

2. Project Personnel

Name: Kelley Carmichael Casey, PsyD – Executive Director, SCRAP
 Role: Developer and overseer of project logistics, supervisor of project personnel, grant administrator.
 Qualifications: As Executive Director, Dr. Carmichael Casey has the high level perspective of the program in conjunction with other supportive programs and partner organizations. She will be involved in program metrics, evaluation and recommendations for course corrections.

Name: Stephanie Weber
 Role: Scheduling and Communications –
 Stephanie will add an additional 10 hours per week to her current schedule to manage the contact, database development and inter-organizational communications for the launch of **Fill Minds, Not Landfills**.
 Qualifications: Stephanie is currently a part-time employee at the SCRAP Creative Reuse Center. She is highly organized, thorough and professional.

Name: Steven Gibbs
 Role: Driver/Educator –
 Steven will be responsible for the transport of marketing materials and reuse items to and from SCRAP. He will present work site presentations of the project (what materials are desirable, reusable, how to prepare them for pick-up, how to reduce commercial waste and the cost savings for the business when donating materials for creative reuse).
 Qualifications: Steven is currently a volunteer for SCRAP who does pick-ups from architectural design firms once per month. He also is a regular volunteer for Catlin Gable Rummage. He is a dedicated waste reduction advocate who has persuaded five businesses to donate usable materials to SCRAP on a monthly basis rather than throw them away. These businesses are only able/willing to donate their cast-offs to SCRAP because Steven is willing to pick up their materials one time per month. He developed the germ of the idea that became **Fill Minds, Not Landfills** on a much larger scale.

Name: TBA
 Role: Diesel Mechanic
 Qualifications: Experience converting diesel engines to run using biofuel.

Name: Material Donation Committee
 Role: This volunteer committee will determine which businesses have the highest yield of materials that are currently destined for the landfill. They will carefully select businesses based on their willingness to engage with our program and dispose of materials that are reusable, salable and of value to the community for creative reuse.
 Qualifications: All members are passionate creative reuse advocates, are engaged with SCRAP's mission and serve on the Material Donation Committee.

Name: Volunteers
 Roles: Responsible for loading and unloading reuse materials from the truck; sorting materials by type; pricing and sales.
 Qualifications: Orientation and training by SCRAP Volunteer Program Manager and Creative Reuse Center Manager.

3. Project Focus on waste prevention or reuse

The **Fill Minds, Not Landfills** project is designed to both prevent and reuse waste. The primary focus of this project is to recover reusable waste that is being dumped into landfills and make it available to the community for creative projects. We will provide labeled barrels to businesses and small-scale

manufacturers that qualify for our program. We will provide both training about reuse and how to use the **Fill Minds, Not Landfills** system. We will also consult with the business about creative use of their own waste materials and encourage utilization of existing materials vs. creating or purchasing new materials. Business personnel will deposit items otherwise sent to landfills into the barrels, to be picked up and brought to the SCRAP store by the SCRAP van, powered by biodiesel fuel. Once sorted and displayed by creative SCRAP volunteers, the items will be sold as creative materials for projects by teachers, artists and the community.

The project focuses 100% on waste prevention/reuse, as SCRAP's mission "inspires creative reuse and environmentally sustainable behavior." Highlights of waste prevention in this project include:

- On-site education and trifold step-by-step information provided to businesses and manufacturers about creative waste reduction and reuse,
- Convenient deposit site of approved, discarded business and manufacturer waste,
- Barrel pick-up and drop-off in the van powered by biodiesel fuel,
- Recovered materials are made available to the community at a low cost at the SCRAP Creative Reuse Center,
- Materials are used by families, educators, artists and crafters as an alternative to purchasing new materials for projects such as mosaics, clothing creation, games, activities, collage art, fine art and other projects limited only by imagination.

4. Environmental need

SCRAP has organic roots that sprang from a desire to reuse arts materials that were routinely trashed. The environmental need for the **Fill Minds, Not Landfills** project has been demonstrated in the recent resolutions and accompanying document, "Climate Action Plan 2009," published by the City of Portland Office of Planning and Sustainability and the Multnomah Sustainability Program. This Plan outlines ways to achieve an 80% reduction of carbon emissions by 2050. To meet this goal, short- and long-term objectives include waste reuse, less reliance on fossil fuels, an increase in business recycling and guidance for individuals and businesses toward more sustainable choices.

Together with City and County Governments, and in accordance with the guidelines of the Plan, SCRAP plays a major role in helping to educate businesses and consumers about the need for more sustainable practices and, most specifically, those related to waste reduction and reuse. Directly, **Fill Minds, Not Landfills**, provides businesses and manufacturers with a cost-effective and sustainable alternative to dumping unwanted materials. In turn, artists, teachers and crafters reuse the materials in creating art and usable crafts without purchasing new materials. Less directly, culturally valued, quality art created from reused materials sends a powerful message to the community encouraging people to become more aware of manufactured products' life cycle. Community members who stretch their budgets by DIY projects for family and home send the same important message to their circles of influence. The SCRAP truck used for pick-ups will run on high-percentage biodiesel. This is another example of "walking the talk" of sustainable practices.

5. Objectives and desired results

The goal of the project is to reduce the waste from a typical Portland small business (1-100 employees) enrolled in our program an average of 20% by 2011. We will target tile, fabric, clothing, creative supply, book bindery, and related manufacturers who throw away overruns, cast-offs, seconds and samples. Print shops, creative businesses and architectural design firms routinely throw away tons of proof sheets, paper, linoleum samples and the like. SCRAP has diverted 50 tons of reusable material from the landfill in the last year. Our goal for this fiscal year is to divert an additional 20 tons through the **Fill Minds, Not Landfills** program.

Psychological research on behavioral change suggests that humans want to do the right thing for society and can be persuaded to invest effort in doing so – up to a point. Barriers to change include time investment, physical effort, inconvenience, lack of recognition/reward and simply not knowing there are

viable alternatives to the behavior. We believe that businesses and manufacturers in Portland want to reduce waste but are faced with barriers when it comes to certain materials that are not easily recyclable. These barriers can include inconvenience, lack of alternatives and time investment. Our program addresses those barriers by providing an on-site program that makes the recovery of certain waste simple and convenient. We will offer recognition and reward to those businesses participating in our program on our website and printed materials as added incentive. They will receive a window cling to proudly demonstrate the extra sustainable steps they've taken as a business to participate in the **Fill Minds, Not Landfills** program.

We believe that our pick-up program is only part of the substantial benefit for our community. While we make cast-off materials available to everyone for reuse, we also actively challenge consumer habits. We offer an alternative to Michael's Craft Store where artists and crafters purchase shiny, new, higher priced materials for their creations. We share the philosophy that what one needs for a project likely already exists – either already in their possession or at SCRAP. We inspire people to look at an item before throwing it away and ask themselves, "what else could I use this for?" We want individuals and businesses to look at waste differently. Our new tag line is, "What will you make of it?" We encourage sustainable creative use of materials. Photographs of our current Re:Vision Gallery show (located at SCRAP) demonstrates how waste can be transformed into highly valued fine art. We offer classes and workshops to the community that are as practical as they are crafty. A "One Skein" knitting/crocheting class encourages the creation of wearable, usable items using leftover yarn. We teach at-risk youth to make new garments and accessories from old articles of clothing.

We believe that reuse, and specifically creative reuse, is a concept whose time has come. Frankly, demand for reused craft materials has exceeded supply for the last 18 months. And, the demand is increasing along with awareness of a reuse resource. A "perfect storm" of an economic recession, the City of Portland's public waste reduction campaign and greater awareness of SCRAP as a reuse resource has increased our regular customer base by 19% from one year ago. Our goal is to meet that demand with our proposed program for business/manufacturer-created reusable waste.

SCRAP's Material Donations Committee has begun setting goals for target materials and audiences in anticipation of the **Fill Minds, Not Landfills** program. If this program is approved for funding, they will move forward immediately developing a marketing plan with CMD Agency. We will organize and publicize a **Fill Minds, Not Landfills** Kick-Off and begin solicitation and education of target businesses. The project committee will meeting weekly initially to roll out the program, moving to monthly in the second phase. The SCRAP Board of Directors will review the plan and progress quarterly and provide feedback. We will implement course correction and future updates to the plan at least quarterly. The group will again meet with the Board of Directors at the end of one year of program implementation to present successes, lessons learned and future updates.

6. Performance measures

Performance measures will be as follows:

- 1) Satisfaction surveys emailed to participating businesses quarterly,
- 2) Number of participants in the program (reflected in an increase of material volume)
- 3) Daily sales figure comparisons
- 4) Weight of donations by barrel

We have baseline figures from which to compare the success of our program. Currently, we have a volunteer who picks up materials monthly from 5 architectural design firms in his own pick-up truck. This has been an informal agreement between our volunteer and the design firms. We keep statistics on the volume of materials collected by this volunteer monthly by firm. To date, we have not implemented an education component nor have we provided barrels and printed materials. We have a history of daily sales figures that correspond to the deliveries of these items to the Creative Reuse Center.

Our surveys will solicit such measurable data as Likert scale ratings of quality and usefulness of the education component of the program, accessibility and quality of customer service, usability of barrels and clarity of communication about appropriate materials for recovery. We expect to see an increase of Creative Reuse Center sales by 5% by the end of Phase 1 with 20 participants and increasing incrementally as we add businesses into the program. By the end of Phase 3, with 100 participants, we expect sales figures to reflect a 20% increase as a result of the **Fill Minds, Not Landfills** program.

The volume of materials collected will be commensurate with the number of participants in the program. We will expect the number of participating businesses to steadily increase with 20 at Phase 1, adding 40 in Phase 2 and an additional 40 by the end of Phase 4. We weigh all material that comes into our Center. We will document the weight per donation barrel, per pick-up, per participant.

Data gathered will include sales receipts, weight logs, visitor tallies, participating business agreements, van pick-up and delivery records, nominal fee payments. These records will be collected by the Driver/Educator and Creative Reuse Center Manager. The data will be entered into an Excel spreadsheet and reports run monthly for the Executive Director. These statistics will be presented to the Board of Directors of SCRAP and reported to the City of Portland Office of Development and Sustainability and DEQ as required by the grant specifics.

7. Funding need

This project is designed to generate reuse awareness in the Portland area via multiple means simultaneously. In order to reach our target audience efficiently and effectively, the printed materials, barrels, presentation staff and reliable, low-emission transportation all need to be implemented in conjunction with each other.

While 51% of our operational costs overall are covered by the Creative Reuse Center, we do not have funds to launch a comprehensive program. Much of the program activities will be absorbed into the daily life of SCRAP. We need the initial funding for the equipment and staff to make it possible.

Another source of funding is a grant award by CMD Agency which provided SCRAP with \$65,000 in professional creative services and produced the **Fill Minds, Not Landfills** campaign poster (Attached), messaging and public relations. We expect to use 25% of our overall allotment on the **Fill Minds, Not Landfills** program, or \$16,250 in pro bono services.

8. Cost-effectiveness

We believe this project will be cost effective in a variety of ways. With regard to advertising and marketing materials, CMD Agency will produce, design and create messaging for the program pro bono. We have just been granted an additional year of pro bono services from CMD through 2010. This will provide SCRAP the expertise and training to sustain the project's marketability for years to come.

As for other project materials and resources, we have identified a source of 100 donated barrels to place on site at businesses, valued at \$2,000. The storage unit (see budget) that will house the barrels between uses is leased by SCRAP currently and is adjacent to the Creative Reuse Center. The storage unit will be used for this project in lieu of renting it out to another party. Although this is an expenditure in lost rent, it saves money over renting an off site location in terms of fuel, time and convenience of accessibility.

SCRAP has a dedicated and talented volunteer force which will provide 500 volunteer hours toward this campaign, valued at \$12 per hour for a total value of \$6,000. Volunteers will input data into Salesforce.com and a monthly Excel spreadsheet. Volunteers will also be used to unload the van, sort the collected materials, price and shelf materials and sell them in the Creative Reuse Center.

Our plan includes picking up supplies in a used delivery vehicle, running on biofuel. Purchasing a good quality, used van will save several thousand dollars over buying one new. Although high percentage

biofuel (at least 10%, as outlines in the Climate Action Plan 2009) is currently comparable or even slightly higher, to petroleum diesel in dollars, the cost in terms of carbon emissions is much less than using petroleum.

From the standpoint of client businesses and customers, their role is cost-effective as well. Businesses that use SCRAP's pick-up services will save money that they would have spent in fuel and fees dumping materials into the landfill. The \$25 monthly pick-up fee from SCRAP will likely be a lower price point than the commercial waste haulers' fees. Customers who buy the materials in the Creative Reuse Center spend approximately 25 percent of the retail cost for art supplies.

9. Project plans beyond the grant period

If metrics and analysis show this program is feasible to continue after the grant period, project activities will be integrated into SCRAP's regular operations. A goal of the project is to increase awareness and convenience of the waste reduction we already implement in our store, classroom projects and workshops. Once the initial ramp-up of the program is completed by December 2010, we will have a mechanism in place that will support and sustain the program. This program will be expected to be self-sustaining by the end of 2011. We will charge \$25 per pick-up per site. With 20 sites secured in Phase 1, monthly pickups will reinvest \$500/month back into the program. When we reach our goal of 100 sites, we will earn \$2,500/month for program operations, or \$30,000 per year. We expect that will bring us closer to covering our ongoing costs to maintain the program.

10. Building on the project's success

We believe this program is not only an essential community partner in waste reduction, but will expand the message of reuse to new audiences. We also believe that our program will be unusual and interesting, thus garnering attention from the media and the community at large. We will rely on CMD Agency to utilize their expert marketing tools to amplify the message of reuse more deeply into the business community.

We are active partners in a reuse consortium with Community Warehouse, Free Geek, Rebuilding Center, Habitat for Humanity ReStore and Schoolhouse Supplies. Together we are collaborating to make reuse more accessible for the community. The first ever Reuse Week was proclaimed in July 2009 – with brilliant leadership from Portland City Commissioner Nick Fish and Multnomah County Commissioner Jeff Cogan. With the help of the Portland City Council, we have seen the visibility of reuse increase dramatically. Mayor Sam Adams has been an ardent supporter of SCRAP since Day One. We are proud to be a Recycle at Work certified business and a designated partner in the program. We believe that the enthusiastic support of SCRAP from our reuse partners, the Office of Planning and Sustainability, our Mayor and the Portland City Council will continue to give the program visibility and viability.

We do not anticipate additional funding sources going forward beyond the pilot year. We believe we have set up a sustainable model that will be integrated into SCRAP's current service delivery to the community.

11. Community partners

- A) CMD Agency – marketing, advertising, public relations
- B) The Reuse Consortium – providing barrels and referrals at their locations
- C) Metro – providing business referrals to the program

SCRAP Fill Minds, Not Landfills**Project Work Plan and Schedule**

Task or Activity	Beginning Date for Each Task	Ending Date for Each Task or Activity	Person/Group Responsible for Completion
Phase 1	06/01/10	08/01/10	
Create educational materials including trifold, signage, flyers, electronic advertising.	06/01/10	0/30/10	Mat'l Donation Committee/CMD
Identify process for new volume of materials	06/01/10	06/30/10	Sales staff/Driver
Purchase cube van and convert to biodiesel, barrel acquisition, prep storage area	06/01/10	06/30/10	Driver/Educator/Volunteers
Identify and contact prospective participants	07/01/10	Ongoing	Scheduler/Volunteers
Presentations and materials to prospects. Secure the first 40 participants	07/01/10	09/30/10	Scheduler/Driver/Volunteers/Committee
Kick off and PR/Marketing Campaign	07/01/10	10/31/10	Committee/CMD
Train sales staff and volunteers to process new volume of materials	06/15/10	Ongoing	Volunteer Manager/Sales Staff/Volunteers
Phase 2	10/01/10	12/31/10	
First surveys to participants out.	10/15/10	11/30/10	Scheduler/Volunteers/Committee
First quarter data compiled and reported.			
Analysis and course correction.	11/30/10	12/15/10	Committee/Board/ED
Develop and secure 20 new participants to the program	10/01/10	12/31/10	Driver/Scheduler/Committee/CMD/Volunteers
Phase 3	01/01/11	03/31/11	
Surveys to participants out.	01/01/11	01/31/11	Scheduler/Volunteers/Committee
Second quarter data compiled and reported.			
Analysis and course correction.	01/31/11	02/15/11	Committee/Board/ED
Develop and secure 20 new participants to the program	01/31/11	03/31/11	Driver/Scheduler/Committee/CMD/Volunteers
Phase 4	04/01/11	6/31/11	
Develop and secure 20 new participants	04/01/11	6/31/11	Driver/Scheduler/Committee/CMD/Volunteers
Surveys to participants out.	04/01/11	06/31/11	Scheduler/Volunteers/Committee
Second quarter data compiled and reported.			
Analysis and course correction.	04/30/11	05/15/11	Committee/Board/ED
Determine program viability, funding issues and plans for continued program in 2011	05/15/11	06/30/11	Committee/Board of Directors/ED