

# FORM A – PROPOSAL COVER SHEET

## SOLID WASTE ALTERNATIVES PROGRAM

Project Requests of \$10,000 or Less

Project Title: Iowa State University Waste Minimization and Diversion Plan Visual Efforts

Applicant Name: Steve Kohtz

Street Address: 700 Wallace Road

City/State/Zip: Ames, Iowa 50011-4013 County: Story

Mailing Address (if different): \_\_\_\_\_ PO Box: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Contact Person: Steve Kohtz

Telephone Number: 515.766.0877 Email Address: sakohtz@iastate.edu

Applicant Type:

☒ Local Government

☐ Private For Profit

☐ Private Not For Profit

Amount of Funding Requested: \$ 9,500

Amount of Applicant Cash Match Committed: \$ 2,500

Total Project Cost: \$ 12,000

OPTIONAL: Value of Other Project Related Applicant Resources \$

Identify: \_\_\_\_\_

Facility Location: Iowa State University, 700 Wallace Road, Ames, Iowa 50011-4013

Project Service Area Description: Central Campus Educational Buildings, signage around waste systems

Is the targeted solid waste currently landfilled? ☒ Yes ☐ No

Is the targeted solid waste landfilled in Iowa? ☒ Yes ☐ No

Signature:  Printed: Steven Kohtz

Title: Iowa State University Recycling Services Coordinator Date: 12/30/2022

## **FORM B – PROJECT NARRATIVE**

### **SOLID WASTE ALTERNATIVES PROGRAM**

**Project Requests of \$10,000 or Less**

#### **NOT TO EXCEED 8 PAGES OF TEXT – FOLLOW OUTLINE – USE HEADINGS**

1. Project Description • Concisely summarize the proposed project and its expected outcome.

Iowa State University prides itself on engaging, educating and empowering students, faculty and staff in a sustainable future. In 2019 President Wendy Wintersteen endorsed a Strategic Plan for Sustainability in Operations which focuses on five areas of operations, based on two primary considerations:

1. Sustaining our STARS Gold certification and striving to achieve Platinum certification.
2. Pursuing sustainability opportunities through cost-neutral measures.

The five areas of operations are: Energy, Building Operations and Maintenance, Waste Management, Water Use and Grounds Management, and Procurement.

The Strategic Plan for Sustainability in Operations serves as a guide focused on commitment to reducing carbon emissions by 50% by 2025, reducing energy consumption and applying cohesive and overarching sustainability procedures to day-to-day operations. In the Waste Minimization and Diversion part of the plan a goal has been set of diverting waste from the landfill by 85% by 2025.

Currently, on the University campus there is a volunteer option for single stream recycling. This effort has been a minor emphasis with a balanced impact. If the university can make recycling a major focus through strong visual efforts, education and empowerment, our waste diversion through recycling will become quite successful. Without a strong visual impact, education or empowerment, and intentional focus on recycling, the waste goal of 85% reduction will suffer. In applying for the SWAP Grant we are specifically focusing on diverting solid waste from the landfill by a concerted effort and means of educating and promoting visually our practice of recycling.

As mentioned, the recycling effort is voluntary. Many buildings offer opportunity to recycle, but send mixed messages. Some buildings offering very visual efforts and others lacking such visual strength. It is with this concern that Iowa State Recycling Services seeks a SWAP grant to assist in uniting this endeavour for an overall emphasis on recycling.

Iowa State University's current recycling and waste program is a bit challenged with three main factors. First, upon entering a building one does not see or notice a waste system (a set of two bins one for recycling and the second for landfill). Buildings are set with desk bins (7-10 gallon) blue recycling bins, in offices and down the hall. A 64-gallon two wheeled totter, and various waste receptacles from desk size (7-10 gallon) bins, Slim Jims (23 gallon) and 64-gallon two wheeled totter are placed happenstandly. The challenge to the system is that beyond the blue recycling bins, color coordination is lacking. The Recycling when it goes outside to the dumpster is placed in a "green" dumpster (not recycle blue). The Waste in a black desk bin is placed outside in a brown dumpster, and our compost while still new in practice is to be placed outside in a "green" bin as well. Currently outside it enters a brown bin which is marked compost. This mess of discrepancy has created a challenge to our users and often finds our recycling contaminated with waste due to the confusion of color and poor signage leading to misunderstanding, frustration, and lack of interest with our patrons, leading to sending both contaminated recycling and waste to the landfill.

With the efforts and allowance from the SWAP grant, a strong visual effort would front this project. Iowa State Recycling Services could present a strong suggested practice for our students, faculty, and staff to learn about

proper recycling and waste minimization. By offering visually appealing and graphically strong publicity, the effort for recycling will play out successfully and ensure a more poignant practice of waste minimization and diversion, which is the hypothesized conclusion of the study.

Recycling Services of Iowa State University would like to engage in a study of visual influence across the university campus. The study proposed would divide the campus up into thirds. The first third would be our base. Where nothing out of what already has been practiced would continue. The second third of the campus, would use visual influence with signage around the waste systems (a set of two bins; one for landfill and the second for recycling). Finally, the last third would be very visually bold in educating the students, faculty and staff on how to recycle using the waste systems.

The signage would play a vital role in compilation to the practice of recycling. Signage must be engaging, and meaningful without being too busy or filled with overstimulated information. This signage must be standardized and well structured and follow the ISU branding. This study would compare the three areas with hypothesis that good visual communication will support successful efforts for recycling. Once this is proven, great strides will be made across campus to make the campus a visual and successful recycling institution and within a few short years would make the goal of 85% diverted from the landfill.

Describe, type, source and amount of solid waste targeted:

Iowa State University practices recycling at this time. However, the education and understanding of recycling suffers from poor visual efforts, or mixed messages, or even poor knowledge of recycling history in Ames. Many students, faculty and staff are misinformed and need some guidance. Focus on recycling in educational buildings would take precedence in this study. Often the current recycling is contaminated by poor or lazy choices, placing food and liquids in the recycling bin. Visual signage would assist in persuading the user to recycle properly. Contamination and lack of knowledge also occurs in the faculty and staff offices, here often the landfill waste bin is preferred over the single stream recycling bin. With a visual effort from the Recycling Services, practice and recycling knowledge would be beneficial and could sway the recycled waste heading to the landfill to be properly handled and sent to the Materials Resource Facility (MRF).

Processing this material (Recycling and Waste) will be handled by Iowa State University Custodial Services, each building has a set of custodians. They will keep an eye on the recycling effort and move the waste to pick up points, collected in dumpsters and trucked to the MRF (International Paper by Waste Management) or Ames Resource Recovery Plant and eventually to Boone County Landfill. Both directions will be weighed and tallied, to show how the effort is effecting our study. Our focus is on capturing the 20% of the recycling that is currently being sent to the Ames Resource Recovery or Boone County Landfill, and redirecting it to International Paper in Ankeny, Iowa by Waste Management, Iowa State Universities Single Stream Hauler; or other means of diversion from the landfill.

Education/Promotion related:

Educational presentations will be made through tabling events and classroom drop ins where the Recycling Coordinator will touch base and refresh students, faculty, and staff about recycling and the effort to reduce through diversion. Classroom numbers for these "drop ins" would be 50+ students. Special Events would offer opportunity to speak or be in front of around 500+ students (Sustainapaloosa, February of 2023). Tabling will vary according to time and date (three tableing events are planned in the Spring Semester).

Through these opportunities awareness and recycling practice invokes an advantage to increase the recycling efforts. With the use of the SWAP Grant, public awareness will be given opportunity through visual signage, instructional signage and educational material. Faculty and Staff will have opportunity to practice recycling as

well as events like ReFresh: Parks Library personal refresh week, will focus on ways to be sustainably mindful and recycling is a major part of that. Through educational opportunities and visual signage, we are expecting to see a uptick in recycling, from 65% (current) upto or near to our goal of 85% recycling.

Along side the presentations, a short recycling training manuel will be published (online) which will offer engagement opportunities for students, faculty and staff to educate their recycling practices. A campaign in 2021 was started entitled "Boss Your Toss" teaching students faculty and staff in an engaging way of recycling practices. To enlarge the emphasis of the campagne a visual campagne across campus is needed to enlarge the effort. Printing these visuals often comes with a large price tag, which is beyond the scope of the Recycling Services Budget. Therefore additional funds are needed.

#### General:

Sustainability of this project is substantial. Once the visual project is in place, it will enhance the desire to recycle, suggest to guests on campus where and how to recycle on the Iowa State Campus or even curtail the challenge of current contamination.

Describe project participant's experience and role in developing/implementing the porposed project: Recycling Services of Iowa State University would like to engage in a study of visual influence across the university campus. The study proposed would divide the campus up into thirds. The first third would be our base; where nothing out of what already has been practiced, would continue. The second third of the campus, would use visual influence with basic informational signage around the waste systems (a set of two bins; one for landfill and the second for recycling). Finally, the last third would be very visually bold in educating the students, faculty and staff on how to recycle using the waste systems and focused on recycling.

The signage would play a vital role in compilation to the practice of recycling. Signage must be engaging, and meaningful without being too busy or filled with overstimulated information. This signage must be standardized and well structured and follow the ISU branding. This study would compare the three areas with hypothesis that good visual communication will support successful efforts for recycling. Once this is proven, great strides will be made campus wide to make the campus a visual and successful recycling institution and within a few short years, would make the goal of 85% diverted from the landfill.

#### 2. Identify projects goals and objectives and describe steps to be taken to achieve project goals and objectives.

The overall project goal is to help students faculty and staff know how to better recycle without contamination. Through strong visual messaging, education and instruction should be simple to follow and successfully lead the user to greater use of recycling bins.

This research and SWAP Grant is to assist in what information is placed on the educational and informational posters around the vacinity of the recycling bins. A research study will divide the campus into thirds. One third will be the base, A second third will be a sumdued visual emphisis, and the thrid will be a bold emphisis.

Through custodial staff observation on the recycling practices will occur. A second data point will be weights of recycling verse those of waste which will be measured at the Material Resource Facility or the Ames Resource Recovery Plant. These weights will be reported to Recycling Services and documented.

Additional work will be created through an online training manuel. This manuel will include information for the new students of campus to learn how Iowa State University Recycles. While not included in the finance report of the study, it will be a factor in the end result.

The main objective is to encourage all the communities on Iowa State University Campus to recycle wisely and with out conatmination. This will help to move our us to our goal of 85% waste diversion from the landfill.

3. Describe how you will meausre meeting your goals and objectives.

Measuring our objectives will be through the weights collected by our waste trucks. Recycling Services will receive weights from International Paper, Ames Resource Recovery and the Boone County Landfill. These weights will be recorded and compaired to the weights previously measured in the recent past years. Goals will be realized when our recycling weights expand and our landfill weights decrease. Our final goal would be to divert our landfill waste by 85% in 2025. Currently we are diverting 65% of our waste from the landfill.

**SOLID WASTE ALTERNATIVES PROGRAM**  
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Project Beginning Date: 1/01/2023 Project Ending Date: 7/31/2025

This timetable should account for all tasks from planning through project completion including the first year of project operation, as applicable.

[illegible]

## FORM D – BUDGET SUMMARY

### SOLID WASTE ALTERNATIVES PROGRAM

Project Requests of \$10,000 or Less

Applicant Name: Iowa State University Waste Minimization and Diversion Plan Visual Efforts/Steve Kohtz

| ITEM AND QUANTITY                      | DNR REQUEST | APPLICANT CASH MATCH | TOTAL  |
|--|-------------|----------------------|--------|
| 500 basic recycling signs for Campus B | \$4189      | \$1396               | \$5585 |
| 500 bold recycling signs for Campus C  | 4189        | 1396                 | 5585   |
| Adheasion (3"x4 corners x1000 posters) | 622.5       | 207.5                | 830    |
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| <b>TOTAL</b>                           |             |                      |        |

**Note:**

- Applicants are required to provide a minimum of 25% cash match for each budget line item in which SWAP funding assistance is requested.
- Applicants MUST submit a Form D – Budget Narrative detailing each item for which funding assistance is requested, why this item(s) was chosen and its role in the proposed project.

## **FORM D – BUDGET NARRATIVE**

### **SOLID WASTE ALTERNATIVES PROGRAM**

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Applicants are required to submit a budget narrative that details specific budget line items and their role in the project.

Applicants are encouraged to discuss other resources committed to the proposed project.

For this visual project, 1000 posters will be printed single sided on white plastic corrugated signage. These posters will be 18" x 24". They will be adheared to the wall (brick or painted dry wall) with industrial strength velcro strips. These strips will be 3" long and placed in the four corners of the said posterboard.



## FORM E

### COMPREHENSIVE PLANNING AGENCY REVIEW AND COMMENT FORM

#### SOLID WASTE ALTERNATIVES PROGRAM

Project Requests of \$10,000 or Less

See Application Guidelines for appropriate Comprehensive Planning Agency contact information

Iowa State University Waste Minimization and  
Applicant Name: Diversion Plan Visual Efforts/Steve Kohtz Date Application Received: 12/30/2022  
Comprehensive Planning Area Agency Name: John Roosa; Boone County Landfill  
Signature: \_\_\_\_\_ Title: \_\_\_\_\_  
Date: \_\_\_\_\_

1. Is the proposed project consistent with the solid waste comprehensive plan or Environmental Management System participant goals? Please elaborate.
  
  
  
  
  
  
  
  
  
  
2. Is the Agency aware of other entities currently diverting the targeted materials? If yes, please describe any potential adverse effects.
  
  
  
  
  
  
  
  
  
  
3. Is all or a portion of the targeted solid waste materials currently landfilled? If not, please elaborate.
  
  
  
  
  
  
  
  
  
  
4. Can the project, as proposed, be considered to have a regional impact on the targeted solid waste stream? If not, is there the potential for it to be expanded to have a regional impact and how?
  
  
  
  
  
  
  
  
  
  
5. Does the responsible agency feel the project is viable as proposed, given current and projected populations, the available solid waste stream, and current and proposed landfill diversion activities? Please elaborate.
  
  
  
  
  
  
  
  
  
  
6. Other Comments

## Minority Impact Statement

Pursuant to 2008 Iowa Acts, HF 2393, Iowa Code Section 8.11, all grant applications submitted to the State of Iowa which are due beginning January 1, 2009 shall include a Minority Impact Statement. This is the state's mechanism to require grant applicants to consider the potential impact of the grant project's proposed programs or policies on minority groups.

**Please choose the statement(s) that pertains to this grant application. Complete all the information requested for the chosen statement(s).**

- ☐ The proposed grant project programs or policies could have a disproportionate or unique positive impact on minority persons.

Describe the positive impact expected from this project.

Indicate which group is impacted:

- ☐ Women
- ☐ Persons with a Disability
- ☐ Blacks
- ☐ Latinos
- ☐ Asians
- ☐ Pacific Islanders
- ☐ American Indians
- ☐ Alaskan Native Americans
- ☐ Other

- ☐ The proposed grant project programs or policies could have a disproportionate or unique negative impact on minority persons.

Describe the negative impact expected from this project.

Present the rationale for the existence of the proposed program or policy.

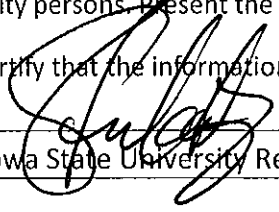
Provide evidence of consultation of representatives of the minority groups impacted.

Indicate which group is impacted:

- ☐ Women
- ☐ Persons with a Disability
- ☐ Blacks
- ☐ Latinos
- ☐ Asians
- ☐ Pacific Islanders
- ☐ American Indians
- ☐ Alaskan Native Americans
- ☐ Other

- ☒ The proposed grant project programs or policies are not expected to have a disproportionate or unique impact on minority persons. Present the rationale for determining no impact.

I hereby certify that the information on this form is complete and accurate, to the best of my knowledge:

Name: 

Title: Iowa State University Recycling Coordinator

## Definitions

"Minority Persons", as defined in Iowa Code Section 8.11, mean individuals who are women, persons with a disability, Blacks, Latinos, Asians or Pacific Islanders, American Indians, and Alaskan Native Americans.

"Disability", as defined in Iowa Code Section 15.102, subsection 5, paragraph "b", subparagraph (1):

*b.* As used in this subsection:

(1) "*Disability*" means, with respect to an individual, a physical or mental impairment that substantially limits one or more of the major life activities of the individual, a record of physical or mental impairment that substantially limits one or more of the major life activities of the individual, or being regarded as an individual with a physical or mental impairment that substantially limits one or more of the major life activities of the individual.

"*Disability*" does not include any of the following:

- (a) Homosexuality or bisexuality.
- (b) Transvestism, transsexualism, pedophilia, exhibitionism, voyeurism, gender identity disorders not resulting from physical impairments or other sexual behavior disorders.
- (c) Compulsive gambling, kleptomania, or pyromania.
- (d) Psychoactive substance abuse disorders resulting from current illegal use of drugs.

"State Agency", as defined in Iowa Code Section 8.11, means a department, board, bureau, commission, or other agency or authority of the State of Iowa.

## Applicant Disclosure

The Applicant must provide the following information. This is a continuing disclosure requirement from application submittal through agreement end date (if funding is awarded).

1. During the last three (3) years, has the Applicant received written notification from a state agency that a debt is owed to a state agency or a debt is being enforced through the Income Offset Program (including the state child support recovery unit if the Applicant is an individual) that will in any way impact receipt of monies awarded through this program?

☐ Yes ☒ No

If yes, provide the date by which the Applicant will or has satisfied debts owed to or being collected by the state.

2. During the last three (3) years, has the Applicant had a contract for goods and/or services terminated for any reason, or has the Applicant received a notice of breach, notice of default, or similar notice?

☐ Yes ☒ No

If yes, provide full details related to the termination or notice.

3. During the last three (3) years, describe any damages or penalties or settlements pertaining to contract disputes under any of the Applicant's existing or past contracts as it relates to goods and/or services performed that are similar to the goods and/or services contemplated by this application. If so, indicate the reason for the penalty, damages or exchange of property, goods, or services and the estimated amount of the cost of that incident to the Applicant.

4. During the last three (3) years, list and summarize all litigation, threatened litigation, administrative or regulatory proceedings, or similar matters to which the Applicant or its officers have been a party. Any such matter commencing after submission of an application, and with respect to the successful Applicant after the execution of a contract, must be disclosed in a timely manner in a written statement to the Department's contract officer.

I hereby certify that the information on this form is complete and accurate, to the best of my knowledge:

Name: \_\_\_\_\_

Title: \_\_\_\_\_

  
Iowa State University Recycling  
Coordinator