

# PROJECT GRANT APPLICATION Form

Pursuant to Rhode Island Resource Recovery Corporation’s Municipal Grant Policy, municipalities must use this form to apply for a project-based grant, utilizing separate forms for each project request. Please refer to the [Municipal Grant Policy](http://www.rirrc.org/municipal-officials-haulers/municipal-officials/grant-program) for detailed considerations, matching requirements and submittal instructions. When submitting the application, attach other relevant information including quotes from vendors, product specifications and/or pictures.

## MUNICIPAL INFORMATION

Applicant Name: Sally Smith Position: Director of Public Works Date: 6/22/2021

Department of: Public Works City/Town of: Pleasantville

Project Manager Name & Title: Mike Richards, Recycling Coordinator

Project Manager Email Address: Enter e-mail address Phone Number: Enter phone number

## GRANT FUNDS REQUESTED

Fiscal Year & Grant Cycle: FY22 - 1 Total Project Cost: $8,745.00

Grant Funds Requested: $4,372.50

## PROJECT PROPOSAL

Project Title: Pleasantville Recycling Mailer & Resident Education Project

### Project Need

*In the space provided below explain the problem or issue the project is trying to address.*

There is a need to remind all Pleasantville residents of what’s accepted in RI’s mixed recycling program and local diversion opportunities through a mailer to all households. Residents here are decent recyclers, but it’s clear from the phone calls we receive at DPW that residents need to get the four basic categories of accepted recycling materials committed to memory. The town and residents could benefit from prevent future rejected loads, which would save our town money and space in the Central Landfill. We’ve had 10 rejected loads in FY21.

Additionally, Pleasantville uses social media to get information out to residents, but it’s often not enough with the algorithm only reaching a small percentage of residents who follow our accounts, if they are even on social media at all. Another portion of the calls coming into our office are proper disposal questions for large items and what are perceived to be hard to recycle items, most of which we accept at our recycling center.

Project Description

*In the space provided below describe in detail how the proposed project will meet the identified need*.

The solution to reaching all Pleasantville residents is to print and mail a tri-fold, self-mailing brochure through every door direct mail. We also include 8.5 x 5.5 mixed recycling magnet. Residents still call and ask for magnets and cite the one from the 2012 the statewide mailer. It will be on refrigerators for years to come! Additionally, it has been several years since we’ve been able to send a mailer to residents due to budget constraints. The town council is supportive of the mailer after the math was done on the cost of the 10 rejected loads, which was approximately $5,000 in tipping fees and rejected load reload fees.

We anticipate that the finished, folded mailer will be 9 x 6 in size. Our selected vendor, ABC Printing & Mailing Services, Inc., will print the mailer, magnets, provide postage and also provide light graphic design and layout services. This company, located in the adjacent community of Quahog, provided the lowest quote for the whole project, per our purchasing policies. Here is the preliminary layout of the mailer:
--Inside panels: Two of the panels will be the basic mixed recycling guidelines with the bottom portion customized for Pleasantville by Resource Recovery, including our town seal and recycling cart information. The basic guideline will add the mission-critical list of “don’ts” to enforce the included magnet. The third panel will be a call to Pleasantville residents to commit the basics categories to memory and apply them in good faith. Another call to action will be a “keep this on your fridge!” message. For further questions, it will encourage residents to search the A-Z list or to call the DPW office.
--Outside panels: the middle panel will be the address. The flap that will tuck inside first will have link the large item pickup information to the recycling center, listing the hours and materials accepted. The other outside flap will be a call for residents to recycle right because if they don’t, loads of recycling can be rejected, which costs our town money.

When we’ve sent mailers in the past, many residents said they didn’t receive one. To help make sure they notice it in their mailbox, we will promote it leading up to the mailer going out. In-house staff will create a press release, submit a letter to the editor in the Pleasantville Press, place a half page full color ad in the Pleasantville Press of the mixed recycling guidelines and promote on our social media channels, including four boosted posts. We’ll also have 500 extra mailers and 1,000 extra magnets printed to keep on hand in the DPW office and at town hall.

Expected Results and Performance Measures

*Document in the space provided below the specific performance measures that will be used in gauging the success of the project (e.g. who will benefit, how many people will participate, percent of population educated, pounds of waste diverted, changes to recycling and or load rejection rates, etc.).*

The mailer will benefit 5,000 households in Pleasantville, the Town of Pleasantville and Resource Recovery. Residents will be more informed as to what’s accepted in RI’s mixed recycling program, what to do with other items like large/bulky items and materials accepted at the recycling center. Most importantly, it will create some goodwill with residents who will be THRILLED to receive the magnet! The town will benefit by the informed residents by saving money on rejected loads and seeing a decrease in phone calls. We’ll also see an increase use of our recycling facility, savings from tons be diverted from the landfill and an increase in our diversion rate. Resource Recovery will benefit by receiving and accepting more good recycling tons from Pleasantville which saves the MRF money, and landfill space will be saved with more tons diverted from the waste stream.

### Project Schedule

*Provide a detailed schedule including the anticipated start and end dates as well as quarterly benchmarks and milestones. In determining the anticipated start date, keep in mind that all grant applications are subject to review and approval by the Board of Commissioners at a scheduled meeting. In determining quarterly benchmarks and milestones, use the first quarterly report due date as the first quarter (December 30 for Cycle 1 grants, June 30 for Cycle 2 grants).*

Anticipated Start Date: 9/1/2021 Anticipated End Date: 6/30/2022

#### Benchmarks and Milestones by Quarter:

Quarter 1 (by 12/31/21): Immediately after the grant is approved, we’ll write the text for the mailer and work with ABC Printing & Mailing Services, Inc. on the layout. Also work with Resource Recovery for the custom basic guidelines and magnet file to send to ABC. Household counts will be confirmed for final postage cost. Before final draft of mailer is solidified, send to Resource Recovery for a content check. By mid-November, ad will be placed for early-December in the newspaper. A press release will be sent out for late-November. Social media content will be posted for three weeks leading up to the mailer and one week after. The goal is to have the mailer sent to residents by mid-December. We anticipate requesting reimbursement by the end of the quarter.
At the end of Quarter 2 (by 3/30/21) and Quarter 3 (by 6/30/21), we will track the number of rejected loads, tons recycled, disposed of as MSW, tons of materials diverted and anecdotally, resident feedback and report on the results.

### Project Budget

*Please complete the budget worksheet below and provide a narrative explaining any items that have not been previously addressed. Hyperlinks to specific items that are intended to be purchased are appreciated.*

| **ITEM** | **VENDOR** | **QTY** | **UNIT PRICE** | **TOTAL PRICE** | **GRANT FUNDS REQUESTED** |
| --- | --- | --- | --- | --- | --- |
| 5,000 tri-fold mailer, 9” x 6” | ABC Printing & Mailing Services, Inc. | 5,500 | $0.35 | $1,925.00 | $962.50 |
| Postage | ABC Printing & Mailing Services, Inc. | 5,000 | $0.40 | $2,000.00 | $1,000.00 |
| Tri-fold mailer layout design | ABC Printing & Mailing Services, Inc. | 5 | $100.00 | $500.00 | $250.00 |
| 8.5” x 5.5” mixed recycling magnets | ABC Printing & Mailing Services, Inc. | 6,000 | $0.65 | $3,900.00 | $1,950.00 |
| Full color, half page ad | Pleasantville Press | 1 | $400.00 | $400.00 | $200.00 |
| Boosted posts | Facebook | 4 | $5.00 | $20.00 | $10.00 |
|   |   |   |   |   |   |
|   |   |   |   |   |   |
| **TOTALS** | **PROJECT COST** | **GRANT REQUEST** |
|  | $8,745.00 | $4,372.50 |

#### Provide additional budget narrative or hyperlinks below:

We have attached the quote from ABC Printing & Mailing Services, Inc. You’ll notice that they anticipate that it will take no longer than of 5 hours to complete the layout design of the mailer. The actual amount to be reimbursed at the project’s completion may be less.