



Alachua County, Florida
Solid Waste & Resource Recovery
Gus Olmos, Director
County Administration Building, Gainesville, FL 32601

PROPOSAL DOCUMENT REPORT

RFA No. RFA 22-333-MM

Waste Reduction Grant

RESPONSE DEADLINE: June 22, 2022 at 2:00 pm

Report Generated: Wednesday, July 6, 2022

Keep Alachua County Beautiful, Inc. Proposal

CONTACT INFORMATION

Company:

Keep Alachua County Beautiful, Inc.

Email:

keepalachuacountybeautiful@gmail.com

Contact:

Gina Hawkins

Address:

211 SW 4th Ave., Suite 1
Gainesville, FL 32601

Phone:

(352) 371-9444

Website:

<https://www.kacb.org/>

Submission Date:

Jun 22, 2022 12:24 PM

ADDENDA CONFIRMATION

Addendum #1

Confirmed Jun 22, 2022 11:58 AM by Gina Hawkins

QUESTIONNAIRE

1. Acknowledge that you have reviewed all Addendum(s) issued with this solicitation.*

Confirmed

***Please Note:** Responses to this question may be publicly displayed after the due date has passed.*

2. Alachua County Government Minimum Wage*

Select which option that apply

Employees involved with Alachua County projects are paid a minimum of \$17.00 hourly or the current prevailing wage but are not provided health benefits

***Please Note:** Responses to this question may be publicly displayed after the due date has passed.*

3. Drug Free Workplace*

In accordance with §287.087, Florida Statute

Do you certify that you meet the following:

1. Publish a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession or use of a controlled substance is prohibited in the workplace and specifying the actions that will be taken against employees for violations of such prohibition.

2. Inform employees about the dangers of drug abuse in the workplace, the business's policy of maintaining a drug-free workplace, any available drug counseling, rehabilitation, and employee assistance programs, and the penalties that may be imposed upon employees for drug abuse violations.
3. Give each employee engaged in providing the commodities or contractual services that are under bid a copy of the statement specified in subsection (1).
4. In the statement specified in subsection (1), notify the employees that, as a condition of working on the commodities or contractual services that are under bid, the employee will abide by the terms of the statement and will notify the employer of any conviction of, or plea of guilty or nolo contendere to, any violation of Chapter 1893 or of any controlled substance law of the United States or any state, for a violation occurring in the workplace no later than five (5) days after such conviction.
5. Impose a sanction on, or require the satisfactory participation in a drug abuse assistance or rehabilitation program if such is available in the employee's community, by any employee who is so convicted.
6. Make a good faith effort to continue to maintain a drug-free workplace through implementation of this section.

As the person authorized to sign the statement, I certify that this firm complies fully with the above requirements.

Yes

Please Note: Responses to this question may be publicly displayed after the due date has passed.

4. Conflict of Interest*

The bidder certifies that to the best of his knowledge or belief, no elected/appointed official or employee of the County is financially interested, directly or indirectly, in the purchase of the goods or services specified on this order. (Select yes, if there is no conflict of interest)

Confirmed

Please Note: Responses to this question may be publicly displayed after the due date has passed.

5. You have reviewed and completed all the required submittal requirements..*

Confirmed

Please Note: Responses to this question may be publicly displayed after the due date has passed.

6. Waste Reduction Grant Application

On April 12, 2022 the Alachua County Board of County Commissioners approved the creation of a Waste Reduction Grant program to be administered by the Solid Waste and Resource Recovery Department. The purpose of this grant is to create, or enhance, Waste Reduction activities by the non-governmental, non-profit and for-profit sector for the benefit of Alachua County. Grant proposals will be evaluated based on criteria including, but not limited to, the amount of solid waste diverted from the landfill, the ability of the Waste Reduction activities to continue when the grant is exhausted, and the activity's alignment with the County's Waste Reduction goals as approved in the County's Zero Waste Plan. The maximum award for a Waste Reduction Grant is \$40,000.00.

Recipients of a Waste Reduction Grant from Alachua County will be required to provide quarterly reports to Alachua County detailing the progress of the activities supported by the grant, the tons of waste diverted and a summary of the activities undertaken in support of the Waste Reduction activity proposed in this application.

APPLICANT INFORMATION*

Name of Entity: _____

Address: _____

Phone Number: _____

Primary Contact Name/Title: _____

Entity Federal Employer Identification Number (FEIN): _____

Name of Entity: Keep Alachua County Beautiful, Inc.

Address: 211 SW 4th Avenue Suite 1, Gainesville, FL 32601

Phone Number: 352.371.9444

Primary Contact Name/Title: Gina Hawkins, Executive Director

Entity Federal Employer Identification Number (FEIN): 59-3078627

IS THE ENTITY APPLYING A NON-GOVERNMENTAL NON-PROFIT OR FOR-PROFIT ENTITY REGISTERED IN, AND IN GOOD STANDING WITH, THE STATE OF FLORIDA? *

Eligibility

Yes

DOES THE ENTITY APPLYING HAVE A BUSINESS ADDRESS LOCATED IN ALACHUA COUNTY, FL?*

Eligibility

Yes

IS THE ENTITY APPLYING INVOLVED IN ONE OF THE BELOW ACTIVITIES? *

Proposals that include the use of tires, plastics or plastic derived materials as a fuel source or as feedstock for a waste to energy facility are not eligible to receive funding.

Reuse / Repair

Food Waste Composting

Recycling

Research

Education and Outreach

Other Waste Reduction activities as recommended in the County's Zero Waste Plan

PROVIDE A DETAILED DESCRIPTION OF THE WASTE REDUCTION ACTIVITIES FOR WHICH GRANT FUNDS ARE BEING REQUESTED.*

Waste Reduction Activities Description

Title: Litter Reduction Task Force Project

Keep Alachua County Beautiful will hire a new employee to coordinate an Alachua County Litter Reduction Task Force. The Litter Reduction Task Force will follow a similar model to Marion County and will research Alachua County's litter problem and propose ideas to beautify the county and promote better waste disposal practices. The task force will have seven voting members: five representatives selected by each member on the Board of Alachua County Commissioners, as well as one representative each from the Alachua County Sheriff's Office and Alachua County School Board. One county commissioner will serve as the Litter Task Force Facilitator. Advisory members will be comprised of officials from interested public agencies, such as but not limited to:

University of Florida

Florida Fish and Wildlife Conservation Commission

City of Gainesville

Greater Gainesville Area Chamber of Commerce

Alachua County Code Administration

Florida Department of Transportation

Visit Gainesville

Alachua County Public Works

City of Gainesville Public Works

Alachua County Solid Waste and Resource Recovery

City of Gainesville Solid Waste

Gainesville Regional Utilities

Alachua County Environmental Protection

The KACB employee will be responsible for reaching out to stakeholder groups, coordinating meeting times and location, and recording meeting minutes. Five subcommittees will be formed to streamline task force activities: 1) Community Education; 2) Community Outreach; 3) Enforcement; 4) Fiscal; and 5) Marketing. Committee chairs will be task force members that are experienced

in these disciplines. The Task Force will research the extent of the county's litter problem, and their findings and proposed solutions will be outlined in a report that will be sent to the Alachua County Board of County Commissioners.

Goal 1: Mobilize the community to reduce litter and illegal dumping in Alachua County, protecting its natural resources and improving sanitary conditions for county residents.

Objective 1: Develop funding for an advertisement campaign that will stir up community awareness and encourage involvement.

Goal 2: Instill and maintain a litter prevention mindset and behavior into Alachua County residents.

Objective 1: Introduce strict anti-litter ordinances and heavier fines to discourage littering. These ordinances will be adopted and enforced by state, county and municipal officials as appropriate.

Objective 2: Design an after-school youth education program to spread and develop litter prevention beliefs within future generations.

Goal 3: Enhance perceptions of a clean, beautiful Alachua County.

Objective 1: Update the public on progress and future plans with a website and social media posts.

Objective 2: Record meeting minutes summarizing each meeting for uploading to the Alachua County website for public availability.

Objective 3: Social media posts will be completed weekly to show and inspire cleanup efforts, community involvement, and improved aesthetic qualities.

Goal 4: Develop a litter prevention program that is economically sustainable and operates efficiently.

Objective 1: Design a plan for continuing the KACB UTV Roadside Cleanup Program past the pilot stage.

Objective 2: Boost Adopt-A-Road participation to save county money on cleanup efforts.

HOW MANY TONS OF SOLID WASTE ARE ESTIMATED TO BE DIVERTED FROM THE LANDFILL BY THESE WASTE REDUCTION ACTIVITIES ON AN ANNUAL BASIS? IF MORE THAN ONE TYPE OF WASTE (E.G. FOOD WASTE, C&D MATERIALS, RECYCLABLES, ETC.) WILL BE DIVERTED, PLEASE PROVIDE TONNAGES FOR EACH TYPE.*

Waste Reduction Activities Description

While the immediate efforts of the Alachua County Litter Task Force prioritize litter prevention, the committee will use marketing and education programs to change the culture of Alachua County and reduce waste in the long-term. The Community Education Committee will be responsible for developing an after-school program that will teach Alachua County youth about the lifecycle of solid waste in the county, the human and environmental dangers of waste, and the advantages of waste reduction. The youth will be educated on recycling and composting to divert food waste and recyclables from the landfill.

The Community Outreach and Marketing Committees will be tasked with planning an advertising campaign to notify Alachua County residents of the Task Force's goals. The campaign will include TV, social media, and newspaper advertisements to target as broad an audience as possible. Advertising efforts will primarily focus on litter prevention and reduction, while also advising residents on how to improve recycling and composting rates.

The efforts of the public advertisement campaign and the youth education programs will target long-term reduction of food waste and recyclables from entering the landfill. Within the first five years of program launch, we estimate the county will achieve 10% diversion of food waste (2,485 tons) through compost efforts. Task Force efforts will also tackle recyclables such as yard waste, aluminum cans, glass, and corrugated cardboard. We estimate that Alachua County will achieve a 40% landfill diversion rate for yard waste (61,598 tons), 50% for aluminum cans (534 tons), 60% for glass (4,616), and 80% for corrugated cardboard (32,174 tons) five years after the program start.

PROVIDE AN ESTIMATED TIMELINE FOR THE IMPLEMENTATION OF THESE WASTE REDUCTION ACTIVITIES.*

Waste Reduction Activities Description

The Alachua County Litter Task Force is a long-term program that will continually work towards beautifying Alachua County and alter the culture and behavior of county residents towards littering. The Task Force will be charged with submitting a report to the Board of County Commissioners that details its findings and ideas. The following is an estimated timeline of the first year of the Task Force's existence:

Month 1-3:

The KACB employee will reach out to stakeholder agencies to inform them of the Task Force and have them recommend a representative that will be tasked with attending meetings. The Alachua County Commission will appoint members of the Task Force.

Month 4-6:

The first meetings of the Task Force will take place. Members will come up with a short list of slogans and mascots to spread awareness of the litter problem. Members will begin appointing Committee chairs. Committees will begin researching their respective areas and start drafting a report that will summarize their findings and recommendations.

Month 7-9:

Committee chairs will update the Alachua County Commission on initial findings and recommendations. Slogan and mascots for the Task Force will be selected.

Month 10-12:

Committee chairs will wrap up their research and submit a final report to the Board of County Commissioners.

PROVIDE A BUSINESS PLAN WHICH INCLUDES INFORMATION ABOUT HOW THESE WASTE REDUCTION ACTIVITIES CAN SUSTAIN THEMSELVES BEYOND THE LIFE OF THE GRANT.*

Upload PDF Formatted Business Plan

Business_Plan_-_KACB_Litter_Reduction_Task_Force.pdf

IF THE WASTE REDUCTION ACTIVITIES FOR WHICH GRANT FUNDS ARE BEING REQUESTED WILL REQUIRE FUNDING OUTSIDE OF THE WASTE REDUCTION GRANT IN ORDER TO BECOME VIABLE, PLEASE DETAIL HOW THE ADDITIONAL FUNDING WILL BE ACQUIRED AND WHETHER OR NOT THE ADDITIONAL FUNDING HAS ALREADY BEEN SECURED.

Additional Funding Detail

For the past 30 years, Keep Alachua County Beautiful has worked to educate, empower, and energize the local community in improving aesthetics and preserving the natural resources of Alachua County. KACB was established in 1991, and since then it has regularly received more than \$100,000 annually from public agencies (city, county, and state governments) and private foundations including UPS, Clay Electric, Weyerhaeuser, Lowe's, Altria, and Keep America Beautiful.

KACB has used these funds to support hundreds of community projects over the years. For example, KACB has established five community gardens through grant funding and continues to expand and maintain the gardens for the communities. Additionally, KACB utilizes a long-standing partnership with the South West Advocacy Group in order to implement an after-school environmental educational program for elementary school-aged children. KACB staff and volunteers also remove graffiti and litter on a daily basis,

seven days each week. Beautification projects including tree planting, mural painting, invasive plant removal, and the restoration of cemeteries and other historical sites are completed on a weekly basis.

KACB has seen profound success with its prior litter cleanup efforts. Most notable is our signature Great American Cleanup event, the largest volunteer effort in Alachua County. The GAC is hosted all year long and brings together thousands of local community members to help eliminate litter, graffiti, and other blight. KACB has hosted the GAC for the past 29 years, where we have consistently engaged 3,000 to 5,000 volunteers during recent events, providing 1,498 hours of community service in 2022 alone. An annual cleanup and volunteer appreciation day is hosted annually, too.

Over the past year alone (June 2021 through June 2022), volunteers have provided over 13,000 hours of service towards litter cleanup. Additionally, each semester KACB enlists the help of five to ten undergraduate and graduate interns from the University of Florida and Santa Fe College who assist in the creation, implementation and continued support of KACB projects and interests. These staff and interns implement the following programs: a litter prevention social media and membership campaign; the Adopt A Road program; the Cigarette Litter Prevention Program; waterways cleanups; twice weekly “after hours” downtown summer cleanups; after-school environmental education at community centers; promotion of energy conservation, water conservation, proper household hazardous waste disposal, invasive species eradication, recycling, waste prevention, and more.

While no additional funding has been secured specifically for this grant, we intend to work with stakeholders such as the University of Florida, City of Gainesville, Florida Department of Transportation, U.S. and Florida Fish and Wildlife Commissions, Visit Gainesville, and Alachua County to secure additional funding. Additionally, with the more than \$100,000 awarded annually to KACB by public agencies (city, county, and state governments) and private foundations including UPS, Clay Electric, Weyerhaeuser, Lowe’s, Altria, and Keep America Beautiful, KACB can leverage additional funds and materials necessary for the success of this project from other private foundations and sponsors..

PROVIDE A DETAILED RESPONSE TO HOW THESE SOLID WASTE REDUCTION ACTIVITIES ALIGNS WITH THE ALACHUA COUNTY ZERO WASTE PLAN.*

Waste Reduction Activities Description

The Alachua County Zero Waste Plan outlines strategies to reduce waste, improve the circular economy, and set the community on a path towards reaching their objectives. The implementation of the Litter Task Force and their subsequent efforts will support these strategies. The goals of the public advertisement campaign and the youth education programs are to educate on waste and litter

reduction and sustainability, which will reduce waste in Alachua County and improve our circular economy in the future. Additionally, these efforts intend to align with Alachua County's definition of zero waste, in order to display consistency in the messages sent to the public and maximize effectiveness.

Furthermore, this litter task force will support the five guiding principles outlined in the Zero Waste Strategy Report. The committee coordinator and youth educators will be local residents, fostering job growth and supporting local resources. Additional support will be provided by KACB and other local organizations, fostering networking opportunities and a line of effective communication. This communication provides opportunities for creative ideas as well as a means to emphasize and support upstream solutions. All planned efforts from the Litter Task Force and its sister Roadside Cleanup Program intend to use local resources for personnel, education, marketing and waste disposal. Lastly, each of the Litter Task Force's individual goals ultimately supports overarching efforts to mitigate climate change, as well as address environmental injustices, and create equity of service.

Phase One of the Alachua County Zero Waste Plan outlines the need for policies and infrastructure for capturing organic materials. Goals of the Litter Task Force include introducing strict anti-litter ordinances and heavier fines to discourage littering, enforcement of these ordinances by state, county or municipal officials as appropriate, and educating the public on composting and sustainability through promotional materials and youth education programs. Phase Two includes building upon the initial strategies outlined in Phase One, and the Litter Task force will continue to grow our education efforts in order to further prevent materials from unnecessarily ending up in a landfill.

WHAT IS THE TOTAL AMOUNT REQUESTED BY THE ENTITY THROUGH THIS GRANT APPLICATION? PLEASE INCLUDE A DETAILED BREAKDOWN OF HOW THE FUNDS POTENTIALLY PROVIDED THROUGH THIS GRANT WOULD BE USED.*

Example:

Total Request = \$40,000.00

1. Salaries = \$12,500.00 – Position title(s)
2. Equipment = \$15,000.00 – Equipment information
3. Supplies = \$10,000.00 – Supplies information
4. Promotional materials = \$2,500.00 – Promotional materials information

Total Request = \$40,000.00

1. Salaries = \$13,536.00

Committee Coordinator:

0.25 FTE * (40,000 \$/year) = \$10,000

Youth Environmental Educators:

(4 teachers) * (17 dollars/hour) * (1 center/teacher) * (1 hour/week-center) * (52 weeks) = \$3,536

Four Community Centers: Porters Community Center, Westside Park Recreation Center, Clarence R. Kelly Community Center, and the Southwest Advocacy Group Family Resource Center.

2. Promotional Materials and Advertising = \$26,464.00

Promotional materials will be largely allocated towards an advertising campaign spreading educational material promoting community awareness and encouraging community involvement, and an afterschool youth education program to spread and develop litter prevention beliefs within future generations. Both will be approached with respect to the Task Force's findings and proposals as well as the Alachua County Zero Waste Plan. This advertising campaign will include a website, social media posts, a mascot, a slogan, and marketing materials.

3. Matching Funds Support = \$21,834

Administrative and indirect costs will be provided from other grant sources. Existing public and private grant funds will be used as matching funds to afford approximately \$7,467 in staff training and administration, and \$4,367 in indirect costs (overhead) support, for a total of \$21,834 in matching funds.

IS THE APPLYING ENTITY WILLING TO ACCEPT PARTIAL FUNDING OF THEIR GRANT REQUEST IF THE SOLID WASTE AND RESOURCE RECOVERY DEPARTMENT, WHICH ADMINISTERS THIS GRANT, OPTS TO ONLY PARTIALLY FUND THE GRANT REQUEST.*

Yes

UPLOAD SUPPLEMENTAL INFORMATION (IF APPLICABLE)

Upload any supplemental information.

Suppl._Attachment_#1_Business_Plan_-_KACB_Litter_Reduction_Task_Force.pdf
Suppl._Attachment_#2_Budget_-_KACB_Litter_Reduction_Task_Force_Project.pdf

Keep Alachua County Beautiful (KACB)

Litter Reduction Task Force Project Business Plan

Identity

KACB is a non-profit with a mission to beautify, conserve resources, recycle, educate and preserve our community's environmental legacy.

Problem

Streets and roads in Alachua County are littered with solid waste that has an adverse effect on its quality of life, aesthetics, and natural resources. Alachua County is looking for trustworthy non-profit organizations that specialize in waste management.

Our solution

We are proposing a Litter Prevention Task Force, waste reduction advertising campaign, and an environmental education program. We are also proposing an UTV Roadside Pickup program to clean up four roads near the Gainesville Regional Airport four times a week. These two programs would be funded by separate grant awards from Alachua County.

Target market

We will be submitting the grant to the Alachua County Board of Commissioners in response to a Request for Applications posted by Alachua County.

The competition

We will be competing with non-governmental, non-profit, and for-profit organizations. We are confident the KACB record of community involvement on litter prevention, cleanup, recycling, and environmental education will make us stand out among our competition.

Revenue streams

KACB receives annual funding from the City of Gainesville, Alachua County, Keep America Beautiful, private foundations, businesses, and individuals to afford continued implementation of cleanup efforts including the insurance, supplies, administration, and indirect costs associated with our litter reduction and beautification efforts. Over \$100,000 has been awarded annually to KACB to implement these programs and all indications are that this funding will continue at this level. We will work to partner with stakeholders such as University of Florida, Florida Fish and Wildlife Conservation Commission, Visit Gainesville, and the Greater Gainesville Area Chamber of Commerce to receive additional funding from them to continue the program and complement the Alachua County and City of Gainesville grant funds allocated.

Marketing activities

KACB utilizes social media, a website, newsletters, individual and group presentations, educational webinars and seminars, and advertising to promote litter prevention, litter cleanup, recycling, food and yard waste, composting, beautification, graffiti prevention, and invasive plant and animal eradication.

Expenses

Employee salaries
Advertising

Team and key roles

1 Executive Director (1 FTE)
2 Maintenance Drivers for the UTV Roadside Pickup Plan (1 FTE)
1 Litter Prevention Task Force Coordinator(.25 FTE)
1 Communications Coordinator (.25 FTE)
1 Volunteer Coordinator (.25 FTE)
1 Graffiti Prevention Specialist (.5 FTE)
1 Finance Coordinator (.5 FTE)
1 Human Resources Coordinator (.25 FTE)
2 Environmental Education Specialists (.25 FTE)

Milestones

Established on August 16, 1991, KACB celebrated 30 years of service in 2021.

01/01/23: Project Start
04/01/23: Status Report
06/01/23: Status Report
10/01/23: Status Report
12/31/23: Project End

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Detailed Budget Table

Project Name: ____ KACB Litter Reduction Task Force Project _____

Organization Name: ____ Keep Alachua County Beautiful _____

Cost Line Item	Cost Element	Grant Funding Amount	KACB Funding Amount	KACB Funding Source (Cash or In-Kind)
1	Salary for Litter Reduction Task Force Coordinator	\$10,000		
2	Salary for Environmental Educators @ \$17 per hour	\$3,536		
3	Promotional Materials and Advertising	\$26,464		
4	Training and Administration		\$7,467	Cash
5	Overhead @ 25%		\$11,867	Cash
6	TOTAL Project Costs	\$40,000	\$19,334	

Basis of Estimates

Total Request = \$40,000.00

- Salaries = \$13,536.00

Litter Reduction Task Force Coordinator:

0.25 FTE * (40,000 \$/year) = \$10,000

Youth Educators:

(4 teachers) * (17 dollars/hour) * (1 center/teacher) * (1 hour/week-center) * (52 weeks) = \$3,536

Four Community Centers: Porters Community Center, Westside Park Recreation Center, Clarence R. Kelly Community Center, and the Southwest Advocacy Group Family Resource Center.

- Promotional materials = \$26,464.00

Promotional materials will be largely allocated towards an advertising campaign spreading educational material promoting community awareness and encouraging community involvement, and an afterschool youth education program to spread and develop litter prevention beliefs within future generations. Both will be approached with respect to the Task Force's findings and proposals as well as the Alachua County Zero Waste Plan. This advertising campaign will include a website, social media posts, a mascot, a slogan, and marketing materials.

- Matching Funds Support = \$19,334

Administrative and indirect costs will be provided from other grant sources. Existing public and private grant funds will be used as matching funds to afford approximately \$7,467 in staff training and administration, and \$11,867 in indirect costs (overhead) support, for a total of \$19,334 in matching funds.