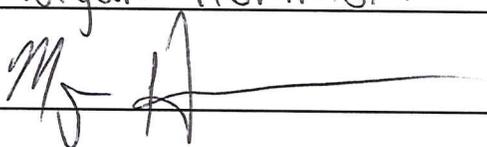


**Department of Environmental Quality
Recycling Education Grant Application Cover Sheet**

Applicant Name: <u>Isabella County Materials Recovery Facility</u>	
Street Address: <u>4208 E. River Road</u>	
City/State/Zip/County: <u>Mt. Pleasant, MI 48858 / Isabella</u>	
Mailing Address: (if different from street address) <u> </u>	
City/State/Zip: <u> </u>	
Contact Person and Title: <u>Morgan Hummon, Sustainability Advancement CMU</u>	
Contact Person's E-Mail Address: <u>hummo1mr@cmich.edu</u>	
Contact Person's Telephone Number: <u>248-709-0118</u>	
Grant Amount Requested:	\$
Local Match Amount: (must be equal to or greater than 25 percent of the total grant budget)	\$
Total Grant Budget:	\$
Applicant Signature: (application must be signed by the person accepting responsibility for the terms and conditions of the grant agreement if awarded)	
Print Name: <u>Morgan Hummon</u>	
Signature: 	
Date: <u>3/17/2017</u>	

Program Description:

1. In conjunction with Central Michigan University, the Isabella County Materials Recovery Facility is developing an elementary outreach and education service learning program, known as:

***Recycling is Elementary: Inter-school Competition in the Mt. Pleasant Public School System.
Teaching the Recyclers of Tomorrow.***

Outreach and education are paramount in enhancing waste minimization and diversion efforts and can yield quantifiable positive results. *Recycling is Elementary* is a program geared towards Mt. Pleasant Public Schools, specifically at the elementary level. This program will initially take place in the five (5) elementary schools in Mt. Pleasant MI.

An opening school assembly will take place at each location. During this an interpretive presentation, students, teachers and administration will be immersed in recycling background knowledge, current trends, the dual stream recycling process, the importance of recycling, a call to act, empowerment and the grand revelation of a year-long *Recycling is Elementary* competition, between all participating schools. This presentation will have multiple approaches, utilizing colorful lecture, humor, investigation, large and small group collaboration, problem-solving and team-building activities, all designed to educate, inspire and empower children to become environmental stewards. Schools will be provided with bulk recycling containers, collection bins, recycling disposal services and program support to implement *Recycling is Elementary*. As the year progresses, the program will incorporate the next stages of service learning, providing participants support, encouragement, opportunities to reflect and demonstrate new value-based skills, while showcasing the process.

Recycling is Elementary directly aligns with the mission, vision and strategic goals of the DEQ, while being guided by the mission, vision and core values of the Isabella County Materials Recovery Facility (ICMRF), as well as Central Michigan University.

Program Goals:

- Inspire young environmental stewards to catalyze sustainability advancement in Isabella County and beyond
- Increase knowledge of recycling operations present in Isabella County
- Promote collaboration between Central Michigan University (CMU), the Isabella County MRF (ICMRF) and the Mt. Pleasant Public School system
- Provide CMU students opportunities to advance as professionals through service learning
- Institutionalize recycling within Mt. Pleasant Elementary Schools
- Create highly visible, engaging and motivational recycling promotional materials

Program Objectives:

- Expose the population of Vowels Elementary, Ganiard Elementary, Fancher Elementary, Pullen Elementary and Kinney Elementary, within Isabella County, to the *Recycling is Elementary* program

- Positively change sustainability advancement perception and ethics in at least 70% of participants
- Distribute 5,000 (1,000/school) educational handouts to program participants and community members
- Record quantifiable positive trends in contamination rates at participating schools, over the course of the program
- Develop baseline for each elementary school, then compete on an increase in diversion rates over baseline (all programs are at a relatively the same school district, fall under same municipal solid waste contract and are running similar programs, i.e.; baseline data will be consistent)
- Double each school's diversion rates, consistent with Michigan's goal
- Studies to be conducted during program:
 - Salient difference between schools will boil down to leadership and program implementation. How does administrative leadership affect recycling rates-strategic leadership?
 - What it takes to actually start the program. What aspects of implementation work and which don't? What impact does additional programming have on diversion rates?
 - Schematic documentation of program implementation. Once a month write a report on programs were held each month using viable statistics
- All study findings, materials and media coverage will be put up on a CMU website as a published resource and a model for other districts
- Institutionalize *Recycling is Elementary* in the Isabella School system.
- Increase recycling rates in the five elementary school to the extent that their numbers make it onto the Isabella County's municipal solid waste report

By strategically following the above goals and objectives, *Recycling is Elementary* will have positive and lasting impacts on recycling efforts in the State of Michigan. An increase in exposure to recycling programs, at an early age, will provide the foundation for innovative sustainability advancement leaders to emerge in Michigan. Further, by reaching the goal of doubling each school's diversion rate, Isabella County will see a quantifiable change in diversion rates, as well as municipal solid waste tonnage diverted. Finally, by incorporating opportunities for future funding and infrastructural improvement, while requesting facility commitment, *Recycling is Elementary* will pave the way to institutionalizing progressive recycling programs within Schools across Isabella County.

2. *Recycling is Elementary* will focus on recycling office paper, mixed paper, cardboard and plastics.

3. N/A

4. a. *Recycling is Elementary* will have an explicit focus on recycling office paper, mixed paper, cardboard and plastics.

b. The primary message that will be infused into the Isabella County community, revolves around the idea that *Recycling is Elementary*. The name of the program signifies the fundamental necessity to divert materials from landfills. This message acts as the foundation of the program's quiescent goal; institutionalizing recycling containers, operations, education and a sustainability-centric ethos within Isabella County Schools. *Recycling is Elementary* overtly targets elementary aged students to instill a commitment to sustainability and an outlet with which to actualize this pledge. However, many different populations are being targeted simultaneously:

- Administrative teams within each school, as well as at a County level, are being targeted with this pilot program. The program is designed to provide administrators with the operational knowledge and support to establish sustained recycling programs-.
- Teachers are targeted and provided with resources and support to infuse recycling into classroom dynamics and curriculum.
- CMU students are targeted and provided with the framework, guidance and feedback, to develop both formal and informal curriculum for the program, gain experience in public speaking, education, event management, media and marketing development.
- Isabella County general public will be targeted through media transfer and competition/program coverage, thus further disseminating the message of *Recycling is Elementary*.

d. DEQ grant money will be utilized to:

- Generate educational pamphlets containing knowledge about current trends in Michigan recycling, municipal solid waste minimization and diversion operations in Isabella County, a guide to responsible waste management and a call to action for sustainability advancement, all reinforcing guiding principles of *Recycling is Elementary*.
- Competition information and inspirational signage for participating schools
- CMU-themed recycling receptacles labeled with the four different types of focus materials
- Competition awards for participants, created by Michigan Recycle Coalition (MRC)

Program implementation materials

e. *Recycling is Elementary* is a new and innovative program for Isabella County designed to enhance recycling efforts, increase community cohesion and stimulate economic prosperity. By incorporating the key elements of service learning through the duration of the initial program, *Recycling is Elementary* will yield quantifiable positive results. Engaging children in investigation, preparation, inspiring a call to action, empowering an outlet to act, praise-based showcasing and evaluation, as it pertains to waste minimization and diversion is an effective approach in stimulating long-term recycling commitment in participating schools, as well as the greater Isabella County area.

f. All printed marketing and educational materials will be created by University Communications and CMU Printing Services. The final award placards that will be created by the MRC.

Printing Services home page reads: As a part of Central Michigan University, Printing Services is proud to serve the printing needs of the faculty, staff, students, departments, and campus organizations at CMU. As a member of the CMU community, we offer competitive rates that in turn help support the educational mission of the university. Customer satisfaction is our number one priority. This is reflected in our prices, the quality of our work and in the many services we offer to you, our customers. Careful consideration of sustainable practices is involved in everything that we do. We understand the importance of setting sustainable standards.

University Communications homepage reads:

The University Communications office promotes CMU through strategic communications – print and online. We're here to assist you with promotion materials and to help you reach the right audience for your news. Let us know how we can help. Services to you include: Branding, Collateral & Publications, Executive Communications, Graphic Design and Licensing, Integrated Marketing, Internal Communications, Photography, Public Relations, Reputation & Issues Management, Social & New Media Strategy, Videography

g. Educational handouts, posters and recycling bins will be distributed on the initial visit to each school. At the commencement of the inter-school competition, bulk recycling containers will be delivered to each location by the ICMRF. Throughout the academic year, additional educational materials generated by CMU students for special events, demos and workshops will be distributed to the schools.

h. Outreach will be ongoing, over the period of one academic year. During the beginning of the academic year, preliminary curriculum will be implemented by CMU in conjunction with the Great Lakes Institute for Sustainable Systems (GLISS). Thereafter, competition updates, educational workshops and demos, special events and media coverage will be utilized to maintain an enthusiastic and visible presence within the school system.

i. Central Michigan University is partnering with ICMRF. Support will also be provided by CMU Facilities Management (FM), as well as the GLISS. FM will provide collection bins and operational support for the program, while GLISS will provide the developmental and implementation outreach and educational support. Each department plays an integral role in the success of the ICMRF's *Recycling is Elementary*, and have committed to supporting the program. *Please see attached letter of support at the end of this document*

j. Within the framework of *Recycling is Elementary*, agreements are in place to ensure commitment to institutionalizing recycling programs at five Isabella County Elementary Schools. Throughout the year, participating schools will gather provided materials, knowledge and skills necessary to continue the program after the initial one-year timeframe. Marketing, educational and inspirational multimedia products, developed over the course of the program, will be transferred to all participants for use in following years. Continued support from engaged CMU students, will provide facilitation for the program, as well as an avenue for program refinement and improvement.

Bulk recycling containers will be removed after the end of the initial program timeframe. However, as a part of the initial program, a template for a request of funding, through the Saginaw-Chippewa Indian Tribe 2% Revenue Sharing Program, will be drafted and provided to participating schools. The Saginaw-Chippewa Indian Tribe focuses on requests that align directly with the overall goals and objectives of *Recycling is Elementary*.

The Isabella County Materials Recovery Facility will provide matching funds at 30%, contributing a total of \$3,000.00 towards *Recycling is Elementary*.

1. The Recycle Michigan logo will be displayed on all materials generated for the *Recycling is Elementary* program, in addition to the competition awards. As every participating school will receive a plaque, large Michigan Recycles signage will be permanently displayed in participating schools. The DEQ Recyclesearch link will also be included on all generated materials. Furthermore, Recyclesearch will be incorporated into program curriculum in order to expose community members to specific resources for recycling different materials.

5. Evaluation: Evaluation of *Recycling is Elementary* will be both formative and summative. As the program is being developed and implemented, administrative observation and communication will act as a formative tool to make adjustments in areas of weakness. From a summative outlook, success will be defined and measured, using quantitative and qualitative data. The specifications are detailed below.

Baseline Data:

The State of Michigan has a current materials recovery rate of 15%, with the goal of doubling that rate to 30%, currently. *Recycling is Elementary* aims to model current state initiatives. *Recycling is Elementary* will conduct a two week survey to verify individual school baseline data at the beginning of the program and will seek to double the baseline diversion rate

Relevant and measurable data:

- Pass out 5,000 take-home pieces of educational materials
- Double diversion rates in all participating schools
- Comparative analysis of contamination rates over the course of the academic year

6. Evaluated results of *Recycling is Elementary* will be utilized in numerous ways. Data regarding weights, diversion rates and contamination trends will be used to determine the rankings of the participating schools. This informs how the Michigan Recycles award plaques will be distributed. An overall assessment of program results will be employed to gauge justification for advancing *Recycling is Elementary* as a model program for other school levels and in other Counties. Additionally, all results will be documented through the generation of a promotional program video to be distributed to ICMRF, Mt. Pleasant Public Schools, CMU and the DEQ for outreach and education.

Work Plan:

1. Assembly & Educational Curriculum Development: Mr. Thomas Rohrer, Director of GLISS is responsible for coordinating student and faculty efforts. A steering team will be established and research and development of the assembly's curriculum will follow the guiding principles as stated in the program description.

Educational Pamphlets: Mr. Rohrer will oversee the procurement of the educational pamphlets. Immediately after grant approval, development of a tri-fold educational handout and posters will begin. Collaboration between ICMRF, FM, GLISS and university communications will yield professional grade outreach material.

Multimedia Promotional Tools: Mr. Rohrer will coordinate efforts between academic depts to recruit students to create promotional tools and reflective spotlight promotions for *Recycling is Elementary*.

Signage & Receptacles: Mr. Jay Kahn, Director of Facility Operations, will be responsible for working with the CMU sign shop to design program signage and recycling bins. Mr. Kahn will coordinate with necessary vendors to obtain bins for decaling. The CMU Facilities Sign Shop will then fabricate all necessary signage and bin graphics.

2. Competition Operations: Mr. Kahn and Mr. Jake Borton, Director of ICMRF will manage all operational aspects of the program competition including the procurement and placement of large bulk recycling containers, as well as the recovery maintenance of the containers.

Program Education Implementation: Mr. Rohrer will coordinate efforts to utilize students and faculty to facilitate outreach and educational components of the program and competition. Recruitment and training of selected individuals will ensure effective facilitation of the program curriculum.

Multimedia Promotional Tools: Promotional tools such as videos and radio ads, made throughout the duration of the program, will be disseminated by GLISS, FM, ICMRF as well as Mt. Pleasant Public Schools.

3. Quarterly Progress Reports: Mr. Kahn and the Sustainability Advancement Graduate Assistant will complete these reports.

Timeline:

- Program and materials development stage: May-July 31st, 2017
 - All materials will be purchased during this time, excluding miscellaneous materials to be purchased throughout the program
- Initial outreach into Schools: Aug 1st, 2017
- Bulk recycling container placement: Before kickoff event, 2017
- Assembly and Kickoff Event: Beginning of elementary academic school year; independently scheduled with schools: Aug-Sept., 2017
- Quarterly progress report 1: September 15th, 2017
- Quarterly progress report 2: December 15th, 2017
- Quarterly progress report 3: March 15th, 2018
- Quarterly progress report: June 15th, 2018
- Ongoing programming, multimedia tools development and rally: 2017/18 Academic year
- Awards ceremony and program wrap-up: June (dates to be determined), 2018
- Submit reimbursement request: June 30th, 2018
- Final report submission: August 31st, 2018

Budget:

Recycling is Elementary, requires materials generated from grant funding, in order to come to fruition within Isabella County schools. CMU's Printing Services and University Communications departments will be contracted to develop the brochures, posters and signage for the program. Once these materials are designed, CMU's Printing Services will fabricate the aforementioned. CMU's Printing Services practices GREEN PRINTING PROCEDURES. All materials will be printed on recycled content paper, using soy-based eco-friendly ink and be double sided when applicable. Please see attached budget forms for an itemized description of associated costs.

Facilities Management at CMU will be responsible for procuring the decal recycle bins. These 65 gallon, maroon and gold bins will have the Recycling is Elementary logo, CMU's logo, the Recycle Michigan logo, as well as the link to recyclesearch displayed across their surface. Please see attached budget forms for an itemized description of associated costs.

Once the competition portion of *Recycling is Elementary*, has come to an end, each school will be awarded with a Recycle, Michigan sign. The winner will receive a 30X30 sign, the two runner ups will receive a 24X24 sign and the last place school will receive an 18X18 sign. These signs will be purchased through the Michigan Recycling Coalition. Please see attached budget forms for an itemized description of associated costs.

In order to implement Recycling is Elementary, the ICMRF and CMU will need materials such as: dry erase markers, pens, pencils, assembly materials, programming materials and props and items of the like. Please see attached budget forms for an itemized description of associated costs.

**Department of Environmental Quality
Recycling Education Grant Application Budget Form**

Line Item No.	Budget Line Item Description	Quantity	Unit Price	Budget Amount
	Materials Design	1	\$ 20/hr	\$ 20.00
	Brochure	5,000	\$.18	\$ 900.00
	Poster	100	\$.80	\$ 80.00
	Signage	500ft ²	\$ 6.00/ft ²	\$ 3,000.00
	Decaled Recycle Bin	50	\$ 100.00	\$ 5,000.00
	Recycle, MI 30X30	1	\$ 90.00	\$ 90.00
	Recycle, MI 24X24	2	\$ 65.00	\$ 130.00
	Recycle, MI 18X18	2	\$ 40.00	\$ 80.00
	Prjgm Implementation	1	\$	\$ 620.00
	Materials		Total Grant Budget	\$ 10,000.00

Grant Amount Requested	Local Match Amount	Total Grant Budget
\$ 7,000.00	\$ 3,000.00	\$ 10,000.00

The local match amount must equal at least 25% of the total grant budget. The local match amount can be greater than 25% of the total grant budget. The grant amount requested cannot exceed \$10,000 for local projects or \$25,000 for regional projects.

Examples:

- For a local project, if the total grant budget is \$10,000, the grant amount requested would be \$7,500 and the local match amount would be \$2,500.
- For a regional project, if the total grant budget is \$25,000, the grant amount requested would be \$18,750 and the local match amount would be \$6,250.

In both examples, the applicant could provide more than the required local match amount.

- For a local project, if the total grant budget is \$20,000, the local match amount would have to be at least \$10,000 since the maximum grant amount requested cannot exceed \$10,000.
- For a regional project, if the total grant budget is \$50,000, the local match amount would have to be at least \$25,000 since the maximum grant amount requested cannot exceed \$25,000.



CENTRAL MICHIGAN
UNIVERSITY

March 17, 2017
Solid Waste Section
Waste Management and Radiological Protection Division
Department of Environmental Quality
P.O. Box 30241
Lansing, Michigan 48909-7741

Dear Ma'am / Sir,

Central Michigan University's Facilities Management department enthusiastically supports the Isabella County Materials Recovery Facility (ICMRF) and the implementation of the *Recycling is Elementary* program. Through increased collaboration, community presence, innovative outreach and education programs, the ICMRF, in conjunction with Central Michigan University, will have the opportunity to positively impact Isabella County Schools. We are committed to providing the following support to *Recycling is Elementary*:

- Donation of recycling collection bins and materials for the duration of the year-long program
- Coordination of recycling bin collection operations in conjunction with ICMRF
- Quarterly progress reports
- Support and coordination for the design and development of all signage for the *Recycling is Elementary* program

Over the past year, CMU has increased recycling by almost 100 tons. This increase in recycling comes from dedication to operational efficiency, outreach and education. Institutionalizing recycling programs within Isabella County schools will ensure the advancement of sustainable practices in our community and in the State of Michigan. CMU's Facilities Management department is committed to collaborating with the ICMRF and Isabella County schools to implement the *Recycling is Elementary* program.

Sincerely,

A handwritten signature in black ink, appearing to read 'Jonathan D. Webb'.

Jonathan D. Webb
Associate Vice President, Facilities Management
Central Michigan University

Facilities Management
Mt. Pleasant, Michigan 48859
Phone: (989) 774-7473