

GRANT ANALYSIS FORM OPERATING & CAPITAL GRANT PROJECTS/PROGRAMS

Department/Division: Department of Public Works –Operations Division, Sanitation Section

Contact Person & Phone No: Kimberly Kujoth x5453

Category of Request

New Grant

Grant Continuation

Previous Council File No. _____

Change in Previously Approved Grant

Previous Council File No. _____

Project/Program Title: Resource Conservation Challenge Grant – Recycling with a Personal Touch

Grantor Agency: US Environmental Protection Agency

Grant Application Date: 2008

Anticipated Award Date: 2008

1. Description of Grant Project/Program (Include Target Locations and Populations):

Recycling with a Personal Touch will test the effectiveness of recycling education and outreach delivered through personal contact to motivate a change in recycling behavior that generates greater recycling participation. Recycling with a Personal Touch will target low recycling compliance routes and initiate recycling education and outreach delivered through three different methods of personal contact and measure their impact on recycling participation as measured by set-out rates.

2. Relationship to City-Wide Strategic Goals and Departmental Objectives:

Recycling with a Personal Touch aims to reduce waste generation and increase recycling participation. As recyclable materials are diverted from the waste stream, landfill disposal costs are reduced and revenues generated from recycling increase.

3. Need for Grant Funds and Impact on Other Departmental Operations (Applies only to Programs):

NA

4. Results Measurement/Progress Report (Applies only to Programs):

NA

5. Grant Period, Timetable and Program Phase-Out Plan:

One year grant period beginning January 1, 2008 through December 31, 2008.

6. Provide a list of Subgrantees:

Grant funds will be used to partner with C. Beimborn Consulting, a Milwaukee-based EBE consultant who specializes in waste reduction and recycling education. In addition, the City will also partner with Keep Greater Milwaukee Beautiful (KGMB) to conduct field-trips to the city's Material Utilization & Resource Recovery Facility. Lastly, the City will partner with local community groups that operate within the targeted recycling routes to solicit block captains and conduct a door-to-door campaign.

7. If Possible, complete Grant Budget Form and attach to back.

Attached